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For Immediate Release

A.I.R. Gallery and The Feminist Art Project
host panel series, **The Market: Women Artists**
at The Brooklyn Museum and the Tribeca Performing Arts Center

NEW YORK, NY, FEBRUARY 2009 – **A.I.R. Gallery, Institute for Women and Art at Rutgers University,** and **TFAP** are pleased to announce a two panel series on women's art in the marketplace in March 2009 to celebrate Women in the Arts during National Women's History Month. The first panel, ***The Market: Women Artists from Studio to Collections*** will be held on March 11 at 7pm at The Tribeca Performing Arts Center. The second panel, ***The Market: Women Artists from Collections to Cultural Record*** will be held at 2pm at The Elizabeth A. Sackler Center for Feminist Art on the 4th floor of The Brooklyn Museum.

Wednesday, March 11, 7pm - ***The Market: Women Artists from Studio to Collections***

Panelists: **Helen Allen**, Founder & Owner, PULSE art fair; **Rocio Aranda-Alvarado**, curator, Jersey City Museum; **Florence Lynch** of Florence Lynch Gallery, Inc. and artist, **Mimi Smith**
Moderated by Judith K. Brodsky, Institute for Women and Art, Rutgers University, and Kat Griefen
at The Tribeca Performing Arts Center, BMCC, 199 Chambers Street, New York NY
- admission \$5 includes reception following the panel

Sunday, March 22, 2pm - ***The Market: Women Artists from Collection to Cultural Record***

Panelists: **Deborah Harris**, Managing Director, The Armory Show – Modern; **Deepanjana Klein** Specialist Head of Sales, Christie's, **Claire Oliver**, Director and Owner of Claire Oliver Gallery, and **Sue Scott**, collector, writer & owner of Sue Scott Gallery
Moderated by Ferris Olin, Institute for Women and Art, Rutgers University and Kat Griefen, A.I.R. Gallery
at The Elizabeth A. Sackler Center for Feminist Art on the 4th Floor of The Brooklyn Museum
200 Eastern Parkway, Brooklyn NY - free with museum admission

With so much discussion in recent years concerning the intellectual and aesthetic contributions of women artists to the cultural mainstream, little has been done to address women's unequal position in the marketplace. This two panel series will address the market issues facing emerging, mid-career and established women artists in different areas of the market. *How are the business practices of galleries, art fairs and auction houses changing in this time of economic downturn and how do those changes affect women artists for better or worse? How are collecting practices changing? Why are collectors historically more likely to purchase the work of male artists? Why is the work of women artists often valued at less than that of their male colleagues? What might cause a shift? What can be done to ensure women artists a place in the cultural record?*

This panel series is made possible by The Tribeca Performing Arts Center and The Elisabeth A. Sackler Center for Feminist Art and by public funds from The New York City Department of Cultural Affairs in partnership with A.I.R. Gallery, The Feminist Art Project and The Institute for Women and Art at Rutgers.



TheFeministArtProject
<http://feministartproject.rutgers.edu/>

Please see www.airgallery.org for biographies of the panelists, directions and further information or contact Gallery Director, Kat Griefen at 212-255-6651 or kgriefen@airgallery.org.