



REVEAL

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A COMPELLING
BUSINESS OPPORTUNITY

SARATOGA SPRINGS – A CENTERPIECE FOR CULTURE & ENTERTAINMENT

Deemed “The August Place to Be,” Saratoga Springs draws in millions of visitors from around the world and over a quarter of a billion dollars annually to the Spa City and neighboring areas.

A vibrant and admired mecca for art, culture, style and entertainment, Saratoga Springs is a longstanding playground for the elite and affluent.

Debuting at the height of the summer season, [REVEAL Art Fair](#) will take place amid the magical combination of excitement, elegance, beauty and allure that is created by the confluence of attractions and events in Saratoga Springs. REVEAL will naturally attract passionate visitors, jet-setters, international celebrities and the elite of the horseracing world.

Apply to exhibit today!

LOCATION. LOCATION. LOCATION. – Centrally located in beautiful upstate New York, Saratoga Springs is approximately three hours from Boston, New York, Philadelphia and Montreal; and just minutes from the grand Adirondack Park to the north and the bustling Capital District to the south. Gorgeous Lake George, Saratoga Lake and Lake Placid are an easy drive away and are worth a visit.

[SARATOGA RACE COURSE](#) – Thoroughbred racing has no finer setting than Saratoga Race Course, which opened over 150 years ago, making it the oldest sporting venue in the United States. Named one of the world’s greatest sporting venues by *Sports Illustrated*, the atmosphere is electric in the historic grandstand every summer as fans experience not only the best in racing, but the unmatched ambience and charm of Saratoga Springs. Horse owners, trainers and the public come together for six weeks of thoroughbred racing each summer. REVEAL is debuting alongside one of Saratoga Springs’ most famed thoroughbred weekends: the \$1.25m Whitney Stakes. Later in August, the track hosts the \$1.25m Travers Stakes, which has been referred to as the 4th jewel in the Triple Crown. In 2016, Saratoga Race Course paid attendance was over 1.1m and all-sources handle was over \$647m.

[SARATOGA CASINO HOTEL AND RACEWAY](#) – This entertainment venue offers some 1,700 exciting slots and electronic gaming machines, a Morton’s Steakhouse, luxury hotel, live entertainment and DJ-fueled nightclub, as well as live racing on the historic Saratoga harness track.

[SARATOGA PERFORMING ARTS CENTER \(SPAC\)](#) – SPAC is a large amphitheater on the grounds of the [Saratoga Spa State Park](#) presenting summer performances of classical music, jazz, pop, rock, dance and opera, as well as an annual Wine & Food Festival. It is the official summer home of the New York City Ballet and the Philadelphia Orchestra, both of which are in residence for a few weeks each summer.

[SARATOGA POLO ASSOCIATION](#) – Saratoga Polo – one of the oldest Polo clubs in the nation – offers exciting matches from the beginning of July through the first week of September in a beautiful panoramic setting. Experience the action from the charming, air-conditioned clubhouse or field-side tailgate picnic area.

ACCLAIMED BROADWAY – Downtown Saratoga Springs is a destination in itself! Broadway – our main thoroughfare – has received numerous accolades, including spots on *Yahoo!*, *USA Today's* and [Travel & Leisure's Best Main Street](#) lists; and was recently mentioned in a [Forbes](#) article regarding a new restaurant in the historic Rip Van Dam hotel.

The [Saratoga Springs City Center](#) offers fairgoers the opportunity to savor the art fair experience and stroll down Broadway, taking in all the charm of the Spa City while enjoying the vibrant atmosphere. Broadway – and the surrounding streets – are lined with locally-owned boutiques and popular stores, art galleries, bakeries, coffee shops, bookstores, nightclubs and a wide-array of excellent restaurants, quaint bistros, cafes and taverns that pour some of New York's finest craft brews and wines.

MINERAL WATERS AND SPAS – Saratoga County's naturally occurring rich mineral springs have lured people for centuries to partake of their purported healing properties. The springs remain a draw to this day, and one can visit and drink from the 20 plus mineral springs, indulge in a relaxing [mineral spring bath](#) or drink the bottled Saratoga Water!

FASIG-TIPTON HORSE SALES – Our timing couldn't be better, as we're debuting alongside one of Saratoga Springs' most popular events – the Fasig-Tipton horse sales. Fasig-Tipton, an auction house for thoroughbred horses, and the oldest auction company of its kind in North America, is currently owned by a Dubai-based company.

In August 2016, over 150 yearlings were sold for nearly \$46m over two nights.

MUSEUMS – The greater Saratoga Springs region is home to a number of spectacular museums including:

- [The Frances Young Tang Teaching Museum and Art Gallery at Skidmore College](#)
- [The Hyde Collection](#)
- [National Museum of Dance & Hall of Fame](#)
- [National Museum of Racing and Hall of Fame](#)
- [Massachusetts Museum of Contemporary Art](#)
- [Saratoga Automobile Museum](#)
- [Sterling and Francine Clark Art Institute](#)
- [Albany Institute of History and Art](#)
- [New York State Military Museum](#)
- [New York State Museum](#)
- [Saratoga Springs History Museum](#)
- [miSci \(Museum of Innovation and Science\)](#)
- [The Children's Museum at Saratoga](#)

VIBRANT ARTS AND CULTURAL CENTER

Saratoga Springs is truly a center for arts and culture. From the art galleries, museums and renowned Saratoga Performing Arts Center to the energized [Beekman Street Arts district](#), there is a vibrant art scene worth exploring - while indulging!

Skidmore College, the well-known liberal arts college in Saratoga Springs that draws students from around the world, is home to The Frances Young Tang Teaching Museum and Art Gallery and [Arthur Zankel Music Center](#).

[Yaddo](#) is an artists' community located on a 400-acre estate in Saratoga Springs. Its mission is "to nurture the creative process by providing an opportunity for artists to work without interruption in a supportive environment."

Lastly, the mission of [SaratogaArtsFest!](#) is to advance the visibility of the arts in Saratoga Springs and bring community and arts organizations together by promoting collaboratively the arts year-round.

GOLF – Saratoga Springs offers numerous options for spending time on the lush fairways of award-winning championship golf clubs, in spectacularly beautiful settings.

CHARITY EVENTS – The generosity of the Saratoga Springs' community is on full display every summer with a number of creatively-themed galas, fundraisers and charity events.

Amid this lively and exciting social scene, REVEAL will bring together collectors, dealers, curators, museum professionals, designers, art passionists and the broader Saratoga Springs community in celebration of 60 international galleries exhibiting 200 leading artists.

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