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## **Redwood Media Group Announces Major Merger and Acquisition of San Diego's First and Only Contemporary Art Show, ART SAN DIEGO**

*Approaching its Sixth Annual Show, ART SAN DIEGO Joins Forces with Redwood Media Group for Enhanced Operational, Marketing and Sales Support*

**SAN DIEGO, CA** – (March 19, 2014) – **Redwood Media Group (RMG)**, leading producer of international fine art shows and magazines, today announced its acquisition of and partnership with **ART SAN DIEGO**, effective immediately. ART SAN DIEGO, San Diego's only contemporary art show and leading cultural event in the city, becomes the seventh show managed and produced by RMG. The show, which takes place in early November, has grown its exhibitor base by approximately 30 percent since launching in 2009 and draws more than 14,000 buyers, collectors and art enthusiasts. In advance of ART SAN DIEGO's 6<sup>th</sup> annual show, the co-produced event receives support from RMG for enhanced operations, logistics, sales, marketing and publicity capabilities, while previous show management continues to manage programming and various production elements.

"Redwood Media Group is always interested in exploring new opportunities for growth and expansion within the art world, and we're looking forward to building upon the successful platform that is already in place at ART SAN DIEGO," stated **Eric Smith, president and CEO of Redwood Media Group**. "Due to the structure of our company, we're in a unique position to augment the show's team to assist and further develop ART SAN DIEGO."

The acquisition by RMG will serve to enhance the already successful programming of the show, which includes more than 80 international exhibitors, talks and events that focus on collecting contemporary art and furniture, spotlighting exciting emerging and established artists through programs such as **ART LABS, The LaunchPad Program, and Spotlight Artists and Designers Program**, and dynamic events such as the VIP Opening Night party, The Vault: Fine Wine and Contemporary Art, and the Silent Disco. ART SAN DIEGO features a range of contemporary art works and art mediums from San Diego's most talented artists and the world's leading contemporary art galleries. The four-day event returns to historic **Balboa Park for its 6th annual show Thursday, November 6 – Sunday, November 9, 2014**.

"Redwood Media Group is a perfect partner for ART SAN DIEGO. Eric Smith, president of Redwood Media Group, shares my belief that the art show experience needs to be dynamic, highly experiential, and break away from the standard art show grid approach," said **Ann Berchtold, founder and executive director of ART SAN DIEGO**. "In addition, we share a similar hands-on management approach to running the show – that serves to create an enhanced experience for both the exhibitors and visitors."

RMG currently produces art shows throughout the United States, including: **SPECTRUM New York, SPECTRUM Miami, Artexpo New York, [SOLO], DECOR Expo Showcase** and the **National Artist Conference & Art Show**. ART SAN DIEGO becomes RMG's first West Coast art show, giving them a presence in or near most of the major and upcoming art markets. RMG also publishes *Art Business News* and *DECOR* magazine, and provides art business education, mentoring and thought leadership for the global art industry.

### **About ART SAN DIEGO**

ART SAN DIEGO 2014: ART SAN DIEGO Contemporary Art Show, with presenting sponsor UBS Financial Services, takes place annually in November (Nov. 6-9, 2014) in beautiful Balboa Park at the Balboa Park Activity Center. ART SAN DIEGO has emerged as one of the best-attended cultural events in San Diego. Founded in 2009 as the first and only contemporary art show in San Diego, ART SAN DIEGO is a four-day art event that features more than 80 international galleries and offers dynamic programming that includes: ART TALKS, ART LABS, The LaunchPad Program, and Spotlight Artist and Designers Program. Under the leadership of Founder and Director Ann Berchtold, ART SAN DIEGO provides a focus on San Diego's vibrant and diverse cultural art scene alongside an exciting collection of international artists and galleries. For more information about ART SAN DIEGO visit [www.artsandiego2014.com](http://www.artsandiego2014.com).

### **About Redwood Media Group**

Redwood Media Group 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, SPECTRUM New York, SPECTRUM Miami, [SOLO], DECOR Expo Showcase and the National Artist Conference & Art Show (NACA). The company also owns and publishes *Art Business News* magazine and *DECOR* magazine. For more information, visit: [www.spectrum-newyork.com](http://www.spectrum-newyork.com), [www.spectrum-miami.com](http://www.spectrum-miami.com), [www.artbusinessnews.com](http://www.artbusinessnews.com), [www.artexponewyork.com](http://www.artexponewyork.com), [www.artexponewyork.com/solo](http://www.artexponewyork.com/solo) [www.artexponewyork.com/decor-expo](http://www.artexponewyork.com/decor-expo) and <http://www.nationalartistconference.com>

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