

## **FOR IMMEDIATE RELEASE**

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### ***7 W HOSTS 10TH ANNUAL SPRING AFFORDABLE ART FAIR NEW YORK CITY May 5-8, 2011***

(New York, NY- April 11, 2011) 7 W New York® is pleased to, once again, be the venue of choice for the spring edition of the Affordable Art Fair New York City (AAF NYC). It will take place on the 11<sup>th</sup> floor of 7 W 34<sup>th</sup> Street from May 5-8, 2011. The AAF, a popular consumer art show started by Will Ramsay twelve years ago, was created to make contemporary art accessible to all and is now held in nine premier locations worldwide attracting a wide cross-section of art enthusiasts. The success of the brand continues with the estimated millionth visitor expected in 2011, quite possibly at 7 W, which is a proven location for some of the most prestigious art and design shows in Manhattan.

The AAF NYC boasts distinctive yet well-priced original contemporary art that appeals to all art lovers, from first time buyers to established collectors, with a remarkable selection priced from \$100 - \$10,000. Over 75 national and international galleries will exhibit original paintings, sculptures, photographs and works on paper, three-quarters of which is priced at under \$5,000.

Numerous programs and events will take place during the fair, including “Art x Women,” nine galleries featuring the work of female artists; a “Recent Graduates Exhibition” curated by art expert Sam Vernon; a collecting discussion with online art exhibit and shop, Artstar.com; children’s activities hosted by LittleCollector.com and photography focused talks led by not-for-profit arts institution Aperture.

### **Hours and Admission**

*Press Preview: Wednesday, May 4*

5:30PM – By Appointment Only

*Private Preview: Wednesday, May 4*

6:00-9:00PM

Advance tickets: \$45 per person or \$80 for two

Tickets at the door: \$50 per person

To purchase tickets, please visit [www.aafnyc.com](http://www.aafnyc.com)

*General Admission: May 5-8, 2011*

Thursday, May 5: 11:00AM-8:00 PM

*6:00 – 8:00 PM Free Admission*

Friday, May 6: 11:00AM-8:00 PM

Saturday, May 7: 11:00AM-8:00 PM

Sunday, May 8: 11:00AM-5:00 PM Mother's Day: Mothers attending the fair with a child will receive free admission and a Mother's Day gift bag (while supplies last).

Tickets: General admission tickets \$20  
Students and Seniors: \$15  
Group discounts (10+): \$10  
Children under 12: FREE during public fair hours

To purchase tickets, please visit [www.aafnyc.com](http://www.aafnyc.com)

For complete and continually updated information about 7 W New York, keep visiting [www.7wnewyork.com](http://www.7wnewyork.com). You can also find 7 W on Facebook and follow them on Twitter.

**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. Located at 7 W 34<sup>th</sup> Street, 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; the Architects & Designers Building, 7 W New York, and Piers 92/94 in New York City; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; the Washington Design Center in Washington DC; and Cleveland Medical Mart & Convention Center in Cleveland.

**VORNADO REALTY TRUST**, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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