



Reprinted from MAY 2003 issue

GUIDE FOR THE COMPLETE FAIRGOER

NEW YORK — With the number of art fairs and antiques shows growing every year, collectors, dealers and curators have been spending more time not only jetting from one event to the next but also tracking which of them occurs when. To the rescue comes *The International Guide to Art Fairs and Antiques Shows*, a semiannual publication put out by Artmediaco, a four-year-old art publishing venture in New York.

The inaugural edition of the travel-guide-size paperback, on sales since January, covers the first half of 2003 and features 66 exhibitions located in 27 cities in 13 countries. Each event gets a two-page spread, which includes details on location, dates and times, the fair's specialities, a list of expected exhibitors and information about vetting. Exhibitors can also include, for a fee, two illustrations of works they are bring to an event.

The initial printing was sent to a controlled list of 11,000 collectors and curators, and has a guaranteed circulation of 15,000. A

two-year subscription costs \$29 in the U.S. and \$45 in Europe, but individual guides are also available at art bookstores, including Rizzoli in Manhattan, for \$10. (For information, call 212-477-2630). "People want to keep track of all the show but are hardpressed to do so," says Artmediaco publisher Paul Shanley. "The reaction has been, 'This is what we need.'"

In other publishing world news, the Strand, an independent bookstore and a New York landmark—famous for its miles of aisles crowded with over 2 million discounted new, used and rare books—has purchased another independent, family-owned institution, Hacker Art Books, which has been selling quality art titles in Manhattan since 1945. The sale took place at the end of 2002 for an undisclosed price. Although the store remains at 45 East 57th Street, it has been renamed Hacker-Strand Art Books and prices have been lowered.

Rebecca Sonkin

