

NADA MIAMI BEACH

FOR IMMEDIATE RELEASE

**NADA Miami Beach and Artsy announce expanded partnership
featuring #ArtsyTakeover with artist collective WALLPAPERS**

Online fair preview will launch on Artsy.net November 25

The **New Art Dealers Alliance (NADA)** is pleased to announce an expanded partnership with [Artsy](#), the leading resource for art collecting and education, for the second year as the online host of **NADA Miami Beach**. Artsy will launch an **exclusive online fair preview** of NADA Miami Beach on Tuesday, November 25, where users can browse the fair and collect works from exhibiting galleries before the fair physically opens at the Deauville Beach Resort on Thursday, December 4.

NADA Miami Beach online will be accessible on Artsy.net and on the Artsy app for iPhone, which functions as a personalized mobile guide for those visiting NADA Miami Beach. The app is free to download at: <http://artsy.net/nada-miami>.

For the first time this year, Artsy has invited new media artist collective WALLPAPERS to create two site-specific installations at the Deauville Beach Resort: one at Artsy's booth, and the other inside a guest room at the hotel. The latter work—net-supported video projections—will create a dynamic, interactive meeting space for viewers. Artsy and WALLPAPERS both represent an intersection between the online and offline, by incorporating digital content into a living space. The project, curated by Artsy's Julia Colavita and NADA exhibitor East Hampton Shed's Nate Hitchcock, is the second edition of **#ArtsyTakeover**, a new project series in which Artsy invites contemporary artists to reimagine select spaces at partner fairs.

WALLPAPERS was founded in 2011 by artists Sara Ludy, Nicolas Sassoon and Sylvain Saily. The collective's site-specific installations comprise large-scale video projections of digital patterns from its online catalogue, an archive of digital patterns created by each artist. These "wallpapers" are projected in space at a monumental scale.

NADA Miami Beach 2014 will be open Thursday, December 4 through Sunday, December 7, 2014 at the Deauville Beach Resort located at 6701 Collins Avenue in Miami Beach. The non-profit fair is open daily, admission is free and open to the public.

About NADA:

Founded in 2002, New Art Dealers Alliance (NADA) is a not-for-profit 501(c)(6) collective of professionals working with contemporary art. Its mission is to create an open flow of information, support, and collaboration within the arts field and to develop a stronger sense of community among its constituency. Through support and encouragement, NADA facilitates strong and meaningful relationships between its members working with new contemporary and emerging art. In addition NADA hosts three fairs a year: Cologne, New York, and Miami Beach which are free and open to the public. <http://www.newartdealers.org/>

About Artsy:

Artsy is the leading resource for art collecting and education. Artsy provides free access via its website ([Artsy.net](#)) and iPhone app to international exhibitions, museum collections, galleries, art fairs, curated sales, and benefit auctions. It currently features over 200,000 images of art and architecture by 25,000 artists from over 2,000 leading galleries and over 300 museum and institutional partners, which includes the world's largest online database of contemporary art. Artsy's encyclopedic database spans historical works, such as the Rosetta Stone and the Colosseum, to modern and contemporary works by artists such as Pablo Picasso, Willem de Kooning, Richard Serra, Lucien Smith, Sarah Lucas, and Cindy Sherman. Powered by The Art Genome Project, a classification system that maps the connections between artists and artworks, Artsy fosters new generations of art lovers, museum-goers, patrons, and collectors.

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