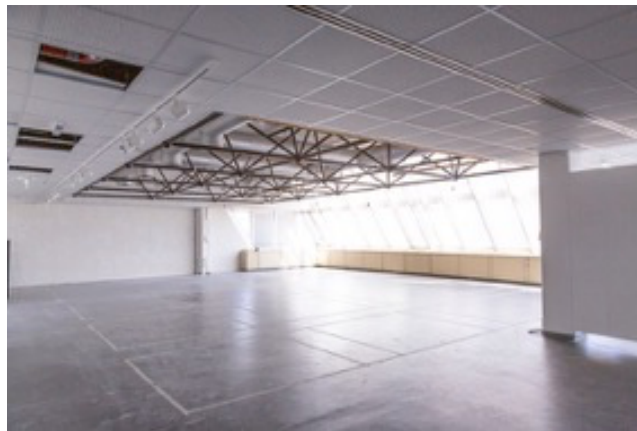




74thARTS LAUNCHES TRIO OF GLOBAL ARTS AND CULTURE EVENTS FOR 2024

A dynamic new woman-owned arts organization pushes boundaries of traditional art fair models connecting communities around the world



Top to Bottom: the Hotel Jerome, Aspen, Colorado; the Bibliothek of the West, Vienna, Austria

March 5, 2024 (New York, NY) 74tharts today launches a bespoke international calendar of art events for 2024. This year, those will take place in Aspen, Colorado, Milan, Italy, and Vienna, Austria. Annually, the organization will host two global nomadic pop-up selling exhibitions, entitled *Windows*, incorporating programming and activations along with year-round community partnership collaborations. The Aspen Art Fair, an annual event, anchors the 74tharts American calendar.

“Believing that the world is a small place and that there is a need for boutique, curated and dynamic art events, 74tharts promises to deliver a unique opportunity for connection, community, and commerce along with education and engagement. Our goal is to re-think, re-

examine, re-engage, and re-invigorate through our art fair in Aspen and our global nomadic pop-ups - connecting creative communities worldwide. It has been thrilling to receive such support even before making this announcement within our three distinct communities,” said Becca Hoffman, founder of 74tharts.

SCHEDULE AT-A-GLANCE

ASPEN: March 2024

March 4th - 31st, The Aspen Art Fair and 74tharts will host a pop-up exhibition in the salon of the Hotel Jerome entitled “*Exhibition Highlight: Women of the Aspen Art Fair*”, as a preview of their summertime art fair and to celebrate Women’s History Month. A **special opening reception** on **March 5th at 5:30PM** will highlight plans for the inaugural fair as well as the artists included.

On March 6th, The Aspen Art Fair and 74tharts in partnership with Here House and the Fine Art Group will host a panel discussion, “Unveiling the Secrets of Investment in Art and Fine Jewelry.” Featured speakers: Anita Heriot and Kate Waterhouse, moderated by Jonathan Heiglier.

June 27th, 2024

74tharts and the Aspen Art Fair will present an arts-related film, the documentary **TAKING VENICE**, in partnership with [Aspen Film](#). A Q&A with the film’s director, Amei Wallach, will follow the screening at the Aspen Film Isis Theatre in the heart of downtown Aspen.

July/August 2024

From July 29th- August 2nd, the New Aspen Art Fair will be presented by 74tharts in the historic [Hotel Jerome](#). It will kick off Aspen Art Week and feature between 30 and 40 dealers in addition to Aspen’s world-class cultural institutions, stretching across the Hotel Jerome. Additionally, there will be exclusive home tours, expert talks, partnerships with local non-profits, cocktail receptions, dinner opportunities, and even guided hikes to take advantage of Aspen’s natural beauty.

Select Participating Galleries Include:

Hexton Gallery (Aspen, CO)
Nancy Hoffman Gallery (New York, NY)
Galerie Maximillian (Aspen, CO)
Miles McEnery (New York, NY)
Perrotin (Dubai, UAE; Hong Kong, China; New York, NY; Los Angeles, CA; Las Vegas, NV; Paris, France; Seoul, Korea; Shanghai, China; Tokyo, Japan)
The Pit, (Los Angeles, Palm Springs, CA)
William Shearburn Gallery (St. Louis, MO)

Select Cultural Partners

Anderson Ranch Arts Center
Aspen Chamber Resort Association
Aspen Film
Aspen Music Festival and School

Resnick Center for Herbert Bayer Studies

VIENNA:

June 2024

June 4th- June 26th will be the first of the 74tharts global nomadic pop-ups, entitled **“The Window and the Couch”**.

74tharts is pleased to present a bespoke pop-up selling exhibition hosted in the [Bibliotek of West](#), a historic economics university in the 9th district, this will be a visual exploration of topics such as eros and thanatos, dreams and the subconscious, the ego and id, oedipal relationships, and more.

