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**VOLTA NY – New York
March 3 – March 6, 2011**

NEW YORK (March 4, 2011). The Biggest Opening Day Yet For VOLTA NY

The fourth edition of VOLTA NY is off to a ripping start after a spectacular opening day yesterday, Thursday, March 3, 2011, and noted substantial sales reports from exhibitors. International collectors, curators and art enthusiasts, including representatives of major international exhibition venues and collections, filled the halls of the fair's iconic midtown location adjacent to the Empire State Building.

A resonating energy was evident just steps off the elevators at **Steven Zevitas Gallery**, which sold seven canvases from artist **Peter Opheim** (\$1,600 to \$18,000, the largest with a wingspan besting a professional basketball player's). Next door at **Samsøn** additional walls may be necessary to create further sight-lines for the amassing crowds! Artist **Summer Wheat** was herself present for much of the busy day, teaming up with dealer **Camilo Alvarez** in selling selections of her gestural paintings and works on paper. Over at **Johansson Projects**, dealer **Kimberly Johansson** threw up her hands in joy at the constant vigorous interest toward her exhibiting artist **Jennie Ottinger**.

Opening day was a resounding success for London's **Nettie Horn**, which sold all the works on view by **Sinta Werner** (price range \$5,000-\$10,000). New York's **Y Gallery** posted a major sale of artist **Ryan Brown's** bookcase installation (\$37,000). Toronto's **Katharine Mulherin Contemporary Art Projects** sold a large-scale lifelike work on paper (\$4,000) by young artist **Winnie Truong**. According to Justin Rhodes of Cape Town, South Africa's **WHATIFTHEWORLD/GALLERY**, "most of our booth sold out! Three works (tapestries by **Athi-Patra Ruga**, from \$5,000-\$10,000) went to 21c Museum (Louisville KY), and another to a private NY collector." A similar buzz permeated London's **FAS Contemporary** across the aisle, where there was double-demand for artist **Zak Ove's** mixed-media sculpture (one went to a new client).

Elsewhere at London's **Madder139**, Museum of Fine Arts Houston bought one of artist **Paul Chiappe's** "Year Book Series" sets (\$50,000) and the other went to a prominent British collector. Plus, the attention-getting "Flag Day" installation by **Robert Kunec** (showing with Cologne, Germany's **krupic kersting galerie//kuk**) sold for \$7,500. 21c Museum's Laura Lee Brown and director William Morrow, nabbing **David Svarre's** sculpture "Group 15" at **SPECTA's** booth as well (priced at \$10,000-\$25,000).

Julie Quottrup Silbermann, of **Martin Asbæk Gallery**, remarked that "collectors saw (artist) **Trine Søndergaard**'s single work at the Armory Show (Bruce Silverman Gallery's booth) and were excited to see the focus on her at VOLTA". **Marx & Zavattero**'s booth was bustling since moment one, with old clients from the West Coast and Chicago, plus German collectors and new local interest for artist **Bradley Castellanos**'s spellbinding photocollages. According to Steve Zavattero: "We treat art fairs as another exhibition", which goes hand-in-hand with VOLTA NY's solo artist format. **Frederieke Taylor**, of her local gallery, remarked that attendance was "better than ever and demand was faster than last year" and sold several new-media sculptural works by artist **[dNASAb]** (from \$2,500-\$10,000).

The extraordinary VOLTA NY preview was attended by renowned collectors and art-world figures from all corners of the globe, including **Bonnie Clearwater** (Chief Curator, Museum of Contemporary Art, North Miami), **Fernando Lopez** (Colombia/Miami/New York), **Anita Zabłudowicz** (London collector), **Jose Luis Tranche** (The Canary Islands collector), **Michael Gold** (Los Angeles collector), **Alain Servais** (Brussels collector), **Hugo Brown** (Glasgow collector), **Susan and Michael Hort** (New York collectors), **Elsa Ross-Greifinger** (New York collector), **Marc and Livia Straus** (New York collectors), **Gail and Louis Adler** (Houston collectors), **Omar Lopez-Chahoud** (independent curator), Albright-Knox Art Gallery, and many other high-profile art experts.

Opening day was also punctuated with special events. Echoing the special sector Armory FOCUS: Latin America at the Armory Show, VOLTA NY pulled from its own roster and featured an Open Forum talk between Costa Rican performance artist **Mauricio Miranda** (showing with **galeria bickar**) and El Museo del Barrio Associate Curator **Rocío Aranda-Alvarado**. Artprojx Cinema screened selections from international artists all day and night long, plus a VOLTA NY and Armory gallery compilation, ahead of its presentation of exhibiting artist **George Kuchar**'s Potboilers and Melodramas (with **ADA Gallery**) Friday.

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