

**Artsy and 1:54 Contemporary African Art Fair to partner,  
encouraging the growth of contemporary African art in a global market place**

***Partnership launches with panel discussion on the contemporary African art market  
on 9 September in New York City***

- Online fair preview opens 8 October 2014 on [Artsy.net](http://Artsy.net)
- Panel discussion at Artsy's headquarters on September 9, 2014 at 6pm. RSVP to [rsvp@artsy.net](mailto:rsvp@artsy.net)
- Press Preview: October 15, 2014, 8:30 - noon at Somerset House, London. RSVP to [george.eddy@kallaway.com](mailto:george.eddy@kallaway.com)

Artsy and 1:54, the Contemporary African Art Fair, are pleased to announce their partnership in bringing the fair—Europe's leading international fair dedicated to contemporary African art, now in its second year in London—online to a global audience. Artsy, the premier online resource for browsing the world's most influential art fairs offers collectors and art enthusiasts the opportunity to explore the fair, collect works from exhibiting galleries, and access exclusive editorial content including 'Insider Picks' on [Artsy.net](http://Artsy.net) or the [Artsy app for iPhone](#).

This year, **1:54** has doubled in size, taking over both the East and West Wings of Somerset House in London. It will once again provide an unparalleled showcase of the world's finest Contemporary African Art from **16 to 19 October 2014**. The fair is accompanied by a critical conversations series comprising of lectures, artist talks, film screenings and panel discussions presented by international curators, artists and leading experts in the field.

Ahead of the opening, 1:54 and Artsy will launch their partnership with a panel discussion on 9 September 2014 at Artsy's headquarters in New York City. Panelists will include Touria El Glaoui, director of 1:54, Christa Clarke, curator of Arts of Africa at The Newark Museum, and Taymour Grahne, gallerist and exhibitor, among others. Melanie Edmunds, Content Partner Manager at Artsy, will moderate the conversation.

The collaboration, which follows on the heels of 1:54's highly successful inaugural event last autumn, marks a global expansion of the fair and signals a growing market for contemporary African art.

**Touria El Glaoui, founder and director of 1:54 - Contemporary African Art Fair, says:**

*"We are thrilled to announce 1:54's partnership with Artsy. This marks a growth of the fair into a new region. Contemporary African art is becoming more attractive to collectors on both sides of the Atlantic, so it seems only right to have a presence in the USA. Even though many international collectors and art enthusiasts will visit the fair, some will be unable to come to London. We are delighted to be creating both an online and interactive presence for those interested in the market to engage with 1:54, and Artsy is the best platform to achieve this goal."*

The online preview of 1:54 opens on 8 October, 2014 on Artsy, where viewers may browse booths and artworks from the fair's 27 selected exhibitors and contact galleries with inquiries beginning one week prior to the opening of the physical fair on 15 October in London. 1:54 will remain live on Artsy throughout the fair, with new works updated daily.

On-site at 1:54—which will take place in London during Frieze week at Somerset House— **the Artsy app for iPhone** will function as a customized guide on visitors' mobile phones, mapping the fair and pinpointing their saved favorite artists, artworks, and exhibitors. The app also provides related content, such as price details (where available), and suggests similar artworks on sale at the fair. Visitors may stop by the Artsy booth for a personal demo or other special collector services from Artsy specialists.

#### **Notes to editors**

#### **Media contacts:**

1:54 website: [www.1-54.com](http://www.1-54.com)

Twitter: [twitter.com/154artfair](https://twitter.com/154artfair)

Facebook: [facebook.com/154ContemporaryAfricanArtFair](https://facebook.com/154ContemporaryAfricanArtFair)

Artsy website: [www.artsy.net](http://www.artsy.net)

Twitter: [twitter.com/artsy](https://twitter.com/artsy)

Facebook: [facebook.com/artsy](https://facebook.com/artsy)

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#### **About 1:54 - Contemporary African Art Fair 2014**

1:54 showcases the highest quality African art, bringing together galleries, curators, artists, art centres and museums both from Africa and working with Africa-related projects to promote art by established and emerging talent to an international audience. The second edition of 1:54 will be held at Somerset House, London, from 15 (preview day) to 19 October 2014.

Taking place during Frieze London Week, the fair builds on the burgeoning popularity of contemporary African art and presents a rare opportunity to explore the rapidly emerging African art market and acquire works in an environment supported by some of the most influential people and organisations in the art world. From painting to sculpture and photography the fair presents visual African art in its many forms giving collectors, art enthusiasts and culture seekers the chance to be the first to experience and engage with African art on this level.

Through an extensive programme of conversations, talks, panels and keynote speeches with some of the art world's key thinkers 1:54 also promotes discussions and understanding of contemporary African art focussing on topics including markets & economies, collections, artistic practice, criticism and Africa as an inspirational ground.

## About Artsy

Artsy is the leading resource for art collecting and education. Artsy provides free access via its website ([Artsy.net](https://www.artsy.net)) and iPhone app to international exhibitions, museum collections, gallery listings, art fairs, curated sales, and benefit auctions. It currently features over 175,000 images of art and architecture by 25,000 artists from 2,000 leading galleries and 300 museums and institutional partners, including the world's largest online database of contemporary art. Artsy's encyclopedic collection spans historical works, such as the [Rosetta Stone](#) and [the Colosseum](#), to modern and contemporary works by artists such as [Pablo Picasso](#), [Willem de Kooning](#), [Richard Serra](#), [Lucien Smith](#), [Sarah Lucas](#), and [Cindy Sherman](#). Powered by The Art Genome Project, a classification system that maps the connections between artists and artworks, Artsy fosters new generations of art lovers, museum-goers, patrons, and collectors.

### 1:54 Exhibitors:

A Palazzo Gallery, Brescia  
Afronova, Johannesburg  
Art Twenty One, Lagos  
ARTLab Africa, Nairobi  
ARTCO Gallery, Aachen  
CCA/Center for Contemporary Art, Lagos  
Carpe Diem, Ségou  
Doual'art, Douala  
First Floor Gallery Harare, Harare  
Galerie Anne de Villepoix, Paris  
Galerie Cécile Fakhoury, Abidjan  
Galerie Imane Farès, Paris  
Galerie Mikael Andersen, Berlin  
In Situ - Fabienne Leclerc, Paris  
Jack Bell Gallery, London  
Knight Webb Gallery, London  
M.I.A Gallery, Seattle  
Magnin-A, Paris  
October Gallery, London  
Primo Marella Gallery, Milan  
Purdy Hicks Gallery, London  
Selma Feriani Gallery, London  
(S)itor Senghor, Paris  
SMAC Art Gallery, Cape Town  
Taymour Grahne Gallery, New York  
VOICE Gallery, Marrakech  
WHATIFTHEWORLD / GALLERY, Cape Town