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**THE RENO TAHOE INTERNATIONAL ART SHOW AIMS EVEN HIGHER FOR 2024**

*Successful second edition a platform for grander expansion*

**November 15, 2023 (Reno, NV)** – The second edition of the Reno Tahoe International Art Show (RTIA Show), held September 14-17, 2023 at the Reno-Sparks Convention Center, concluded a year of tremendous growth for the young fair. With double the footprint of the inaugural event, new and expanded features including one of the largest sculptural presentations in the country, Art City Invitationals and unique community engagement, the RTIA Show exceeded expectations, paving the way for an even grander event in 2024.

The RTIA Show is unique to Reno Tahoe, aiming to further the region’s cultural ascendency by creating an inviting, innovative, and lively art fair for visitors to experience a one-of-a-kind presentation of fine art, design, sculpture, music and film in one of the most geographically beautiful destinations of the West. With distinctive features like the Post Playa Art presentation featuring curated artworks created for Burning Man, the First Nations Indigenous Peoples showcase, and short film programming presented by Cordillera International Film Festival, the RTIA Show has proven itself as a cultural focal point for the fast-evolving Reno Tahoe region.

Beyond a ‘bigger and better’ presentation, the RTIA Show is committed to fostering meaningful connections between exhibitors and their audience. The fair featured insightful artist talks, thought-provoking panel discussions, and live demonstrations, providing attendees with a unique opportunity to connect with the individuals behind the art.

In statistical review, the RTIA Show increased in size from 52,000’ to 100,000’, an 93% expansion year over year. The number of exhibitors increased by 40%, with the largest increases by category in gallery participation and independent sculptors. Attendance of buyers and art enthusiasts increased by 36% while VIP and professional attendance almost doubled in 2023. Demographics of buyers indicated an increase in audience from outside the immediate region (30% total), with a larger group in attendance from Las Vegas, at 10% of the total and then the remaining 20% coming from a greater distance with primary sources representing California from the Bay Area, Los Angeles, Orange and San Diego Counties and the states of Utah, Colorado, Arizona, Oregon, Washington and then New York and South Florida.

Sales at the 2023 show nearly doubled 2022 estimated actuals with a higher average price point from 2022. The types of art sold varied dramatically as might be expected with the range of artworks presented. Many sculptures were sold, and commissions engaged across the show, including from the Post Playa Art feature, which included six-figure artworks.

The success of this year's art fair was in no small part due to the dedicated exhibitors, passionate individuals and unwavering support of committed sponsors and regional partners. It is this collective effort that has empowered the RTIA Show to grow at such a rapid rate, quickly becoming a nationally recognized, must-see event on the cultural calendar.

Save the date for the third annual Reno Tahoe International Art Show, returning to the Reno-Sparks Convention Center September 12-15, 2024. The show will occupy a much larger 121,000’ hall, positioning the entire event within one dramatic exhibition space. Highlights of next year’s show include: expansion of the Art City feature, doubling the number of cities presented, a 18’,000 Sculpture Walk, continued growth of national galleries, two museum exhibitions, including one international museum feature, unique design vignettes featuring collectible cars, bespoke furniture, sculpture and select 2D artworks, all available for purchase, and an expanded Heart of Reno and Burning Man 2024 Post Playa exhibition.

The 2024 RTIA Show will open with new hours for the third edition, with the Thursday VIP Preview running 7-10pm, Friday 11am-8pm, Saturday 11am-7:30pm and Sunday 11am-6pm. The Reno Tahoe Artist (RTA) Awards Gala, celebrating both regional and RTIA ‘Best of Show’ winners, will take onsite at the Reno-Sparks Convention Center during the show weekend, date to be confirmed.

Applications for 2024 RTIA Show exhibitors open November 15, 2023 – see rtiashow.com for more information. Applications for regional RTA Awards will open May 2024. Subscribe to the RTIA Show e-newsletter at rtiashow.com to stay up-to-date on all event announcements.

The media can reach out to Briana Dolan, with any questions about the event or to set up an in-person interview. Contact: bdolan@rtiashow.com

**About RTIA Show**

Created by Reno-based father-daughter founders Kevin O’Keefe and Briana Dolan, the Reno Tahoe International Art Show is Northern Nevada’s first international art and design show. The fair anchors the Reno Creative Movement, a vision to develop a significant fine art, design, film and music event in Reno Tahoe with the aim to position the region as a nationally recognized destination for art and culture.

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Contact:

Briana Dolan, COO RTIA Show

bdolan@rtiashow.com

714.319.3385