

April 24, 2014

Introducing 'OutsiderArtFair.com'

For many years, the Outsider Art Fair has had a website that provided basic info on the fair. Now the website has been redesigned, souped up, and relaunched, as something way more interesting than an event flyer made of pixels.

"The new outsiderartfair.com is to the virtual realm what the Outsider Art Fair is to the analog world. It's the liveliest gathering place for anyone who wants the best and most comprehensive news, information, and expert commentary on the world of Outsider Art," says Andrew Edlin, CEO of Wide Open Arts, producer of both the Outsider Art Fair and its website.

Fully bilingual, in English and French, the new website offers the following:

- A **news section**, via tumblr, with carefully curated selections of popular and academic writing about Outsider Art. (<http://outsiderartfair.tumblr.com/>)
- A **history of Outsider Art**, from Jean Dubuffet's excavation of art brut, to last year's inclusion of outsiders (such as Marino Auriti) by some of the world's most influential mainstream institutions (such as the Venice Biennale). (<http://www.outsiderartfair.com/history>)
- More than one hundred vivid **biographies of Outsider Artists**, commissioned by Wide Open Arts from leading writers, art historians, and critics including Jenifer P. Borum, Edward M. Gómez and Charles Russell, whose contributions include essays on artists ranging from the Jamaican Rastafarian "vagabond painter-poet" Ras Dizzy, to the French coal miner and mediumistic painter Augustin Lesage. (<http://www.outsiderartfair.com/artists>)

Much more content, including hundreds more artist bios and a films section will be added over time; and of course all of the essential information on both the New York and Paris Outsider Art Fairs is readily accessible on outsiderartfair.com.

Wide Open Arts

134 Tenth Avenue, New York, NY 10011
T +1 212 337 3338 E info@outsiderartfair.com