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## New Dealers Invest in Dallas as Art Fair Week Quickly Approaches

Eileen Kinsella, Monday, April 11, 2016

The Dallas Art Fair is still relatively young as major fairs go—now in just its eighth edition— but it is fast becoming a must-attend event on the annual circuit. By all accounts, serious business gets done here, as opposed to just buzzed-about ranks of "new" collectors, though there is no shortage of these here, too.

Alongside the event itself, which opens to the public on April 14 and runs through April 17 at the Dallas Arts District's Fashion Industry Gallery (F.I.G), the fair has again teamed up with local institutions, galleries, and collectors to offer a vibrant roster of related events, shows, and openings. Mayor Mike Rawlings, who is scheduled to speak at the opening press conference, has dubbed it "Dallas Arts Week."

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Though the size of the fair has roughly stayed the same this year—97 exhibitors as compared with 95 last year—there are a few first-timers added to the ranks. About a third of the galleries are new, and there is a strong contingent from Los Angeles, including Honor Fraser, François Ghebaly, Steve Turner, and Karma International. Other fresh faces include Paramo from Guadalajara, Carbon 12 from Dubai, and New York's Leila Heller Gallery.

"We have been interested in becoming more involved in the city of Dallas for quite some time," said Lauren Pollock, director of Leila Heller Gallery. "It is home to many amazing art institutions, and we have also been working with more and more Texas-based collectors in recent years."



Rachel Lee Hovnanian *Dallas Cowboys: Breakfast of Champions* (2016).  
Photo by Brian Buckley. Courtesy of the artist and Leila Heller Gallery.

Pollock added that the Dallas fair in particular has been "highly recommended to us by many other gallerists who have participated year after year." These exhibitors, she says, "applauded the fair's organization, and saw a great deal of potential in the strong relationships they were able to build with collectors and curators."

The gallery will feature a solo booth of multidisciplinary artist Rachel Lee Hovnanian, who is known for pushing boundaries and referencing popular culture and consumerism.