

STREET



PRESS RELEASE | LOS ANGELES | OCTOBER 1ST | 2015

Street Art Fair International presents 'Street', the first-ever global street art fair commencing with its first edition in Los Angeles, at the city's most iconic award-winning Pacific Design Center this fall 2015.

The massive public exhibition will celebrate graffiti and street art's global movement from October 1st through October 4th at 750 N. San Vicente Blvd. West Hollywood CA 90069. Attracting leading collectors, curators, influencers and critics from across the globe, the three-day outdoor event will commence with a private preview for press, VIP, celebrities, curators and the artists on Thursday, October 1st with special live musical performances and branded partnerships. Following LA's premiere 'Street' edition, the fair will travel internationally, popping up in major cities where the street art movement is alive.

L.A. and street art go hand in hand, the murals of the City of Angels are nearly endless. It was in Los Angeles' Museum of Contemporary Art (MOCA) that Jeffrey Deitch curated "Art in the Streets," the first major museum exhibition dedicated to the art form. Street takes the movement next-level, with this massive convergence of over 10,000 art aficionados and influencers daily to come together to view and buy work from the most sought-after artists and galleries of today.

Spanning over 40,000 square feet of space, 'Street' will showcase installations by leading international art galleries, including Lab Art Los Angeles, Lab Art Dallas, Gallery 38, Gabba Gallery, and approximately 100 of the top artists from the graffiti and street art community, including Alec Monopoly, Annie Preece, Billy Morrison, Bournrich, Cleon Peterson, Corrado Cristiano, Couto Brothers, Domingo Zapata, Dourone, Flore, John Westfield Love for the people, Fraser Crowley, Gillean Clark, Harif Guzman, Odlaw, Jason Ostro, Jeff Hamilton, Josh Chalom of Cube Works, Justin Pierce/Ann, Kai, Keter, Knowledge Bennet, Lulu Laboratorium, Mister E, Moncho 1929, Monty Montgomery, Mr. Brainwash, Niclas Castello, Pascal Guetta, Pilpelled, Planet Winter, Christian Salaverry, Plastic Jesus, Prime/BigSleeps, Ralph Zinan/Africa 47, Richard Corman Photography, Rolland Berry, Scott Marsi, Serf, Teachr1, Thank You X, The Most Famous Artist, Greg Auerbach, Lawrence Gartel among many other talents.

Street's exhibition will emphasize and celebrate Los Angeles's role in the evolution of graffiti and street art, with special brand partnerships, performances, Symposiums and Seminars, and art installations.

Street will host a series of events for Platinum and VIP Cardholders, including private performances, exclusive parties, brunches and cocktail events. Street opens on Thursday October 1st with the private preview. The goal of Street to provide a venue for creators of quality fine art and fine craft to meet with the art-buying public.

Street is the brainchild of well know artist, designer and international entrepreneur Jeff Hamilton; Street Art industry leader, gallery owner, and curator, Iskander Lemseffer; and the management team under the leadership of Christopher Andreoli.

ABOUT PACIFIC DESIGN CENTER

The 1.6 million square-foot campus presents nearly 100 boutique to international showroom brands, representing 2,200 product lines available to source by professional interior designers, architects, facility managers, decorators and dealers. Pacific Design Center also serves the needs of the design, entertainment and arts communities by providing dramatic public and private spaces for screenings, exhibitions, lectures, meetings, special events and receptions. Designed by architect Cesar Pelli, FAIA, the beautifully landscaped, 14-acre campus is located in the City of West Hollywood, CA. A premier, multi-use facility, Pacific Design Center features MOCA Pacific Design Center; two restaurants (Red Seven & WP Restaurant) operated by world-renowned chef and restaurateur Wolfgang Puck; The SilverScreen Theater, a 380 seat state-of-the-art luxury film venue and reception facility; the Conference Center, a 200 seat facility fully equipped for conferences and meetings, and a Michael Graves designed Fitness Center.

For more information, please visit <http://www.pacificdesigncenter.com/>

ABOUT STREET

Street is the first-ever global street art fair, commencing with a three-day outdoor celebration of the graffiti and street art movement. The first edition of this global event will be held in West Hollywood in October 2015 at the Pacific Design Center (PDC), spanning over 50,000 square feet of space and providing approximately 160 booth spaces for artist's displays. Committed to bringing the Street Art style to the mainstream community, the concept was dreamed up and made possible by artist, designer and international entrepreneur Jeff Hamilton and Street Art industry leader, gallery owner, and curator, Iskander Lemseffer. Attendees of the event will include the most influential and supportive art patrons and sponsors, such as press, VIP, curators, influencers and the artists. 'Street' will showcase installations by over 50 leading galleries around the world and hundreds of the most dynamic artists from the graffiti and street art community.

For more information, please visit <http://streetartfairs.com/>

DATES

Private Preview & Opening Reception

Thursday, October 1st, 2015, from 6pm-11pm (by invitation only)

Music, Live Art demos and Catering by Wolfgang Puck

Complimentary drinks and champagne

Public Days

Friday October 2nd, 2015, from 11am - 8pm

Saturday October 3rd, 2015, from 11am - 8pm

Sunday October 4th, 2015, from 11am- 8pm

MEDIA

Journalists can subscribe to our media mailings to receive information on Street by emailing us casey@minxsociety.com. For the latest updates on Street, visit streetartfairs.com/ or find us on Facebook at [facebook.com/StreetArtFairs](https://www.facebook.com/StreetArtFairs), follow us on Instagram and Twitter: [@streetartfair](https://www.instagram.com/streetartfair), [#streetartfair](https://twitter.com/streetartfair).

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