LOADING... INVITATIONAL PRESS RELEASE JULY 2025

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VIP PREVIEW → July 17, 2025 11am-1pm

DATES & HOURS → July 17 – July 21, 2025 11am – 7pm

LOCATION →
The Caboose
60 South Front Street
Hudson, New York

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Loading... a new independent art fair model. The inaugural edition will take place in Hudson, New York at The Caboose during Upstate Art Weekend, July 17 – 21, bringing together a select group of New York City galleries: ABRI MARS, Dutton, Franklin Parrasch, and Post Times.

Formed out of a desire to connect with audiences outside of the traditional art fair model, *Loading...* embraces a collaborative spirit and is organized by the galleries themselves. It is an improvisational and casual model that offers dealers a different environment to open a dialogue about process and ideas, and show work they deeply believe in without the overwhelming pressure of an expensive booth.

Upstate Art Weekend felt like the perfect time to launch, as it is characterized by a certain openness and curiosity, with art lovers exploring the various offerings using a hand-drawn map as their guide. Located across the street from the Hudson train station, The Caboose provides an inviting atmosphere for viewers with its soaring wood-beamed ceilings and expansive windows.

Free and open to the public, *Loading...* will also host a series of conversations and artist-talks throughout the long weekend. *Loading...* will open to VIP guests at 11am on July 17 and continue through July 21, 11am-7pm, with a celebratory launch party on Saturday night, from 7pm-10pm.

Please visit loadingart.com for the full schedule and details.