Alice Stori Liechtenstein, founder of [Schloss Hollenegg for Design](#), will curate a visual reinterpretation of Freud’s study for the present day. Conscious of how furniture and interiors are reflective of a period and of a state of mind, Stori Liechtenstein will select design pieces by Austrian and international designers with the aim of inspiring a contemporary rediscovery of Freud and his work. Expanding outward from Freud’s couch as an iconic piece of furniture, symbolic of a period, of a place and of psychoanalysis itself, Stori Liechtenstein will examine what would have happened if he had lived one hundred years later, what would he have collected? And on what kind of couch would his patients have recalled their dreams?

Selected designers include Jonathan Trayte, David Tavcar, Nadja Zerunian, Lisa Ertel & Jannis Zell, Soft Baroque, Onka Allmayer-Beck, Teresa Berger, and Högl-Borowski.

Simon Rees, known in Vienna for his work with the local art fairs and as head of program and development at the MAK - Museum of Applied Arts, will curate the visual art component. Rees is drawing his inspiration for the show from Freud’s ideas and their intrinsic inspiration to artists along with the context and history of the venue as being a classic 1970s Viennese architectural space – the opportunity for reinvigoration and rediscovery.

Vienna Design Week’s curators will collaborate on three unique onsite sensory experiences along with events offering distinct opportunities for connection.

Panel discussions exploring psychology and art history, surrealist dinners, cake and champagne brunches, and performance art pieces inspired by Freud’s teachings are also planned.

MILAN:

October 2024

From October 5th-31st, 74tharts will present a pop-up selling exhibition exploring intergenerational creativity and **intersections of art, fashion, and design**. A visual investigation into the creative whimsy that exists in visual, wearable, and functional art connecting the local and regional with a global feel. Pairing well known artists with up-and-coming artists to foster a unique dialogue.

Milan highlights include a fashion show performance and art experience, conversations on art, fashion, and feminism, and curated events.

ABOUT

74tharts

74th arts, founded in 2023, is a boutique woman-owned global arts event company; offering a yearly art fair in Aspen as well as a full schedule of global year-round cultural events, including pop-up exhibitions, conversations, unique activations, community engagement events and beyond.

Inaugural events will take place in Aspen, Colorado, Milan, Italy and Vienna, Austria, with plans to expand internationally in 2025 and beyond. Learn more at <https://www.74tharts.com/>

Leadership

Becca Hoffman is a veteran art world professional with a decade of running art galleries and a dozen years of art fair leadership.



Ms. Hoffman was instrumental in rebranding and upgrading the Outsider Art Fair New York and building the Outsider Art Fair Paris from 2012 to 2020. From 2020 to 2023, she developed art fairs and cultural events in Aspen and Palm Springs for Intersect Art and Design.

In 2023, she launched 74tharts, an art business, to explore culture, connectivity, and commerce, with a skilled team and more than 50 years of combined shared experience in the art world.

She lives in New York City and Antibes, France.

Aspen Art Fair Partners:

Bob Chase, the owner of Aspen's Hexton Gallery, has been an Aspen resident for the past 15 years and an art dealer since 1995. Chase is involved locally across many of Aspen's cultural organizations and is a National Council member at both the Aspen Art Museum and Anderson Ranch Arts Center.

John Sughrue, founder of the Dallas Art Fair, has collaborated with Becca Hoffman for almost twenty years now since the launch of the Dallas Art Fair. He established Brook Partners, Inc. in 1994 to capitalize on real estate investment opportunities in the Southwest. Since that time, Brook Partners and its principals have been involved in development, acquisition and asset management services involving in excess of \$5 billion of assets. Brook Partners produces the Dallas Art Fair, a best-of-breed international art fair hosted at FIG now celebrating its sixteenth year. Among numerous civic endeavors, Mr. Sughrue is a founder and director of Veritex Community Bank, a Dallas-based community bank founded in 2010. He is a past chairman and current board of directors member of the Dallas Contemporary.

Jeremy Buonamici serves as Vice President and Chief Operating Officer for Brook Partners, Inc. providing asset and property management and other related services for the firm's advisory clients. Jeremy oversees all business aspects of Brook Partners' investment and development platform. Most recently, Jeremy spearheaded the redevelopment of River Bend, a creative office and retail hub in Dallas' Design District. In addition, Jeremy serves as the Chief Executive Officer at FIG Enterprises, Inc., a boutique wholesale fashion venue and special event company that produces fashion trade shows, the Dallas Art Fair, and a myriad of other events; and is Chief Executive Officer of Marburger Farm Antique Show in Round Top, TX, always on a short list of never-miss dates for many of the design world's most influential and respected talents.

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QUICK LINKS

Website

Visit <https://www.74tharts.com/> for tickets, programming updates, a complete list of cultural partners, exhibitors, events, and more.

Connect with 74tharts

@74tharts on Instagram and Facebook
#74tharts and #aspenartfair

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