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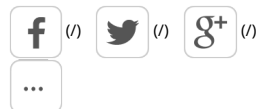
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## Q&A With NADA Director Heather Hubbs

BY SCOTT INDRISEK | NOVEMBER 18, 2015



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Heather Hubbs, director of the NADA Art Fair.  
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The New Art Dealers Alliance (NADA) is an exciting and influential force on the contemporary art scene — and the market, since NADA is responsible for two yearly fairs in New York and Miami. This year [NADA Miami Beach](#)

(<http://www.newartdealers.org/Fairs/2015/MiamiBeach>) turns lucky 13, and also gets a new home at the Fontainebleau. ARTINFO checked in with Heather Hubbs, the organization's director for more than a decade, to find out what to expect this year.

**The biggest change for this edition of NADA in Miami is of venue: The fair will now be held at the Fontainebleau. I'm guessing the factors involved here are one of scale and also convenience — Miami traffic being a bit of a nightmare, and the former digs being a little far away by car? How do you think the new location will affect the overall flavor of NADA?**



As a visitor, definitely convenience is a major factor. Being at the Fontainebleau makes the fair more accessible. The hotel itself is a major landmark on Miami Beach and houses a substantial art collection, so in that way it feels like a more natural platform for the type of work being presented by our exhibitors. The majority of the fair is in a single ballroom for the initial year, and we hope there will be room to grow for future editions as we learn our way around. Also — more pools!

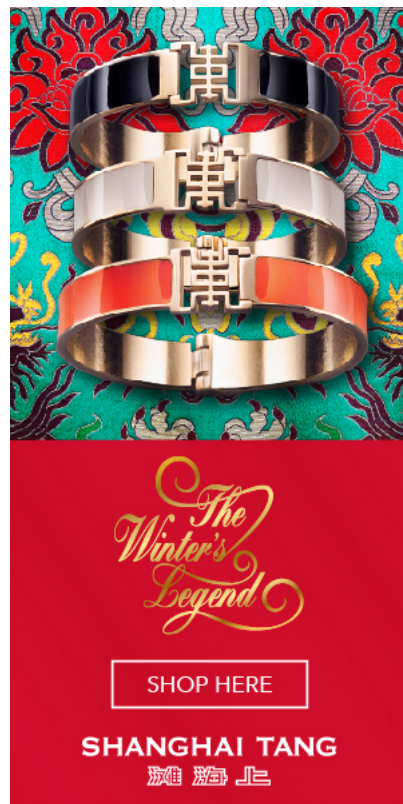
**Who are some of the new arrivals for this year's edition?**

We have 21 new exhibitors this year, including Fourteen30 Contemporary (Portland), Galeria Agustina Ferreyra (San Juan), Markus Lüttgen (Cologne), MIER Gallery, Moran Bondaroff, and Park View (Los Angeles), Night Club (Chicago), SIGNAL (Brooklyn), What Pipeline (Detroit), Sandy Brown (Berlin), and VI VII (Oslo).

**One of the things that people appreciate about NADA is how tightly and adeptly curated the selection of participating galleries is. Can you shed some light on the application process, and on how NADA determines who's a good fit for the fair?**

Our selection process is rigorous and often challenging. We have a diverse selection committee that reviews applications with the aim of representing international programs, supporting the ongoing relationships of our larger community, and introducing new galleries and artist-run spaces that are influencing contemporary art.

**Can you divulge any info on exciting projects that will be featured at this year's fair?**



I'm particularly looking forward to a presentation from Artis, an independent nonprofit organization that broadens international awareness and understanding of contemporary visual art from Israel. They will be bringing new work by Israeli dancer and artist Noa Eshkol. I'm happy to see Raster, from Poland, returning to Miami to exhibit at the fair. Also, I'm looking forward to newcomers to be featured in the NADA Projects section, like 1857 from Oslo, who I met last year on a trip to Norway; Night Club from Chicago; and Parallel Oaxaca from Mexico.

**With the fair's move, where do you anticipate will be the new hub of NADA after-hours revelry?**

We are continuing our NADAWAVE late-night parties with Common Space, this year at Beaches Bar & Grill, just down the street from the Fontainebleau. On Thursday and Friday night we'll have DJ sets and live performances by Juiceboxxxx, Sadaf, Jon Santos, Sporting Life and special guests, from 10 p.m. until late.

**Are there some highlights of NADA you suggest we not miss while at the fair?**

Definitely be sure to check out presentations from our non-profit exhibitors in the fair lobby. NADA has also arranged some special collaborative projects that we're looking forward to debuting at the fair. We've worked with Artspace to produce two limited-edition prints by Katherine Bernhardt and Michael Bauer. We'll also be debuting new NADA x PAOM (Print All Over Me) apparel and accessories by artists Mira Dancy, Sara Greenberg Rafferty, Pentti Monkkonen, and Amanda Ross-Ho, including swimsuits and tuxedo tees.

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