



SPECTRUM

indian wells art show

FOR IMMEDIATE RELEASE

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Spectrum Indian Wells Art Show Debuts, Coincides with BNP Paribas Open Tennis Tournament

*-Brand new four-day art event with cutting-edge artwork, entertainment, and special performances
timed with tennis tournament-*

INDIAN WELLS, CA (January 23, 2016) – [Spectrum Indian Wells](#), with presenting sponsor UBS Financial Services, is a juried contemporary art show taking place in the Coachella Valley in Southern California that will run from Thursday, March 17 to Sunday, March 20, 2016. Spectrum Indian Wells is a four-day fine art experience featuring top galleries and artists, happening during the final weekend of the renowned BNP Paribas Open, which drew over 456,000 affluent tennis fans from around the world last year.

“We are thrilled to premiere one of our newest art shows, complete with entertainment and innovative art, to be strategically timed with the BNP Paribas Open,” said Eric Smith, president and CEO of Redwood Media Group. “We chose the Coachella Valley in California because, every spring, hundreds of thousands of visitors attend the tournament bringing in a vast high-net-worth crowd that's eager to have an experience that extends beyond the tournament and we think seeing and buying great artwork is the perfect match.”

The show will take place at the Renaissance Indian Wells Resort & Spa, a lavish resort nestled against the backdrop of the Santa Rosa and San Jacinto Mountains, just a couple of miles from the Indian Wells Tennis Garden where the tournament takes place. Exhibitors include top galleries, art publishers, and established art studios from across the U.S. and around the world, with mediums ranging from paintings and photography to sculpture, glassworks, and more. Presenting sponsor UBS Financial Services will be inviting their international, national and local clients to early viewings and private parties within the show. UBS will also sponsor a lavish VIP lounge, providing tournament attendees and high-net-worth clients a place to relax and rest.

More details about the programming and schedule of events will be announced soon. Tickets for Spectrum Indian Wells Opening Night Preview are priced at \$50 online and \$60 at the door. General

Admission tickets are \$20 online and \$30 at the door. Free General Admission will be granted to anyone with a ticket to the BNP Paribas Open. For more information on Spectrum Indian Wells, please visit www.spectrum-indianwells.com.

SHOW HOURS:

Opening Night Preview

Thursday, March 17, 2016 | 5 p.m. – 9 p.m.

Open Show Days:

Friday, March 18, 2016 | 12 p.m. – 7 p.m.

Saturday, March 19, 2016 | 12 p.m. – 7 p.m.

Sunday, March 20, 2016 | 10 a.m. – 5 p.m.

VENUE:

Renaissance Indian Wells Resort & Spa

44400 Indian Wells Lane

Indian Wells, CA 92210

ADMISSION COST:

Trade and Press: Free with pre-registration

VIP Opening Night: \$50 online | \$60 at event

VIP Opening Night plus 3 Day Pass: \$75 online | \$85 at event

General Public: One-day pass \$20 online | \$30 at event

Three-day pass \$25 online | \$35 at event

Student/Senior: One-day pass \$10 online | \$15 at event

Three-day pass \$15 online | \$20 at event

Children (up to age 15): Free

About Spectrum Indian Wells

Spectrum Indian Wells, launching its premiere in March 2016, aims to reach hundreds of thousands of art fans via exhibition, education, and special events. Taking place in Indian Wells, California, Spectrum Indian Wells brings a much-needed arts-and-culture element to an area and time of year rich with sporting events and music festivals. The four-day contemporary art show is owned and produced by Redwood Media Group (RMG). For more information, visit www.spectrum-indianwells.com.

About Redwood Media Group

Redwood Media Group (RMG) has a long history serving the global fine art community. The company's full suite of fine art services includes fine art exhibitions, art business education, fine art publications, fine art mentoring, marketing and social media, and more. Redwood owns and produces fine art shows and conferences including Artexpo New York, Art San Diego, Art Santa Fe, [FOTO SOLO], Red Dot Art Fair, Spectrum Indian Wells, Spectrum Miami, [SOLO]. The company also owns and publishes *Art Business News* magazine and *DECOR* magazine. For more information, visit: www.artbusinessnews.com, www.decormagazine.com, www.artexponeyork.com, www.artexponeyork.com/solo, www.art-sandiego.com, www.spectrum-miami.com, www.spectrum-indianwells.com, www.spectrum-santafe.com, and www.reddotmiami.com.

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