

PRESS RELEASE

ART APART FAIR DEBUTS IN LONDON

Appreciate art in the cosy confines of a hotel

May 2014 – London has been selected as the next city to play host to the Art Apart Fair that was founded in Singapore. Held to coincide with Frieze London, one of the world's leading contemporary art fairs, Art Apart will run between 17 and 19 October 2014 on the first floor of Town Hall Hotel in the East End.

The choice of venue is a deliberate one since the Art Apart Fair is unique for being staged in hotels. Editions in Singapore have been staged at the Conrad Centennial Singapore and Parkroyal on Pickering. While not a new concept in the art world – having originated in 1994 as the Gramercy International Art Fair in the rooms of Gramercy Park Hotel in New York City – it is certainly a first for London.

Instead of admiring art in a vast white-cubed exhibition space, visitors can cosy up in the inviting interiors of Town Hall Hotel, giving them a chance to visualise what the works might look like in a home setting. On display will be 2,500 contemporary artworks by more than 200 emerging and mid-career artists from Asia, Europe and the US. Familiar names such as [Corinne Felgate](#), [Debbie Lawson](#), [Peter Liversidge](#), [Shiraz Bayjoo](#) and Sarah Baker, whose pieces are already on permanent display in the hotel, will be presenting fresh works.

“In addition to the novelty of visiting an art fair in a hotel, visitors can come and be acquainted with artists who we feel are going to be the next big names in the contemporary art world,” says Rosalind Lim, founder and director of Art Apart.

Aiding Lim in identifying these talented individuals is a committee made up of well-known names in the London art curation scene including Alex Donaldson from Quintessentially Art, Manick Govinda and Niki Tomlinson from Artsadmin and Tari and Brian Lang, lovers and collectors of contemporary art. “The team is excited to create an exhibition that embraces the diversity of cultural content and artistic expression from around the world,” reveals Lim.

Also worth highlighting is the generous contribution of Dr. Stanley Quek as a patron of the arts. The general practitioner-turned-property-magnate is sponsoring artists to create works for the fair. Half of the proceeds from their sale will go to charity, while the other half will go back to the artist. “I’ve been an avid collector of contemporary art since the mid 1970s – I enjoy admiring the skill of the artist to recreate the aesthetic in their mind’s eye. At the same time, I am aware that there are many out there who, while filled with potential, are struggling to succeed financially. My

decision to contribute to the Art Apart fair is spurred by this reality. I hope to help them build a sustainable foundation and, at the same time help the under privileged in our society.” – Dr Stanley Quek

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For more information and high-resolution images, please contact:

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About Art Apart Fair

A hotel-based art fair, the Art Apart Fair made its debut in Singapore in January 2013 and showcases the works of emerging and mid-career artists. First staged in Conrad Centennial Singapore, it was later moved to Parkroyal on Pickering where rooms, lobbies and corridors are transformed into a dreamscape of mesmerising fine art to excite both art lovers and discerning collectors. It will make its international debut in London in October 2014 with editions in Paris, Milan and New York already in the pipeline.

About Rosalind Lim

The founder and director of the Art Apart Fair, Rosalind Lim is a passionate and tireless promoter of art and emerging artists. With over 38 years of experience in public relations, branding, marketing, event management, business development, finance and fund raising, Lim's senior position experiences include OEM Manager at Microsoft, Regional Marketing Director at Liang Court, Vice President at Edelman and Group Director at Hill & Knowlton. Lim has been collecting contemporary art as early as the 1970s, and is currently working with a number of emerging artists in the region to help promote their works to an impressive client base of art lovers that she has single-handedly built up.

Quick Facts

Art Apart Fair – London

Date: 17-19 October 2014

Time: 11.30am to 9pm daily

Venue: Town Hall Hotel, Patriot Square, London E2 9NF, United Kingdom

Ticket price: £10, to be purchased via the website or at the venue

Website: www.artapartfair.com