

FOCUS Art Fair New York 2024: A Sustainable Art Fair Experience

Date: May 9th - 12th, 2024

FOCUS Preview Day: May 9th, 2024, 6pm-9pm

FOCUS public Open

May 10, 2024 (Friday) 11 am-7 pm

May 11, 2024 (Saturday) 11 am-7 pm

May 12, 2024 (Sunday) 10 am- 6 pm

Location: 548 WEST, Chelsea, New York, NY 10011, USA

FOCUS Art Fair, a global leader in redefining the international art fair landscape, is set to host its eighth Art Fair edition in Chelsea, New York. The upcoming FOCUS Art Fair New York, scheduled to take place from May 9th to 12th, 2024, with a VIP vernissage on May 8th, showcases the tantalizing synergies between digital and traditional art. Following on from its previous successes at the Carrousel du Louvre in Paris and the Saatchi Gallery in London, the Art Fair will serve as a catalyst that connects artists and patrons worldwide, enriching New York's dynamic art scene.

The eagerly awaited event will bring together esteemed galleries and organizations from around the world, including New York's [NYC Culture Club](#), [Equal Means Equal](#), and [SUMMIT](#), who will be presenting artists Jared Owens, Russell Craig, Malaika Tambe, and Shihori Yamamoto. Alongside other world-renowned art creators such as Gavin Bond, Ellen Von Unwerth, Robert Duteasco, and Shepard Fairey, all of whom will be showcasing their unique collections, French artist JR is set to occupy space inside the venue with his INSIDEOUT project, inviting viewers to step foot inside his artistic vision and mission for humanity. FOCUS will be offering guests the exclusive opportunity to take part in JR's dynamic art collaboration with organization Equal Meets Equal via an on-site photo booth which will transform photographs into individual art pieces. will present guests with an immersive digital experience, fostering deeper engagement and interaction with distinctive art collections.

Sustainability will be the key defining theme of FOCUS Art Fair New York. The event aims to shape the art ecosystem of the future by fostering an in-depth understanding of sustainable art practices and eco-friendly approaches. Works addressing environmental themes, by artists such as Alejandro Durán, Ásgeir Pétursson, and Haneul Kim, will be prominently featured. By partnering with eco-conscious businesses like ['the Rootist'](#), the Fair furthermore seeks to amplify messages of environmentalism and the coexistence with nature.

FOCUS New York "aspires to foster a comprehensive platform for artists converging in the physical and digital realms", says Sungmin Hong, CEO of FOCUS Art Fair. The event envisages the creation of an engaging space where art creators can voice their visions of love, equality, and sustainability. As part of an ongoing initiative to foster emerging talent, a series of lectures and workshops led by leading artists and experts is also scheduled to take place. Our partnership with Equal Meets Equal (EME), recognized for their pivotal role in the ERA (Equal Rights Amendment) ratification legislation in Nevada, Illinois, and Virginia, will kick off with a special auction on May 10th, followed by a private dinner to be attended by A-list celebrity guests. EME will be launching their FINAL IMPACT Initiative for the ERA, "Make The Call, Joe!" at FOCUS New York, inviting viewers to participate in their game-changing visual petition to foster further equality for American women, girls, and LGBTQIA+ individuals.

The Art Fair's highly anticipated eighth edition will run in parallel with the FOCUS Talk Series that will unveil the vision, mission, and purpose of FOCUS New York, spotlighting prominent guest speakers and industry icons to set the scene for the Art Fair. With the generous support of our partners Samsung, Equal Means Equal, SUMMIT, The Rootist, UpBit, and

NYC Culture Club, FOCUS will host an exclusive vernissage on May 8th for invited members, featuring a special panel discussion with Art leaders as well as an open bar and DJ. Under the theme of “Physital”, signifying the fusion of the “physical” and “digital” realms, FOCUS New York promises innovative, inspiring, and aesthetic experiences for visitors through showcasing a diverse range of artworks that transcend the boundaries between the physical and virtual worlds.

For press inquiries, please contact: