



Vienna Takes Center Stage: 74tharts Announces Launch of Bespoke International Art Events Calendar for 2024

The platform **74tharts** founded by the American-French art professional **Becca Hoffman** proudly unveils its bespoke international calendar of **art and culture events for 2024**, with **Vienna stepping into the spotlight** alongside **Aspen** (Colorado, United States) and **Milan** (Italy).

The **inaugural event in Vienna** will commence on June 4th, captivating art and design enthusiasts for a vibrant **four-week journey** at **Bibliothek of West** (in Vienna's 9th district).

Under the visionary leadership of Becca Hoffman, the organization embarks on a mission to redefine the global art landscape. Embracing the **belief in the world's interconnectedness**, 74tharts introduces boutique, curated, and dynamic art events, fostering unparalleled opportunities for connection, community engagement, and commerce.

At the heart of this initiative lies the innovative, so called **"Windows"** series, comprising **two global nomadic pop-up selling exhibitions (Vienna and Milan this year)**.

Immersive showcases hosted in Vienna will blend **captivating programming and activations**, alongside year-round community partnership collaborations. Anchoring the American leg of the calendar is the renowned Aspen Art Fair, an annual spectacle celebrating artistic excellence during July and August.

Hoffman shares her vision, stating, *"Our goal is to reimagine, reinvigorate, and reconnect creative communities worldwide through our distinctive art fairs and nomadic pop-ups. The overwhelming support we've garnered underscores the significance of our mission, even before this official announcement within our three distinct communities."*

For the Vienna edition of the 74tharts, Becca Hoffman collaborates with esteemed professionals in their respective domains: Design professional **Alice Stori-Liechtenstein** will oversee together with designer **Johanna Pichlbauer** the **curation of the design section**, while **Simon Rees** is curating the **contemporary art section**. Partnerships with entities like **Vienna Design Week** and the **Viennese Auction House Dorotheum** seamlessly integrate into a schedule of aligned talks and events during the four weeks.

Discover more about the contributors and **join us in the evening on April 30th** for an initial gathering in Vienna, where you can delve deeper into 74tharts and the forthcoming program.

"The Window and the Couch", VIENNA, June 2024

June 4th to June 26th will be the first of the 74tharts **global nomadic pop-ups**, entitled "The Window and the Couch".

74tharts is pleased to present a bespoke pop-up **selling exhibition** hosted in the **Bibliotek of West**, a **historic economics university in the 9th district**, this will be a visual exploration of topics such as eros and thanatos, dreams and the subconscious, the ego and id, oedipal relationships, and more.

Alice Stori Liechtenstein, founder of [Schloss Hollenegg for Design](#), will curate together with designer Johanna Pichlbauer a visual **reinterpretation of Freud's study for the present day**. Conscious of how furniture and interiors are reflective of a period and of a state of mind, Stori Liechtenstein and Pichlbauer will select design **pieces by Austrian and international designers** with the aim of inspiring **a contemporary rediscovery of Freud and his work**. Freud's couch is an iconic piece of furniture, symbolic of a period, of a place and of psychoanalysis itself. (It was a present from a patient, Madame Benvenisti, around 1890 and the richly detailed Qashqai carpet on top was added by Freud himself). Freud was a child of his time, and there is little doubt that, if he had lived one hundred years later, he would have embraced the progressive spirit of the age. So what would his study look like? What would he have collected? And on what kind of couch would have his patients recalled their dreams?

Selected designers include: Jonathan Trayte, David Tavcar, Nadja Zerunian, Lisa Ertel & Jannis Zell, Soft Baroque, Onka Allmayer-Beck, Teresa Berger, and Högl-Borowski and more.

Vienna Design Week's curators will collaborate with 74tharts on three unique onsite sensory experiences along with events offering distinct opportunities for connection. Panel discussions exploring psychology and art history, surrealist dinners, cake and champagne brunches, and performance art pieces inspired by Freud's teachings are also planned.

Curator of the visual art aspect of the project, **Simon Rees**, is *"excited to be making a project in a signal piece of Viennese 1970s postmodern architecture that re-introduces a corner of the city to the art community"*. Rees is well-known in Vienna for his work with the Viennese art fairs, the citywide contemporary art festival "curated_by", and as head of program and development at the **MAK - Museum of Applied Arts**. Rees thinks that "as the former university is so close to the Sigmund Freud House / **Sigmund Freud Museum** it makes perfect sense to lean on Freud's ideas - so inspirational to artists and designers - as animating spirit for the project. **"We'll make it as dreamy as can be"**.



MILAN, October 2024

From October 5th-31st, 74tharts will present a pop-up selling exhibition exploring intergenerational creativity and intersections of art, fashion, and design. A visual investigation into the creative whimsy that exists in visual, wearable, and functional art connecting the local and regional with a global feel. Pairing well known artists with up and coming artists to foster a unique dialogue.

Milan highlights include a fashion show performance and art experience, conversations on art, fashion, and feminism, and curated events.

ASPEN, Summer 2024

Every summer, 74th Arts hosts the Aspen Art Fair, coinciding with Aspen Art Week. It's a unique contemporary art fair featuring leading global dealers set in a luxurious destination. Teaming up with Auberge Resorts, the inaugural [Aspen Invitational] will take place at the historic Hotel Jerome. The fair will showcase 32 dealers alongside Aspen's renowned cultural institutions, spanning the Hotel Jerome grounds with traditional booths, hotel room installations, and surprising art experiences. Art activations will also extend throughout Aspen and even reach the summit of Aspen Mountain. Beyond the fairgrounds, attendees can enjoy home tours, talks, nonprofit collaborations, cocktails, dinners, guided hikes, and more. The fair aims to bolster the local community through involvement with art nonprofits, philanthropic events, and partnerships with hospitality venues in town.



ABOUT 74th arts

74tharts, founded in 2023, is a boutique woman-owned global arts event company; offering a yearly art fair in Aspen as well as a full schedule of global year-round cultural events, including pop-up exhibitions, conversations, unique activations, community engagement events and beyond.

Inaugural events will take place in Aspen, Colorado, Milan, Italy and Vienna, Austria, with plans to expand internationally in 2025 and beyond.

Becca Hoffman is a veteran art world professional with a decade of running art galleries and a dozen years of art fair leadership. Ms. Hoffman was instrumental in rebranding and upgrading the Outsider Art Fair New York and building the Outsider Art Fair Paris from 2012 to 2020. From 2020 to 2023, she developed art fairs and cultural events in Aspen and Palm Springs for Intersect Art and Design. In 2023, she launched 74tharts, an art business, to explore culture, connectivity, and commerce, with a skilled team and more than 50 years of combined shared experience in the art world. She lives in New York City and Antibes, France.

Website

Visit 74tharts.com for tickets, programming updates, a complete list of cultural partners, exhibitors, events, and more.

Connect with 74tharts

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#74tharts and #aspenartfair

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