



Inaugural Edition of Portal Art Fair Draws Record Attendance To Federal Hall National Memorial in Manhattan

4heads, Inc. Announces Portal Will Return For Second Edition in May 2017

4heads, Inc. Also Invites Artists to Open Call for Ninth Edition of Governors Island Art Fair, Opening September 2016

New York, NY—June 1, 2016—The inaugural edition of Portal art fair, which took place May 4-10 at Federal Hall National Memorial in Manhattan, drew approximately 16,000 visitors across its 7-day run. The record-breaking number is more than four times the regular visitorship for the historic landmark, which averages about 500 visitors per day. Organized by the nonprofit 4heads, Inc., the selling fair provided a new platform for collectors, arts enthusiasts, and the general public to experience more than 100 works of art from approximately 30 artists, nearly all of whom work and live in New York. Several of the artists made significant sales, including Will Kurtz—who sold portions of his now iconic installation in the grand entrance rotunda for more than \$24,000—Marie Koo, Jackie Mock, Simona Prives, and Margot Spindelman. With the conclusion of a successful first run, 4heads, Inc. has announced that Portal will return for its second edition in May 2017, becoming an important new voice during Frieze Week New York.

“We have been so inspired by the response to the inaugural edition of Portal. The enthusiasm from our artists, the public, collectors, and art world leaders has confirmed what we felt in the development of Portal: there is great opportunity and need to create a fair experience that emphasizes accessibility and openness and places the focus on both emerging and under-recognized artists,” said Nicole Laemmle, co-founder of 4heads, Inc. “For the second edition of Portal, we are considering how to further open up the process to include even more artists and increase community engagement.”

In September 2016, 4heads, Inc. will also open the ninth edition of the Governors Island Art Fair (GIAF), bringing, once again, 100 artists to the former military homes and outposts on the Island. The open call to artists is active through June 9, and 4heads, Inc. invites artists from New York, across the country, and abroad to submit proposals via the 4heads, Inc. [website](#). Artist selections will be made by co-founders Jack Robinson, Antony Zito, and Nicole Laemmle shortly following the closing date, and announced in July.

“As with previous iterations of GIAF, our goal is to show the diversity of today’s artistic practice and to increase awareness of working artists who may be flying under the radar. Last year, we received more than 1,000 submissions to the open call. With the success of the 2015 edition and now Portal, we hope to receive even more this year, allowing us to create an ever more vibrant and exciting experience for GIAF audiences,” Laemmle added.

With the 2015 edition, GIAF expanded to include the underground ammunitions chambers at Fort Jay, enhancing opportunities for artists to create site-specific installations, and saw an attendance of more than 50,000 across its four-weekend run in September. For the upcoming fair, 4heads, Inc. will continue to expand its outdoor installation program, an effort that began last year, and is working with the National Park Service and Trust for Governors Island to identify additional locales on the Island for GIAF artists to transform.

About 4heads, Inc:

4heads is non-profit organization run by artists for artists. It was launched in 2008, when artists Nicole Laemmle, Jack Robinson, and Antony Zito saw an opportunity to create a platform that would serve emerging artists and the local community through exhibitions, education programs, and artistic collaborations. The organization's DIY spirit inspires and excites its audiences, while catalyzing a dialogue between artists and people from all walks of life. Its diverse slate of initiatives includes Governors Island Art Fair, Portal art fair, arts-education initiatives for underserved communities, and an Artists in Residence program. 4heads is committed to shedding new light on hidden culture and bringing new life to unexpected and unique spaces across the city. www.4heads.org

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