



FOCUS NEW YORK : ART BOOM

May 18-21, 2023

CHELSEA INDUSTRIAL, NEW YORK



FOCUS NEW YORK : ART BOOM 2023

MAY 18 2023 - MAY 21 2023

CHELSEA INDUSTRIAL, NEW YORK

"ART BOOM"

After a long period of uncertainty, a post-pandemic boom has emerged in the art world. Our ongoing project, Art Boom - 2022/2023, aims to highlight the potentials of this evolving period and shape new perspectives and discussions.

Since its launch in 2019, FOCUS Art Fair has grown its presence in Europe with successful editions in Porto, London Saatchi Gallery and, most recently, Carrousel de Louvre in Paris. Over the years, it has been reborn as an international project introducing fresh and unique concepts to the global art community.

With the goal of shaping the future of the art industry, we are committed to create an "ecosystem" where art collectors, curators, galleries, and artists can belong in a shared community and network.

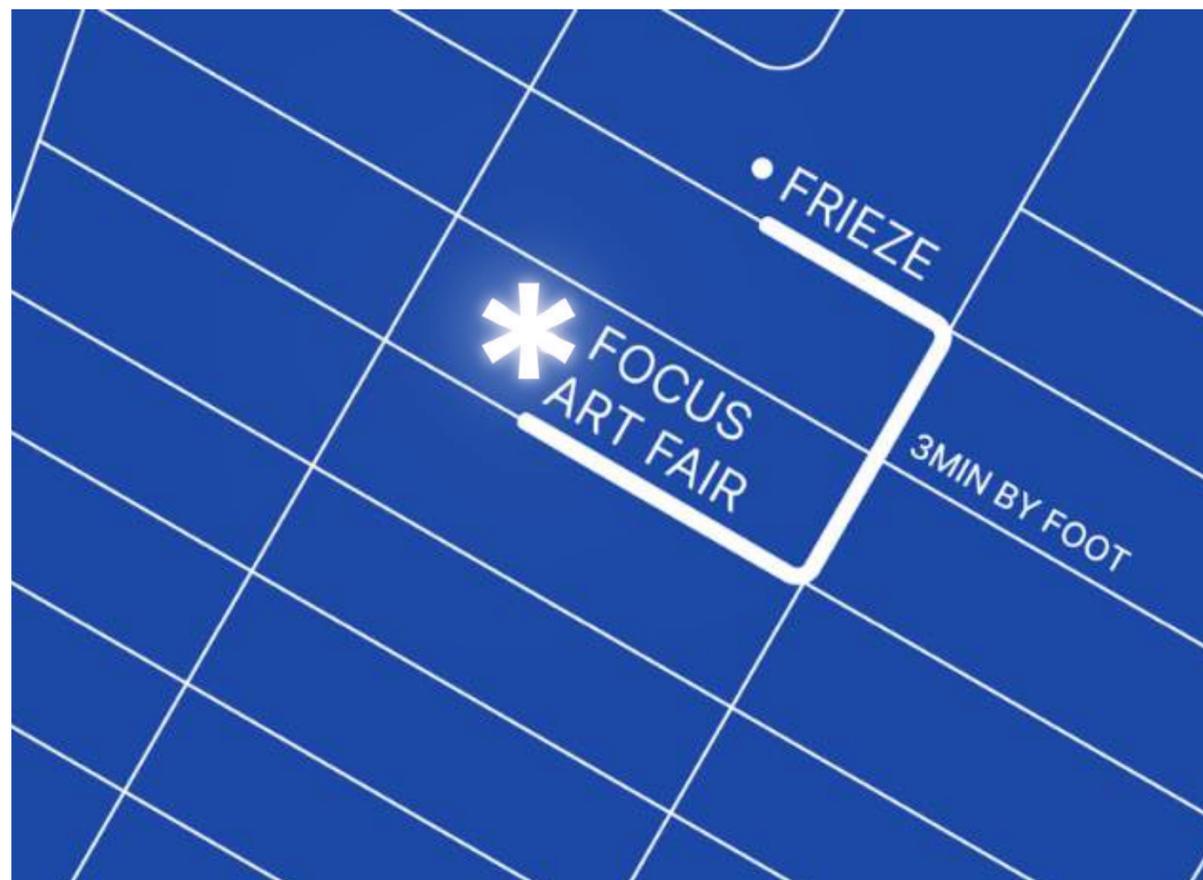
We are excited to announce that, in 2023, we will take this big conversation around the art boom to New York, the undisputed international hub of the lively-minded artists.



