

## Art Dealers Association of America (ADAA) announces departure of Maureen Bray as Executive Director

*Over the past seven years, Bray expanded the ADAA's presence on Capitol Hill; implemented new initiatives including the first-ever Sustainability Roadmap and the workforce development program; and led six editions of The Art Show, raising \$7 million in unrestricted funds for Henry Street Settlement*



Portrait of Maureen Bray. Photo Credit: Mike Vitelli.

**(New York, NY – July 8, 2024)** – The **Art Dealers Association of America (ADAA)** announced today that **Maureen Bray** will be completing her tenure as Executive Director after nearly seven years with the organization. The ADAA's executive committee is undergoing a search to appoint the next Executive Director. Bray will depart from her current role in the fall of 2024, after which she will serve in an advisory capacity to ensure a smooth transition and support the mounting of **The Art Show**, which celebrates its 36th edition and will take place at the historic Park Avenue Armory from **October 29 to November 2**. During her leadership, Bray oversaw six presentations of The Art Show, raising roughly **\$7 million** in unrestricted funds for **Henry Street Settlement**, and solidifying the fair's renown for thoughtfully curated exhibitions that make it a not-to-be-missed event each season.

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Maureen Bray  
*Executive Director*

Jo Backer Laird  
*Special Advisor*

“Maureen has played an instrumental role in leading the ADAA into a new phase of growth and development,” said **Anthony Meier, President of the ADAA**. “Through her tenacity and creativity, Maureen has reimagined how we can better serve our members, by not only expanding the services we offer and advocating for galleries on Capitol Hill, but also through diversifying membership and spearheading sustainability and workforce development initiatives that advance the equitability and accountability of the art world. Maureen will be greatly missed, but we know that she leaves having made the ADAA stronger. We look forward to building on her legacy.”

“Over the past seven years,” said **Bray**, “I have had the great pleasure to direct the ADAA’s efforts, working alongside a team of passionate colleagues who share my commitment to ensuring that galleries have the resources necessary to develop, protect, maintain, and grow artists’ careers in meaningful ways. My vision in this role, informed by my many years as a gallery director, has always been to create a more direct pipeline to this often inaccessible field for future generations.”

As the second Executive Director within the ADAA’s over-sixty-year history, Bray took the helm in January of 2018, and shortly thereafter was instrumental in leading the organization through the COVID-19 pandemic. She subsequently spearheaded the first-ever industry-wide survey that determined the impact of COVID on galleries, including both ADAA and non-member galleries. Despite the challenges posed by the pandemic, Bray was responsible for increasing membership almost 20% during this time, and has further increased the number of BIPOC-owned member galleries by over 300%. With an eye toward the future, Bray has meaningfully strengthened the ADAA’s membership, resulting in an overall increase from 176 galleries to 208 nationwide.

During her tenure, Bray has been a staunch advocate on Capitol Hill and in the Executive Branch for the nation's leading art galleries. Early in 2019, she identified legislation proposed in the House that would impose Anti-Money Laundering (AML) restrictions on the gallery industry, and from 2019 onwards developed an outreach strategy with legal and public policy advisors to establish significant and abiding bipartisan relationships on the Hill and in the Executive Branch to ensure that the voices of art dealers are clearly heard in Washington. Within the organization, **Bray produced over 40 legal and legislative updates for members**. Additionally, she launched a comprehensive member webinar program, covering topics from employment law, sales tax, and the COVID-era Paycheck Protection Program, all of which represented a 250% increase in business expertise content and legal and legislative communications to members as compared to the previous five years.

The programs launched by Bray include the **Sustainability Roadmap**—the first-ever comprehensive guide for The Art Show, which assesses all aspects of the fair that impact the climate or general wellness. This initiative aims to chart a course toward analyzing the environmental significance of such events, and by identifying short, mid, and long term goals, to encourage greater sustainability practices going forward, not

only for The Art Show, but for art fairs worldwide. The first year alone, from the 2021 fair to the 2022 fair, The Art Show reduced waste by 25%. In partnership with Henry Street Settlement, Bray is currently creating a **workforce development program**—the first-ever of its kind specifically serving the art gallery community. Once the test pilot is launched in New York City, the goal will be to roll it out nationwide. Bray will continue to act in an advising capacity through the program’s launch.

Coinciding with the 60th anniversary of the organization, Bray launched the **60th Anniversary Grants**, six one-time awards of \$10,000 to nonprofit organizations across the United States to support the arts in their respective communities. In addition to the grant program, Bray spearheaded a series of initiatives in celebration of the milestone anniversary, including an expanded **Relief Fund** for arts and cultural organizations affected by natural disasters across the country and a series of **Member Interviews** that reflect on the history and impact of the ADAA and were shared across multiple media platforms, forming the foundational basis of a new organizational archive. During her tenure, Bray launched the first-ever dedicated website for The Art Show in its nearly forty years, and subsequently increased the ADAA’s social media following by over 20%, helping the organization reach a wider public.

#### **About the ADAA:**

The Art Dealers Association of America (ADAA) is a nonprofit membership organization that supports the economic and cultural contributions of the nation’s leading fine art galleries. The ADAA includes over 200 members from nearly 40 cities in the U.S., representing hundreds of established and emerging artists internationally. ADAA members have extensive expertise across primary and secondary markets and established reputations for upholding the best practices in the field. The ADAA serves as a resource and advocate, raising awareness of dealers’ critical roles in the international art market and the cultural community. The ADAA is a leader on issues pertaining to connoisseurship, scholarship, ethical practice, and public policy. The ADAA Foundation, a distinct but connected entity to ADAA, primarily supported by donations from ADAA members, promotes a broad range of activity in the arts and culture community by distributing grants to museums and arts organizations with operating budgets under \$6 million to advance art historical research and exhibition development. The Foundation’s 2023 grantees were: the American Folk Art Museum, the Mississippi Museum of Art, the Portland Institute of Contemporary Art, and the Spencer Museum of Art, University of Kansas. [www.artdealers.org](http://www.artdealers.org)

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