

## TROPICAL LIFE

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## VISUAL ARTS

## For the love of Latin art comes arteaméricas

BY DAMARYS OCANA  
Special to The Miami Herald

Despite more special exhibits, more art talks and 53 galleries showcasing some 300 artists, arteaméricas hasn't quite bounced back to its pre-recession, 70-gallery size. Nonetheless, South Florida's Latin American art fair is hoping that a bigger program — and a general upward swing in art-world sales — will attract casual art lovers and young collectors.

The main additions to the ninth-annual fair, which opens Friday and runs through Monday at Miami Beach Convention Center, are a New Art section, dominated by a show organized by the Miami Art Museum that features local Latino artists, an exhibition dealing with Central America's history of violence and a dedicated space for Cuban art; and Salon arteaméricas, a space filled with ultra-modern, theater-style furniture where visitors can relax, listen to an ex-



AT THE FAIR: Rita Coll's "Splendid Coral Fans"

ARTEAMERICAS

panded slate of lectures and watch a lineup of video works. As the event's "invited country," Mexico will also be featured heavily throughout, with one gallery bringing work by more Mexican

masters than the fair has ever seen.

"We've always been a small boutique fair, much smaller than the December fairs," says Dora Valdes-Fauli, arteaméricas director, who expects 4,000 guests at

Thursday night's private VIP preview. "But at the same time we have a lot of fun things that people are going to enjoy, so that you'll come away not overwhelmed and with an experience that makes sense."

Those "December fairs" — primarily Art Basel Miami Beach, Art Miami and Design Miami but also Scope, Pulse and the other satellites — experienced increases in sales, says arteaméricas vice president Emilio Callejo, making him optimistic that the Latin American fair, where prices start at a relatively modest \$2,000, will also see an uptick.

"The economy is better, and we're hopeful," Callejo says. "I think a lot of people that have been holding back are starting to collect again."

With that assumption in mind, fair organizers carried out an intense campaign to lure young-collector groups at local museums with free tickets, catalogs and

## If you go

**What:** arteaméricas 2011**When:** noon to 9 p.m. Friday, noon to 8 p.m. Saturday, noon to 7 p.m. Sunday, noon to 5 p.m. Monday**Where:** Miami Beach Convention Center, Hall D, 1901 Convention Center Dr., Miami Beach**Cost:** \$12**Info:** contact@arteamericas.com; www.arteamericas.com

events, Callejo says. At the fair, they and other potential buyers can choose works from art-making hotspots Mexico, Argentina and Colombia, as well as paintings, drawings, sculpture, videos and installations from Venezuela, Spain, Bolivia, Ecuador, Costa Rica, Guatemala, Honduras, Nicaragua, Panama, the Dominican Re-

• TURN TO ART FAIR, 6E