Located within a Walking Distance to Frieze New York

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"A 3-minute Walk from Frieze"

FOCUS New York will take place from May 18 – 21, 2023 in Chelsea Industrial, located within 0.3 miles from Frieze New York. This is not only the time of the year when various art fairs will be held across the city but will also be a special moment as art enthusiasts from all over the world will flock to New York, exchange ideas and influence, and profoundly transform the artworld.

Found in the center of the beloved Chelsea gallery district, Chelsea Industrial will provide the audience with alluring experience in a large and elegant space.

FOCUS NEW YORK Times Square

"A 3D Advertisement at New York's Most Famous Landmark"

FOCUS New York 2023 will be advertised at Times Square, often referred to as the "Crossroads of the World" for its one of the world's busiest pedestrian areas. The massive 14,000 square foot 3D billboard above the Edition Hotel is viewed by an average of 158,000 people daily.

Our advertisement will be on display for seven days from May 8th – 14th 2023.



FOCUS New York Meets Tech

VR VIEWING ROOM | ADLER

Adler, a 3D-based social networking service, provides an immersive online viewing experience based on 3D and VR technology. In partnership with Adler, we are pleased to be able to offer a virtual tour of our fair in May 2023.

NFT PROJECT | TON Diamonds

TON Diamonds, a NFT marketplace for digital arts and high-quality collections, will present the digital artworks by their world-renowned artists such as Ellen Sheidlin and Filip Custic during the Focus Art Fair in New York. We hope to take our audience to a special place where they can immerse themselves at the intersection of art and latest technology, which has entirely reconstructed the creative experience.



FOCUS ART FAIR

FOCUS Art Fair is a project by HongLee Company. With a team of seven curators from South Korea, Japan, France and Italy, we have gained experience and expertise from holding over 45 overseas exhibition and art fairs since 2017.

Each year, we select a unique theme and invite the finest artists around the world to a transcendent space to exhibit their artworks. We have also introduced Asian and European artists to art professionals, including collectors, and helped artists make a foray into the international art community.

Based in European art market, FOCUS Art Fair wishes to continue on with its mission of connecting talented galleries and artists to art lovers and promoting the artists through interviews, newsletters, and online exhibitions tailored to the styles of both artists and collectors.

UPCOMING FOCUS ART FAIR : ART BOOM 2023

FOCUS NEW YORK 2023 Chelsea Industrial in NY | MAY 18 – MAY 21

FOCUS PLUS Seoul Sky in Seoul | AUGUST 8 – OCTOBER 10

FOCUS LONDON 2023 to be determined | OCTOBER

NUMBERS

82.7K+ INSTAGRAM FOLLOWERS

[@curator_honglee](#) 13K | [@focusartfair](#) 5.9K | [@curateurs](#) 63.8K (PR partnership)

