

**ANOTHER REMARKABLE ART SHOW HEADS TO 7 W NEW YORK®**  
***The Affordable Art Fair Opens to the Public May 7-10, 2009***

**NEW YORK (May 2009)** – 7 W New York is happy to announce that The Affordable Art Fair New York (AAF NYC), a platform for new and established art collectors to discover and buy affordable pieces of art, will take place on May 7 – 10 in 7 W's highly sought after 11<sup>th</sup> floor space. Paintings, drawings, sculptures, photography and limited edition prints from more than 60 renowned galleries from the US, Europe, Asia, Canada and South America will be showcased. Prices will range from \$100 - \$10,000.

The Affordable Art Fair comes to 7 W following an impressive roster of art shows held earlier in the year, such as The VOLTANY Art Fair, the Black Fine Art Show and the Outsider Art Fair, which all had record-breaking attendance and sales in the versatile space. AAF NYC will take advantage of all that this state-of-the-art exhibition venue has to offer...from an impressive range of amenities, flexible exhibition layout and a busy permanent showroom structure of tabletop, textiles, gift and home décor products.

"AAF NYC is excited to relocate to the centrally located 7 W New York space. The proximity of the venue to midtown, virtually all subway lines and Grand Central and Penn Stations, makes the choice to move an easy one as it is easily accessible for Fair-goers. We are also looking forward to establishing the show in our new May timeslot and a successful 2009 Fair!", states Helen Allen, Executive Director of Ramsay Fairs LLC.

Chris Collins, vice president and general manager of 7 W adds, The affordable art fair is one of the most recognized and most popular fairs in New York and in the art community. We are thrilled to be their partner in hosting the event here at 7 W as yet another prestigious addition to our roster of fairs. The artisans, the dealers, galleries and all involved have been thrilled with our venue and our ability to host and execute a successful event and I am confident that this fair will reach new levels of success for all involved".

The exciting 2009 edition of the fair includes a Private Preview event on Wednesday, May 6 from 6 to 9pm. Attendees at the preview will have the opportunity to be the first to snap up great pieces while enjoying complimentary cocktails (tickets from \$45, \$50 at the door). An Opening Night Reception will take place Thursday, May 7 from 6 to 9pm, complete with a cash bar and extended hours to peruse and shop (tickets from \$30, \$40 at the door).

New York is just one of the many world-class cities that hosts the Affordable Art Fair. Bristol, London, Sydney, Melbourne, Amsterdam, Paris and Brussels have all played host to this unique and consumer friendly art show.

For more information on AAF New York visit [aaafnyc.com](http://aaafnyc.com). For advance ticket purchases please call (212) 255 2003 or email [info@aaafnyc.com](mailto:info@aaafnyc.com). For more information on 7 W New

York and a full list of permanent and temporary suites, please visit [www.7wnewyork.com](http://www.7wnewyork.com).

**7 W NEW YORK™** is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles, Decorative Accessories, Fine Arts and related industries. Its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a trademark of Merchandise Mart Properties, Inc. (MMPI).

**MMPI** is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

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