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PINTA NY poised to meet growing international demand for Latin American art

New York, NY (June 3, 2013) - In November 2013, PINTA NY will open the seventh edition of the modern and contemporary art fair featuring art from Latin America, Spain, and Portugal. The fair is timed to coincide with Christie's and Sotheby's monumental Latin American art auctions in New York City. With notable Latin American artists making record setting sales at Sotheby's Modern and Impressionist Evening Auction this May, PINTA NY is positioned to help usher in the burgeoning trend for Latin American art.

Founder of PINTA NY, Diego Costa Peuser, has had a nearly 30-year-long career devoted to expanding the international exposure of Latin American art. Costa Peuser has seen tremendous growth in the market and has had a direct hand in nurturing and developing the lesser known art trends of South America, pushing them ever further into the international scene through his roles as Director and CEO of Arte al Dia International magazine, Founder of the Buenos Aires Photo and Lima Photo art fairs and Director of PArC Peru.

Following decades of political and economic turmoil, many Latin American countries are emerging to prosperity in the 21st century. These new powerhouse economies have created a demand with buyers hungry to acquire the freshest, most cutting edge work in modern and contemporary art increasingly available through fairs such as Mexico's Zona Marco, Brazil's Art Rio, and Peru's PArC.

Natalia Majluf, Director of the Lima Art Museum recently described the factors contributing to Latin America's upward cultural trend at PArC:

Sustained economic growth over a period of ten years, a frenzy of cultural activity involving not only the visual arts...and a society eager to learn, to know and to make its way back into the world, as reflected by the massive number of visitors attending concerts, museums, and cultural activities, leaving the sad decades of the 1970s and 1980s behind.

The low volatility and steady growth of Latin American art has begun to attract new collectors and attention from the art world beyond the Americas. A new look at Latin American artists in the development of the avant-garde has been supported by the increasing presence of Latin American art and cultural figures in international galleries, museum exhibitions, and biennials,

as evidenced by the appointment of dedicated Latin American curators at MoMA and the Tate Modern.

Earlier this year, PINTA NY announced a restructuring of the 2013 fair format which will include five curatorial platforms—PINTA Galleries, PINTA Emerge, PINTA Centro, PINTA Video and PINTA Forum. These platforms will each be headed by established curators and tastemakers on Latin American art including **Ian Cofre** (PINTA NY Director, New York), **Cecilia Fajardo-Hill** (Los Angeles), **Jose Roca** (Bogota/London), **Omar Lopez-Chahoud** (New York/Miami), **Octavio Zaya** (New York/Boston/Leon), **Miguel Lopez** (Lima) and **Gabriela Rangel** (New York). In addition, the fair will move to a large, airy loft space in SOHO for an improved exhibition environment.

Costa Peuser sheds light on the importance of these changes:

I clearly see what the road ahead is, and I considered that PINTA NY needed a change which would reflect the gestation of other art flows, such as the phenomenon of artist residencies or the growing impact and influence of curators who travel and who are familiar with the continental panorama. This is the best time for Latin America, it has a cultural power which is not only emerging but which contains the potential of the still-not-exhausted. Our artists need greater promotion in order for them to become known, and PINTA NY is the best platform to achieve this.

The seventh edition of PINTA New York will take place November 14-17, 2013 at 82 Mercer St. New York, NY 10012.

About PINTA NY

PINTA New York is an exclusive and intimate international art fair of select exhibitors from the United States, Latin America, and Europe, divided into segments of Contemporary and Modern art. Founded in 2007 and now in its seventh year, PINTA NY is an annual, must-see event for important collectors, museums, and curators, as well as a public interested in learning more about Latin American, Spanish, and Portuguese artists. PINTA NY consistently exceeds expectations in attendance and sales, developing long-term relationships with cultural producer in the US, Europe, and major cities in the Americas who are dedicated to supporting culture and the arts. PINTA NY brings together the leading artists and galleries from the United States, Latin America, and Europe and is the international venue for the exhibition and promotion of Latin American, Spanish, and Portuguese art abroad.

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