15K+ WEEKLY FOCUS NEWS SUBSCRIBERS

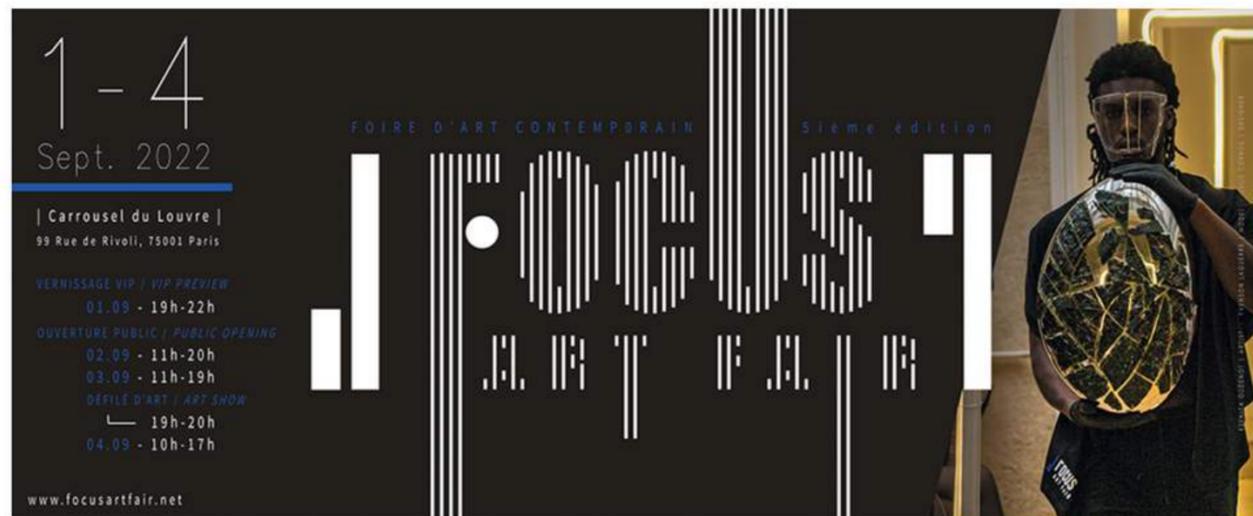


The spaces imagined by the teams of FOCUS Art Fair and those of Samsung Electronics France seek, in fact, to reassess, reimagine and reinvent the artistic approach.

Samsung Partner of FOCUS Art Fair Serving Contemporary Digital Art and NFT Cryptographic Art | Samsung Newsroom France

Samsung partenaire de la FOCUS Art Fair au service de l'art numérique contemporain et de l'art cryptographique NFT

on 31-08-2022



FOCUS in NEWS

Works by international artists inspired by the pandemic will place FOCUS Art Boom in the momentum of a renaissance of art and culture that usually follows major disasters.

Focus Art Boom : une foire pour une renaissance de l'art | Paris-art.com

The public who visit our fair tend to say that our event is always original and brings a renewal of youth, which makes it possible to differentiate it from other fairs. FOCUS Art Fair focuses on the public.

