



Art Market

At Felix Art Fair 2025, the Los Angeles Art Community Unites After the Fires

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Exterior view of the Hollywood Roosevelt Hotel, 2025. Courtesy of Felix Art Fair.

It's hard to think of a more crucial moment for Felix Art Fair than right now. Since its debut in 2018, the fair has championed the Los Angeles community with a culture-specific, approachable ethos that feels distinctly of its home city: laid-back, yet fervently engaged. It's this communal aspect of the fair that is more important than ever just weeks after the devastating Eaton and Palisade fires struck through the nearby Southern California neighborhoods.

As the cost of the fires – which have claimed more than 40,000 acres of land and more than 10,000 homes across Los Angeles County – continues to be counted, the L.A. art scene has shown its resilience and perseverance, as artists, galleries, and institutions united in a series of fundraising and relief efforts. Felix, which sits in the middle of a week of art events in Los Angeles, decided, along with Frieze and the new art fair Post-Fair, that it would carry on with its initial plans. This decision, borne from consultations with local arts stakeholders, underscored its foundational principle: to be a fair for and by the L.A. community.



Installation view of Marinaro's booth at Felix Art Fair, 2025. Courtesy of Felix Art Fair.

“The whole idea of the fair is to be welcoming,” Mills Morán, co-founder of Felix and Los Angeles gallery Morán Morán, told Artsy. “This wasn’t a decision we made unilaterally. This was feedback from everyone in the arts community – from art workers to artists, gallerists, and fabricators. Everybody was overwhelmingly in favor of pushing forward with a week like this. This is the first moment where people are going to be together.”

Indeed, on February 19th, at 11 a.m., the fair's seventh edition attracted an eager crowd to the Hollywood Roosevelt Hotel for its VIP day. This year's edition of the fair hosts more than 60 exhibitors within the poolside cabanas surrounding the hotel's iconic David Hockney-designed pool and the suites on the 11th and 12th floors. And, while the hotel felt less crowded than last year's iteration, a steady stream of fairgoers continued to meander in to enjoy cocktails by the pool and browse the galleries throughout the day. Among the celebrity attendees were generational heartthrobs – from pop star Troye Sivan to the timeless Henry Winkler (Fonzie from *Happy Days*) – who made their way through the booths. Julia Fox was also spotted engaging with several gallerists around the cabanas.



Interior view of the lobby at the Hollywood Roosevelt Hotel, 2025. Courtesy of Felix Art Fair.



Installation view of Sea View's booth at Felix Art Fair, 2025. Courtesy of Felix Art Fair.

The fair's emphasis on its locality is immediately apparent as visitors enter the lobby of the hotel, where LA AYUDA Network is presenting "Foundations." The benefit exhibition features more than 100 artist-made stones and ephemera meant to symbolize local community. These stones are priced on a sliding scale between \$125 and \$500, and all proceeds will be donated to underresourced communities.

Throughout the fair's VIP day, presentations from Los Angeles-based galleries were among the busiest booths, with gallerists keen to emphasize the importance of the fair to the city's art ecosystem.



Installation view of ILY2's booth at Felix Art Fair, 2025. Courtesy of ILY2.

After speaking with galleries and artists in Los Angeles, Portland-based ILY2 took a similar attitude and decided to rethink its group presentation at the fair. Instead of its original proposal of rostered artists, the gallery curated a group show of L.A.-based artists Leena Similu, Amanda Ross-Ho, Beatrix Fowler, and Isabel Yellin, with works priced between \$4,500 and \$30,000.

“We really wanted to talk to the local community, and check out with artists and see how everyone here felt,” said gallery director Rosie Motley. “The feedback [from Los Angeles] was emphatically like, ‘We want people to show up!’”

In the suite's smaller room, the gallery also wanted to curate a selection of editions, design objects, and books to “emphasize accessibility” in an art fair setting. Standout pieces include prints by Eve Fowler and stoneware by Martie Kilmer. These works, from a selection of gallery artists, are priced under \$600 apiece.