



**For Immediate Release:**

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**ECHO ART FAIR 2016 MOVES TO A NEW LOCATION  
AND EXPANDS FOCUS TO INCLUDE ARCHITECTURE  
*Announces jury selection, and calls for artists and galleries***

*September 17, 2015 Buffalo, NY* — The organizers of echo Art Fair, [www.echoartfair.com](http://www.echoartfair.com), are pleased to announce the 5th echo Art Fair, which will take place on May 13-15, 2016 at OSC Manufacturing & Equipment Services, Inc. on the East Side of Buffalo, NY.

echo Art Fair, a juried fine art exposition, continues its mission to provide a platform for independent artists and galleries to present their work to a jury of contemporary art experts, and to showcase and sell their work. It also offers fine art enthusiasts—at all levels—an opportunity to learn more about art collecting and how attainable great art is in this region. Last year's echo featured more than 110 artists and galleries from Western New York, the United States, and Canada, and drew large crowds, resulting in the best year yet for art sales.

The scope of echo Art Fair expands in 2016 to include *Light Industries*—an art section featuring architecture. *Light Industries* will be driven by the University at Buffalo's School of Architecture and Planning, which will curate, rather than jury, a focused and concept-driven experience of contemporary architecture as it emerges in Buffalo. The venue for the fair, which was, in part, built by the most influential industrial architect, Albert Kahn, offers the ideal opportunity by which to showcase the intersection of fine art and architecture.

echo Art Fair is delighted to partner with many fine arts institutions in the region, including Burchfield Penney Art Center, the Albright-Knox Art Gallery, the University at Buffalo Art Galleries, and Castellani Art Museum of Niagara University. Additional partners from outside Western New York include The Andy Warhol Museum and Tampa Museum of Art. Fair founder E. Frits Abell said, "We are extremely excited to hold echo Art Fair at OSC, an incredible site that speaks to Buffalo's rich industrial heritage. OSC is increasingly a beacon on Buffalo's East Side—an area that needs inclusion in Buffalo's renaissance."

**Buffalo \* New York**



In 2008, Jon M. Williams, CEO of OSC Manufacturing & Equipment Services Inc., purchased the former American Axle plant on Buffalo's East Side. Since that time, Williams has diligently uncovered an iconic Albert Kahn designed factory, and improved the footprint of the vast one million square foot plant. Williams sees how invested his neighbors are in the area and is equally interested in finding productive new purposes for the space, including partnering with echo Art Fair 2016.

Kristie Hornung Pottle will serve as Chief Operating Officer and Laine Walnicki, Director of Technical Logistics. Rachel Adams, Associate Curator for the University at Buffalo Art Galleries, will serve as this year's Site-Specific Project Curator.

echo Art Fair proudly announces its jury lineup as it evolves for 2016. Jurors participating in the selection process determining the artists and galleries presented at this year's fair are: Eric Shiner, Executive Director, The Andy Warhol Museum; Scott F. Propeack, Associate Director and Chief Curator, Burchfield Penney Art Center; Michael J. Beam, Curator of Exhibitions and Collections, Castellani Art Museum of Niagara University; Michael Tomor, PhD, Executive Director, Tampa Museum of Art, and Shirley Verrico, Curator, Buffalo Arts Studio.

echo Art Fair connects experienced collectors and first-time buyers with established and emerging local, regional, and international artists in a centralized, creative environment, showcasing a broad array of fine art disciplines, including painting, photography, sculpture, prints, works on paper, video and mixed media.

As in previous years, there will be a site-specific component wherein artists of all media will be selected to create interactive, temporary displays that respond to and engage the OSC site.

Artists and galleries are invited to submit their works for consideration starting Monday, October 5, 2015. Artists are invited to submit their works for consideration for the site-specific portion of echo Art Fair starting Monday, November 2, 2015. Submission guidelines and additional details regarding the event, including sponsorship opportunities, will be available at [www.echoartfair.com](http://www.echoartfair.com) as of the Submission Period launch.

**echo Art Fair is an initiative of Echo Creative Ventures LLC, which leverages sound business practices to build innovative ventures.**

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