

FOR IMMEDIATE RELEASE  
Saturday, January 5th, 2008



VOLTA NY – New York  
March 27th – March 30th, 2008  
[www.voltashow.com](http://www.voltashow.com)

**VOLTA—the cutting-edge art fair that debuted in Basel—inaugurates a solo invitational show, “The Eye of the Beholder”, in New York during the Armory Week at an extraordinary location off 5th Avenue opposite the Empire State Building.**

The team behind VOLTA Basel brings the successful young fair stateside, continuing the original VOLTA mandate to create a tightly-focused, curated event that is a place for discovery and a showcase for current art production. VOLTA NY introduces a new format with exclusively solo projects, conceived to complement the exciting program of art available during Armory Week, March 2008.

According to Armory Show Executive Director **Katelijne de Backer**: “The VOLTA fair is one of these gems that has emerged on the art fair circuit in recent years and that no one can ignore. As we are part of the same family now, it was only obvious that we invite them to New York.”

VOLTA NY will be organized as a curated show under the title “The Eye of the Beholder” by the Directorial Team of art critic/curators **Amanda Coulson** (Executive Director) and **Christian Viveros-Fauné** (Managing Director/Curatorial Advisor) and will be a valuable addition to New York’s vibrant scene, an entirely different yet balanced contribution to the host fair. By putting the focus back on artists through exclusively featuring solo projects, VOLTA NY promotes a deep exploration of the work of its selected artists and galleries, an opportunity for discoveries that move beyond those afforded by a traditional art fair.

Aside from convenient public access by subway or taxi, visitors can reach VOLTA NY’s prime location just off 5th Avenue with shared shuttles directly between The Armory Show on Pier 94 and the VOLTA NY site opposite The Empire State Building on 34th street.

VOLTA was founded in 2005 by dealers **Kavi Gupta** (Chicago), **Ulrich Voges** (Frankfurt) and **Friedrich Loock** (Berlin). VOLTA4 will be held in Basel from June 2nd-June7th, 2008, at Ultra Brag, while VOLTA NY premieres in 2008 from March 27th-March 30th.

**NY Fair Location and Office:**

7 W.34th Street, New York, NY 10001, USA

Tel: +1.646.641.8732

**VOLTA Production Office (Switzerland):**

Südquaistrasse, 55 CH- 4019, Basel

Tel.: +41.61.322.1270

Fax: +41.61.322.1269

**Contact:**

General Information:

Office

[info@voltashow.com](mailto:info@voltashow.com)

US

Christian Viveros-Fauné

[cvf@voltashow.com](mailto:cvf@voltashow.com)

Europe

Amanda Coulson

[amanda@voltashow.com](mailto:amanda@voltashow.com)