



Palmbeach 3

Still got a taste for art?

If gorging on Art Basel Miami Beach left you craving for more, and having seconds at Art Miami made you feel like Nicole Richie, satisfy your art tooth once again with another buffet this weekend, at palmbeach3.

Celebrating its 10th anniversary, palmbeach3, which runs through Monday at the sober but elegant Palm Beach County Convention Center, had its vernissage on Thursday, previewing the works of artists from some 100 galleries.

With a surprisingly strong Miami presence, plenty of North American and European exhibitors and a striking absence of Latin American dealers (the only one being Galería El Museo, from Bogotá, Colombia), the differences between palmbeach3 and the Miami exhibits stand out like a roll of belly fat in a Fernando Botero painting.

Not only because palmbeach3 serves up three fairs in one – Contemporary (post-1950s paintings, sculpture, works on paper, video and installation art), Photography (classic and contemporary works) and Art + Design (sculptural objects, glass, ceramics, functional art, jewelry and contemporary design), but because of the toney set who visit.

Let's start with the lighting. At the Miami Beach Convention Center during Basel, the fluorescent glare seemed to bring out the worst in people's complexions. Not so at palmbeach3, where surgically placed spots subtly cast shadows over any defects in the patrons' faces, properly illuminating the artwork instead.

Good thing, since there was as much Botox and collagen on palmbeach3's opening night as there were Warhols and Rauschenbergs (and there were a lot). As for the gentlemen, more than one sported a coif to rival "that poor, pathetic man," Donald Trump.

Musical performances by students of the Alexander W. Dreyfoos, Jr. School of the Arts (beneficiary of the preview night's profits) serenaded visitors, who were able to enjoy not guava pastelitos and coffee, but champagne and crudités, spring rolls and wine, passed around by waiters and waitresses wearing white gloves.

"Palm Beach is quite a different place," says Kati Kochanski, the fair's young and friendly assistant director. "We have a lot of collectors who own a second or third home here, and they come from all over the world for the event."

For Kochanski, an FSU graduate, this is her second palmbeach3 show, and she's confident it will be the best yet: "Last year, we had 26,000 people visit, and we hope to increase that number this year."

Now, what's with the lack of Latin American galleries?



“We are trying to expand into the Latin America market,” states Kochanski. “A lot of our clients come from Latin America, so we do want to strengthen our Latin gallery presence.”

When Category 305 also mentions that some of the art in the Art + Design section, while eliciting apparent admiration from many, resembles nothing more than outrageously expensive bric-a-brac, Kochanski doesn't bat an eye and says that it sells very well.

“Some of our design dealers have been with us for the entire 10 years. You'd be surprised how many people appreciate this kind of art, which you seldom see in other fairs.”

If appreciation is what makes the art, then there was plenty to go around at palmbeach3. With a little bit of everything for everyone, and prices ranging from hundreds to thousands of dollars, palmbeach3 is a worthy nightcap.

palmbeach3

January 12 - 14 from noon to 7 p.m.

January 15 from noon to 6 p.m.

Palm Beach County Convention Center

West Palm Beach

Admission costs \$10-\$35.

Children under 12, accompanied by an adult, enter free

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