

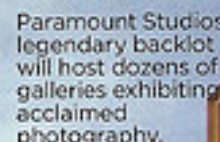


PARIS PHOTO, PHOTOGRAPHY'S MOST PRESTIGIOUS ART FAIR, BYPASSES NY FOR LA. BY ANDREW MYERS

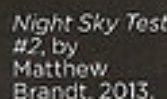
"LA is a creative hub with an amazing history in visual arts," says Julien Frydman, the fair's director, drawing a timeline from artists Man Ray to Ed Ruscha to Doug Aitken to illustrate how Los Angeles rejuvenates contemporary culture's understanding of images. "It is a city that questions the language of images, and specifically photography," he continues.

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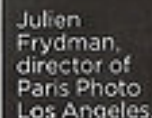
Images courtesy of Paul & Patricia Dwyer, Michael and Courtney Brinkley, Gallery, San Francisco (www.sfgallery.com)



"The location at Paramount is really interesting," says Philip Martin of LA's Cherry and Martin gallery, who is both an exhibitor and a member of



-PHILIP MARTIN



Ultimately, however, after all the artistic, academic, and mercantilistic perspectives are explored, perhaps it's pure aestheticism that best promotes the new fair in the City of Angels, stemming from and coordinated with a fair in the City of Light. As Frydman says: "So autumn in Paris, spring in Los Angeles." Fade out. **LAC**