

# Star-Telegram

F O R T W O R T H

Sun, May. 13, 2007

## Dallas art dealers' hopes hang on new fair

BY TITUS O'BRIEN

Next weekend, the first CADD Art Fair will herald the next step in Dallas' bid to become an actual art destination -- a more engaged producer, rather than a simple consumer, of culture and its products.

In just the past two years, we have witnessed the development of two artist residencies, the groundbreaking for One Arts Plaza, the Rachofsky/Rose/Hoffman bequest to the Dallas Museum of Art, and enough new gallery openings that Dallas now has at least four semi-distinct arts districts.

Fitfully birthed over the past 12 months, the Contemporary Art Dealers of Dallas, or CADD, comprises 13 of the most significant galleries in town. They will celebrate the inauguration with a two-day art fair.

"Art fair" in this context describes a relatively recent phenomenon in which a cadre of galleries takes over some large commercial venue and -- like a gun, car or boat show -- creates a weekend-long frenzy of art-feeding that would put a school of sharks to shame.

Not to mention the parties. The most famous, the Armory Show in New York, recently rang up about \$85 million in sales. When you consider that others, including fairs in London, Miami, L.A. and elsewhere, do nearly as well, you can see how the face of art-as-business has changed.

With significantly more modest ambitions, CADD is still trying hard to impress, with a well-designed Web site, gallery catalog and exclusive "invitation only" membership.

The CADD Art Fair will include just the original member galleries this year. It should be exciting to see the heaviest hitters in town (Gerald Peters, Barry Whistler and Road Agent, among them) roll out their best and brightest to win us over, exhibiting to expectant scene-watchers nationwide what DFW has to offer.

In a leap of faith, the dealers are putting out the call. Now, it will be up to art lovers in North Texas to respond, demonstrating whether they're ready to be the next international art destination, voting with their attendance and, CADD members hope, their wallets.

### **CADD Art Fair**

333 First Ave., Dallas

Noon-8 p.m. Saturday; noon-6 p.m. May 20

\$10; \$5 for students

[www.caddallas.net](http://www.caddallas.net)