



VOLTA

NEW YORK

EXHIBITOR
PROSPECTUS

SEPTEMBER 4-8
2024



**DISCOVER.
CONNECT.
COLLECT.**

VOLTA is an international contemporary art fair that is part of the Ramsay Fairs family.

VOLTA is dedicated to creating an environment for art collectors to discover, connect with, and collect the Art of Now.

DATE & LOCATION

September 5 - 8, 2024
Preview: 4 September, 2024

Chelsea Industrial, 535-551 W 28th St
New York, NY 10001

**VOLTAARTFAIRS.COM | @VOLTAARTFAIRS
#VOLTANEWYORK**



OUR STORY

VOLTA - Italian word for “turn.” In a sonnet, a volta is a rhetorical shift or dramatic turn of thought, argument or emotion.

VOLTA debuted in Basel in 2005 as a collaboration between dealers and friends. The fair quickly grew into a platform that supported ambitious international galleries to participate in the art markets’ major cities. VOLTA New York shortly followed in 2008.

The fair has an almost 20-year legacy of supporting these galleries to stage forward-thinking curations and bring new narratives to this space. The work reflects the changing world that we live in and asks us to discover a new perspective.

This visionary approach has been retained by continually responding to the external art markets and ambitions of our galleries. As a result, the fair presents unique artistic dialogue for art lovers and collectors to discover.

Now, VOLTA looks to the future with a newly-appointed Artistic Director to bring new life to the 2024 editions in Basel and New York.

VOLTAARTFAIRS.COM | @VOLTAARTFAIRS
#VOLTANEWYORK



ARTISTIC DIRECTOR

Lee Cavaliere is an expert in contemporary art, with experience in both the institutional and gallery sector. After working with the world-famous Collection displays at Tate in London, Cavaliere employed his expertise in the commercial market, delivering contemporary exhibitions at Max Wigram Gallery and the Fine Art Society on Bond Street, London.

Cavaliere founded and directed VOMA, the world's first online art museum, is founder of the arts education charity The Sixteen Trust, and works with numerous charity based and NGO projects internationally. Cavaliere is committed to spotlighting new artistic perspectives and emphasizing access for galleries to the emerging markets.

**VOLTAARTFAIRS.COM | @VOLTAARTFAIRS
#VOLTANEWYORK**

“We live in a different world than just a few years ago. People are more discerning and mindful of engaging with socially conscious art.

VOLTA is a unique art fair that has always aligned with art trends in the emerging markets. I aim to continue to look to the future and provide more access to emerging and diverse artistic voices. We will connect people with the unexpected and push the boundaries of what has been seen in this space before.”

LEE CAVALIERE
Artistic Director of VOLTA Art Fairs



VOLTA NEW YORK 2024



LOCATION

CHELSEA INDUSTRIAL
535-551 WEST 28TH ST
NEW YORK, NY 10001

For the its 2024 edition, VOLTA returns in September to align with The Armory Show. VOLTA's new venue, Chelsea Industrial, is situated just a 10-minute walk away from the Javits Center and places us directly at the heart of New York's September Art Week in the Chelsea district.

At 22,000 sq ft our new venue combines the industrial architecture from this beloved neighborhood with the glamour and allure of what is to come. This transformative industrial venue features 18ft ceilings as well as expansive floor-to-ceiling windows and is all on one floor, giving you the perfect selling space to welcome your clients to VOLTA.

A short walk from countless attractions and galleries in the heart of the contemporary art scene of New York, it also offers convenient access to multiple subway lines, making exhibiting and visiting the fair as easy as possible.



- [Google Maps location](#)
- [Visit venue website](#)

VOLTAARTFAIRS.COM | [@VOLTAARTFAIRS](https://www.instagram.com/VOLTAARTFAIRS) | [#VOLTANEWYORK](https://www.tiktok.com/hashtag/VOLTANEWYORK)

FAIR INFORMATION

General Information

Participation in VOLTA includes the following booth package:

- White exhibition walls
- LED lighting package situated on a truss system (number of included lights is based on booth size)
- 1x power outlet
- Unlimited drayage and empty crate storage and removal
- Booth signage
- WiFi
- 24-hour security
- Unlimited VIP invitations and day passes
- Inclusion on website, and digital and social media campaigns

Your Booth Fee also includes:

- Year-round PR and marketing spotlights across VOLTA's social media channels
- Year-round access for your VIPs to our curated VIP Program of events
- Support with shipping through our dedicated Shipping Coordinator and climate action aims
- Opportunity to be involved in our Fair Talks Program

Booth Prices

Booth prices at VOLTA Art Fair are \$78 per sq ft. There will be an additional charge for booths with outside walls.

Due to the layout of the venue, all booths are unique and total price will depend on the configuration of the booth you are assigned, taking into account your preferences for size and layout.

Special Installations

Exhibitors have the added opportunity to propose large-scale installations and other work transcending the boundaries of individual booths.

Terms of Application

A non-refundable application fee of \$350 is due with the submission of an application.

