



# **FRIDGE ART FAIR**

## **“THE FRIDGE PACK”**

### **A MESSAGE FROM ERIC GINSBURG:**

**I am honored, thankful and well words truly can't describe my gratitude to everyone who has ever participated in FRIDGE in any way shape or from members of TEAM FRIDGE (who have dedicated themselves to this project with little or no compensation) to the support of the press, exhibitors, venues, SPONSORS and to every person who has ever attended a FRIDGE ART FAIR!**

**Thank you Blouin Artinfo for the article by ARCHANA KHARE-GHOSE which I hope it will provide insight about FRIDGE ART FAIR (It is much better than anything I could ever write).**

**What's In Your Fridge?** BY ARCHANA KHARE-GHOSE | DECEMBER 01, 2014

“Is that art in your fridge? If yes, then you are eligible for a space at the Fridge Art Fair at Art Basel Miami Beach (ABMB), December 4-9.

Jokes apart, the Fridge Art Fair is what makes an event of ABMB's scale complete – it's literally an upstart who has refused to conform to the ideals that drive fairs as big as ABMB. Eric Ginsburg, artist and founder of the Fridge Art Fair says that he began it last year as he wanted art to be equal for all, without artists having to fail because they didn't fit in the game of big money. Obviously, it comes from personal experience which he channelized into yet another satellite art fair to join a score of others that are held in Miami during the ABMB and in New York, during the Frieze Art Week.

“We are all volunteers and everybody has to work hard but it is so much fun. I just wanted artists to be treated impartially in fairs and to be able to create,” says Ginsburg, who also calls himself “Eric the doggie boy artist” after the innumerable dog canvases (besides those of cats) that he continues to create.

The artist-fair founder admits he is amazed that the entity has managed to get into its second edition; it was started in May 2013 in a small gallery, OneTwentyEight on the Lower East Side, New York, with a call to exhibitors, “Can you fit into the

Fridge?” And he got unbelievable response. It is also part of the second art week in Miami, from February 11 – 16, 2015.

Ginsburg is not stingy with credit titles for people who have seen him through this far. He mentions artist and owner of gallery OneTwentyEight in New York with great respect. “Much of the concept behind fridge (sic) and to be open to all types of art and to truly be loving and caring comes from Kazuko (Miyamoto). She was the first person to give me a show and taught me (and still does) to be fair to all and that all are ‘art equal’. She has also taught me that creative freedom is so important — and also so much fun,” he adds.

Besides Kazuko, Ginsburg also mentions Bill Fuller and Pati Vargas (“plus Janet and Martin”) for making the fair a reality in Miami after its birth in New York.

The fair takes pride in the fact that it doesn’t tell the artists what it is expecting from them for the fair. “Also, we seem to be attractive as a fair to those who are sick of high prices of fairs that promise the world and treat you as if you were a number,” adds Ginsburg. That approach relieves him from a big tension regarding the cost of participating in an art fair. And so, there are no projections regarding sales and attendance, which is a romantic ideal for any artist.

Finally, what’s with the name? Did you get it? It’s a play on the word Frieze.”

<http://www.blouinartinfo.com/news/story/1065301/whats-in-your-fridge>

# WHAT

is Fridge & what does a Fridge look like?

**Every Fridge is different: example one fair (in terms of space) we will have what we like to say, “the art fair booth” and another Fridge will be open space and curated.**

# WHO

**We accept applications/proposals from Artists, Galleries, Collectives or any person place or thing that might want to be a part of Fridge and I personally am honored by every application we receive.**

# **WHERE:**

**DOES FRIDGE ART FAIR TAKE PLACE?  
(THIS IS OUR ANSWER)**

- 1) Born: 2013 : New York City, NY.**
- 2) Baked: 2014 : Miami, Fl.**
- 3) Fortified: 2017 : Detroit, Mi.**

# **SPONSOR & SUPPORT FRIDGE ART FAIR!**

**I never truly thought when I jokingly came up with the idea for FRIDGE at a local bar where I probably had a drink or two that might not have been necessary.**

**I am truly amazed and thankful to all who have supported “Fridge” in so many capacity’s: from every exhibitor who has and will be in FRIDGE to my family, friends, attendees and SPONSOR who have bent over backwards to support FRIDGE. We are the fair that does.**

**As an artist, myself and now with Fridge as well I know that support on a physical and monetary level is critical to survival.**

**To the point, I go...**

**SPONSORS!**

**WE KNOW YOU ARE OUT THERE!**

**WE KNOW YOU HAVE FUNDS ALLOCATED FOR  
“CULTURAL EVENTS”**

**WE WANT YOU AND YOU WANT FRIDGE!**

**WHY MIGHT YOU ASK???**

- 1) We care and are grateful**
- 2) We truly care about art**
- 3) We stick to our word and will do everything in our power to support and promote etc.... you (the sponsor).**
- 4) We really want to keep Fridge affordable to everyone no matter what your financial status might be.**
- 5) We are FRIDGE!**

**FOR SPONSORSHIP OR OTHER INQUIRIES PLEASE  
CONTACT:**

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**<http://www.fridgeartfair.com>**

**Can you fit  
into the  
FRIDGE?**