

FOR IMMEDIATE RELEASE
Sunday, March 30th 2008



VOLTA NY – New York
March 27th – March 30th, 2008
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VOLTA NY closed today to significant critical acclaim and remarkable sales generated over the weekend. The inaugural fair has been exceedingly well received by local and international visitors to the Armory Week as an important platform for solo artist presentations as well as a viable format for generating private and institutional sales.

Manhattan's crowded 34th Street had one more attraction this week: **VOLTA NY**, the solo project art fair curated by **Amanda Coulson** and **Christian Viveros-Fauné**. More than 8,000 visitors visited the 11th Floor of MMPi's elegant trade show tower, located directly in front of the Empire State Building. Among them were collectors **Todd Levin**, **Doris Saatchi**, **Jerry Speyer**, **Richard Massey**, **Beth DeWoody** as well as **Laura Lee Brown** and **Steve Wilson**, critics **Roberta Smith**, **Jerry Saltz**, **Ken Johnson**, **Holland Cotter** and **Phoebe Hoban**, curators and museum directors **Anne Ellegood**, **Jens Hoffman**, **Eugenie Tsai**, **Holly Block** and **Arnold Lehman**.

VOLTA NY's format of solo presentations have been touted by media as diverse as the New York Times and artnet as "fresh and notably successful" and "the perfect fair," both for its size and curated character. The fair has also been a financial success. **Serban Savus'** paintings –presented by gallery KONTAINER– were sold out on the opening day, as did **ROKEBY's Gideon Rubin**. **Peter Sarkisian's** large-scale video work at I-20 sold on Saturday for \$105,000. Other galleries reporting sold-out stands were Elaine Levy, Andre Schlechtriem Contemporary, Sunday L.E.S., A Gentil Carioca, Kavi Gupta, Kenny Schachter ROVE, Samson Projects, Roebing Hall, Hales, Hamish Morrison, Spencer Brownstone, Haas & Fischer, Noga Gallery, Thierry Goldberg Projects and Goff & Rosenthal. Early estimates are that **VOLTA NY** registered a volume of sales of more than 2,500,000 dollars.

Galleries with experimental in situ projects like Renée Levi's wall paintings at Evergreene gallery, International Festival's joyful exuberance at Fruit and Flower Deli or the moving live orchestral recital commissioned by Adrian Williams at Voges + Partner, achieved the dealers' aim of not selling but generating critical discourse and institutional interest.

VOLTA NY also hosted two parallel events at 7W: a lecture by **Paige West**, titled *The Art of Buying Art*, after her book of the same name, and a panel discussion hosted by the **International Association of Professional Art Advisors** titled *How Private Collectors and Museums Are Changing Our Access to Art*, that included the participation of, among others, **Mera Rubell**, the Nerman Museum's **Bruce Hartman**, Bank of America's **Rena DeSisto** and Artnews Editor and Publisher **Milton Esterow**.

Success in sales and public attendance confirms **VOLTA NY**'s strong new position during Armory Arts Week. Executive Director Amanda Coulson and Curatorial Advisor Christian Viveros-Fauné are already planning new possibilities for artists and galleries to take VOLTA to even another level next year.

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