Acceptance Period: rolling acceptances

Exhibitor List Release Date:

Tuesday, July 2, 2024

First Invoice: Upon acceptance, a \$4,000 deposit payment will be sent out with booth assignments and is due upon receipt.

Second Invoice: The remaining balance will be invoiced separately and will be due by Friday, August 2, 2024

Set-up: TBC - Tuesday, September 3 or Wednesday September 4, 2024

Dismantling: Sunday, September 8, 2024, after closing

EXHIBITOR VOICES

"We were delighted to place several large-scale paintings with established collectors in the first hour. The opening day was very active and clearly Ramsay Fairs are working hard to bring high quality collectors to VOLTA."

ZAVIER ELLIS
CHARLIE SMITH LONDON

"I wanted to thank you for a wonderful VOLTA. It was our first year participating and we were very happy with everything. The service and support were great. We are looking forward to the next edition."

ANN-KATHRIN ZIGANKI
ARTEM-REICH

COLLECTOR VOICES

"The focus of our collection is young contemporary art, so VOLTA is natural for us. We like to discover artists, and we like to discover them before other people discover them, so VOLTA is perfect! We really enjoy fairs like VOLTA more than the main fair."

SUSAN HORT NEW YORK

"VOLTA really is a fantastic experience. The intimate knowledge of the business, their connection with the galleries, which is necessary for trust, is essential for the way they are working."

ALAIN SERVAIS BRUSSELS



WHAT TO EXPECT AT VOLTA NEW YORK

When you sign up to VOLTA Art Fair, you become a member of the VOLTA gallery family and receive year-round support to connect your artwork to new audiences.

Pre-Fair

The VOLTA team support your gallery to produce cutting-edge booth curations, working directly with the Artistic Director and Exhibitions Coordinator.

The central VOLTA team will stay in touch with ART weekly emails (Announcements, Reminders, and To Do's) that provide in-depth detail of any next steps to make your VOLTA fair experience a success – from marketing deadlines to operations and logistics.

During the Fair

Our Exhibitions Coordinator and Artistic Director will check in with you and you'll receive daily updates on attendees and exclusive offers from our partners to enjoy.

Post-Fair

VOLTA will continue to support your gallery year-round by showcasing new exhibitions, artist work and engaging you with our thematic content.

Our Community

For 2024, VOLTA has established a new Advisory Board - a network of visionary galleries, curators, business advisors and gatekeepers – to provide curatorial support and guidance to galleries.

Visit voltaartfairs.com/about/our-community to meet the team.

Programming and Ideas

If you have a curatorial idea beyond your booth to propose to the VOLTA team, please contact steven@voltashow.com

Talks and Tours

Through the week VOLTA will host a series of private and public tours that are thematically based on the curation of the galleries.

In 2024 VOLTA will host a talks program to discuss market trends. If you'd like to propose an idea for discussion, please get in touch.

Special Installation and Performance

Get in touch with the team to propose large-scale or a special installation or performances.

MARKETING, PARTNERSHIPS AND PR



OUR AUDIENCE

VOLTA Art Fairs attract 12,000 visitors each year. Our visitors are predominantly high net worth individuals, highly educated cultural tastemakers and discerning art lovers.

- Predominantly ABC1 our audience have large disposable incomes
- In both New York and Basel, over 50% have an annual income of \$200K +
- They are avid collectors of art, with 60% adding to their collection at least once a year.
- The predominant age brackets are 45-54 (30%), 55-64 (30%) and over 65+ (20%)

@VOLTAartfairs

 37.2K  35K MAILING LIST
 18.7K  7K VIPS
 37.6K  500 GUEST OF HONOR

VOLTAARTFAIRS.COM | @VOLTAARTFAIRS | #VOLTANEWYORK



MARKETING, PARTNERS & PRESS

In 2024, VOLTA will attract new and existing collectors and high net worth individuals through a strategic marketing and communications strategy.

- **VIP Program** – VOLTA hosts a year-round VIP program for our community of over 7000 loyal VIPs that engages them ahead of the fair and guarantee art buying attitudes before coming to the fair. Each year we create a VIP acquisition plan to build new relationships with influential individuals and collector groups and invite them to a complimentary VIP visit and specially programmed events.
- **Paid Advertisement** – A combined digital and print ad plan that takes VOLTA New York to our target audience. Publications examples include Architectural Digest, Frieze and Art Fair Mag.
- **Press and Media** - In 2024, VOLTA is working with internationally renowned Sutton PR. [See recent VOLTA press here.](#)

- **Partnerships** – VOLTA works with unique partners who reflect the fair's high net worth target audience. For example, the The Armory Show, Soho House, The Ned and non-profit Fashion Fights Cancer.
- **Content Creation** - We build a content plan to share stories of VOLTA's curation, your gallery, artists and their work to a combined following of over 60K on social media and over 30K newsletter subscribers.
- **Paid Social** – We work with our in-house digital team to create a paid social media campaign that will work across Instagram, Facebook and Google Ad Words.



GET IN TOUCH





LEE CAVALIERE
ARTISTIC DIRECTOR

lee@voltashow.com



STEVEN AGRE
EXHIBITION COORDINATOR

steven@voltashow.com