Director Interview with Artsper

FOCUS in LONDON

Private view at SAATCHI Gallery
August 13, 2021

2021



FOCUS in PARIS

Carrousel du LOUVRE
September 1-4, 2022

2022



FOCUS PARIS ART BOOM 2022 in ONE LOOK

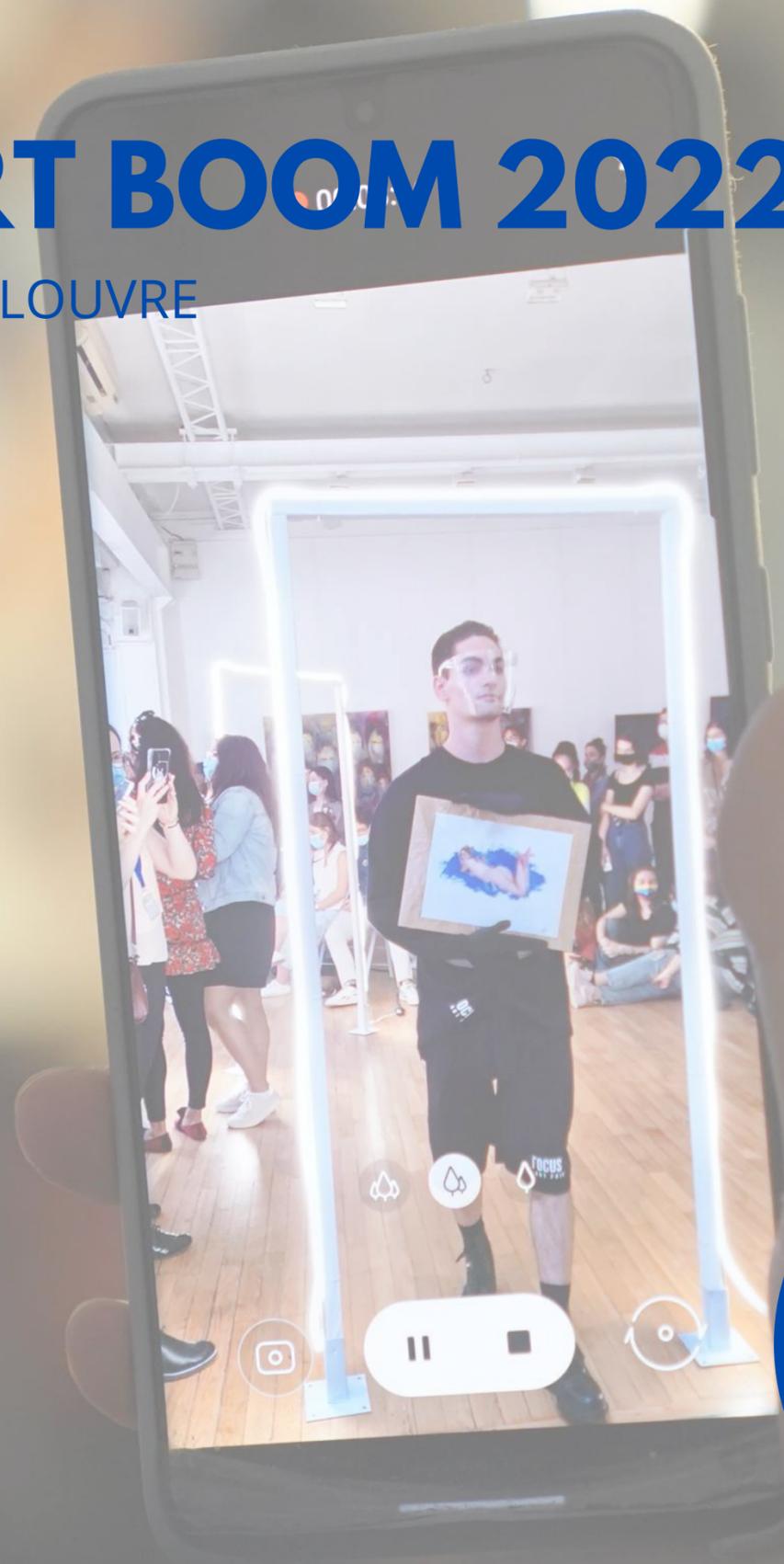
SEP 1 – SEP 4 2022 | CARROUSEL DU LOUVRE

VIRTUAL EXHIBITION | *Adler*

As convergence technologies such as VR and metaverse are drawing attention from the art world, Focus Art Fair Paris 2022 showcased a variety of fusion technologies that received enthusiastic responses from the audience.

ARTIST CULTIVATION PROGRAM

We support and cultivate up-and-coming artists, curators and critiques to help them establish a robust art career and remain active in the art scene. Through our resources and networks of art professionals, we provide an opportunity to take one step closer to reaching their career goal.



ART SHOW

The Art show is a unique exhibition performance of FOCUS Art Fair in which the artworks are presented as moving models “wear” them and walk on the runway. The art show costumes are newly designed to express on stage the concepts of the works displayed in the gallery.

Visitors
(4 days)
10,500+

Media Partners
100+

WHAT MAKES FOCUS NEW YORK SPECIAL

The most trendy and young art fair with large popularity among young collectors.

For our main target audience, we always provide diverse artistic experiences and consultation to them.

We provide exquisite events at every fair that bring art to life.

FOCUS New York will be the closest satellite art fair to the 'Frieze New York'.

Our venue is located in the center of the gallery district amongst New York's most renowned galleries such as Pace, Gagosian, Hauser & Wirth.

Our team is spread across the globe and working around the clock. We continuously communicate and connect on the project.

FOCUS New York's advertisement will be on display at Times Square in May 2023.

YOUNG & UNIQUE

BUILDING COMMUNITY

BREAKING THE WALL

CLOSEST TO FRIEZE

CENTER OF GALLERIES

POWER OF 23 HRS

TIMES SQUARE





FOCUS
ART FAIR

COLOUR OF LIFE

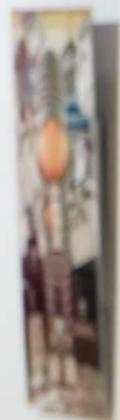
PRIVATE VIEW

13 August 5pm - 10pm

Saatchi Gallery
Duke of York's HQ, King's Rd,
London SW1 1 4RT









"We Value Communication"

CONTACT

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