

Art Fair

- **Juried exhibition:** *AREA CODE Art Fair Main Section: solo presentations*, juried by Octavio Zaya

<https://www.abigailogilvy.com/blog/2020/7/27/bada-galleries-area-code-art-fair>



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8 BADA Galleries at AREA CODE Art Fair

July 27, 2020

The Boston Art Dealers Association (BADA) is thrilled to announce that 8 member galleries will be presenting 16 artists in the first edition of AREA CODE Art Fair opening on Saturday, August 1st. BADA has a long history of supporting Boston events, so the collaborative nature of AREA CODE is exactly in line with BADA's mission of "fostering cooperation among the city's contemporary art galleries and to create a unified voice of advocacy for contemporary art in Boston." While AREA CODE focuses on greater New England, art fair founder David Guerra has been a Boston-local for many years.

The big differences between AREA CODE and a normal art fair? The main section of the fair is online only, a swift and timely reaction to the COVID-19 pandemic, while their "offline" section will feature public art projects around Boston. Another major difference: there was no fee to apply or participate. Additionally, in the spirit of collaboration, the sales breakdown is as follows: 50% to the artist, 35% to either their gallery/non-profit sponsor, and the remaining 15% will be redistributed equally among all section artists at the end of the fair. The art fair curators also boast some exciting names, Ellen Tani, Jen Mergel, Octavio Zaya, to name a few.



Gallery NAGA: Sophia Ainslie, "untitled (Bite)," 2019, flashe and acrylic on polypropylene, 2020, \$8000 unframed

The Boston Art Dealers Association presents a strong roster of artists in the fair, read below for the full list:

Main section curated by Octavio Zaya:

1. **Abigail Ogilvy Gallery:** Pelle Cass and Coral Woodbury
2. **Boston Sculptors Gallery:** John Christian Anderson
3. **Fountain Street Gallery:** Denise Driscoll, Georgina Lewis, Rebecca Skinner
4. **Galatea Fine Art:** Joe Caruso and Vicki Kocher Paret
5. **Gallery NAGA:** Sophia Ainslie
6. **Howard Yezerski Gallery:** Karl Baden
7. **Kingston Gallery:** Susan Greer Emerson and Erica Licea-Kane
8. **Soprafina Gallery:** Robin Reynolds