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Artadia Expands Its Arts Awards Program to Los Angeles



Artadia recently hosted a cocktail reception at **Blum & Poe** to announce the launch of the Artadia Awards in Los Angeles. Executive director **Carolyn Ramo** spoke to members of the L.A. arts community, including artist **Rosson Crow**, gallerist **Mary Leigh Cherry**, and **ForYourArt's Bettina Korek** about the organization, which has awarded over \$3 million to

more than 250 artists since its founding in 1997 by investment banker and art collector **Christopher Vroom**.

Artadia supports visual artists with unrestricted awards and connections to a national network while providing local communities with national exposure. Los Angeles is the sixth city in Artadia's national awards program. The organization is already present in Atlanta, Boston, Chicago, Houston, and San Francisco.

Artadia partners with local foundations and private patrons in each host city to raise funds that go directly to artists in that community. Prize recipients are selected through a jury process that employs national and local curators (the **Hammer Museum's Ali Subotnick** will be L.A.'s local curator juror), artists, and critics. Once an artist receives an Artadia Award, they become part of a national network of lifetime support.

"It makes sense to be present in L.A. because it's such a large geography but also to raise the profile of Artadia," Ramo told **ARTINFO**. "The more Artadia is known the more we can do with our network, it's really exciting to think about how much more we can do for the artists. This is the start of major growth and expansion." Artadia's Los Angeles award application will launch this summer with award announcements slated for sometime in the fall.

— *Yasmine Mohseni, ARTINFO Los Angeles*