

ADAA Fair

ADAA Announces the Whitney Museum of American Art as Beneficiary of the Inaugural ADAA Fair Debuting in November 2026

The partnership aligns with ADAA's mission to support galleries, artists, and museums across the United States while advancing its ongoing commitment to philanthropy in the visual arts



Photo credit: Scott Rudd Productions. Courtesy ADAA.

(New York, NY – April 15, 2026) – ADAA (Art Dealers Association of America), a nonprofit membership organization representing 200 of the nation's leading fine art galleries, announced today that the Whitney Museum of American Art (the Whitney) will be the beneficiary of the inaugural ADAA Fair, to take place November 12-16, 2026 at the Park Avenue Armory.

“Our decision to honor the Whitney Museum as our philanthropic partner at the first ADAA Fair marks a defining moment for our organization,” said **Mary Ryan**, ADAA Fair Committee Chair. “We made a strategic decision to focus our Fair on the visual arts in the most impactful way possible, reflecting the mission of our organization. We are proud to partner with a museum that plays such a vital role in shaping the history and future of American art.”

“This initiative builds on ADAA's long-standing commitment to creating meaningful philanthropic opportunities in support of the visual arts,” commented **Susan Sheehan**, Chair of the ADAA Board. “It is particularly consequential at a time when arts institutions are looking to broaden their sources of financial support. We are delighted to be contributing to that effort and thrilled that the Whitney Museum will be this year's beneficiary.”

The ADAA Fair's 2026 Preview Gala, scheduled for Thursday, November 12, will bring together artists, gallerists, curators, advisors, collectors, and supporters of the arts within the historic setting of the Park Avenue Armory, and the funds raised from the event will support the Whitney's education and artistic programs. This initiative builds on ADAA's long-standing

commitment to creating meaningful philanthropic opportunities in support of the visual arts. The Preview Gala funds are distinct from those raised through the ADAA Foundation.

“We are deeply honored to be named as a beneficiary of the ADAA Fair,” said **Scott Rothkopf**, the Alice Pratt Brown Director of the Whitney Museum of American Art. “The ADAA has long played an essential role in supporting the nation’s leading galleries, all of whom are deeply committed to advancing the work of artists, and shares our belief in the important role that institutions and communities play in shaping the cultural life of this country. We are grateful for this meaningful partnership and generous support, which recognizes the Whitney’s role in championing American art and making it accessible to broad and diverse audiences.”

Kinsey Robb, Executive Director of the ADAA, remarked, “This partnership reflects a thoughtful evolution of the ADAA Fair and a mission-driven approach to how we support both our member galleries and the institutions that shape the field at large. It allows us to align our efforts more directly with the broader cultural ecosystem, while remaining grounded in the standards and values that define the ADAA. We are pleased to be working with the Whitney in a way that advances that shared commitment.”

“On behalf of the Whitney’s Board of Trustees, I want to express our sincere gratitude to the ADAA Fair for selecting the Museum as beneficiary,” added **Fern Kaye Tessler**, Chair of the Whitney’s Board of Trustees. “Their support is both generous and deeply meaningful, underscoring the importance of sustained philanthropic investment in the visual arts. We are proud to be part of this important new chapter and look forward to the partnership ahead.”

For additional details on the ADAA Fair, please visit adaafair.org.

About the ADAA

Founded in 1962, the **ADAA (Art Dealers Association of America)** is a nonprofit membership organization that supports the economic and cultural contributions of the nation’s leading fine art galleries. The ADAA includes approximately 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** supports nonprofit visual arts organizations nationwide through grants for exhibitions, public programming, and curatorial research, reflecting the ongoing commitment of ADAA member galleries to the broader arts community.

Organized by the ADAA, the **ADAA Fair** brings together the country’s top galleries to showcase incisively curated exhibitions of both historical and contemporary works. Building on ADAA’s longstanding presence at the Armory, this new fair reflects the organization’s renewed focus on supporting the arts and strengthening the cultural landscape nationwide.

About the Whitney Museum of American Art

The Whitney Museum of American Art, founded in 1930 by the artist and philanthropist Gertrude Vanderbilt Whitney (1875–1942), houses the foremost collection of American art from the twentieth and twenty-first centuries. Mrs. Whitney, an early and ardent supporter of modern American art, nurtured groundbreaking artists when audiences were still largely preoccupied with the Old Masters. From her vision arose the Whitney Museum of American Art, which has been championing the most innovative art of the United States for ninety years. The core of the

Whitney's mission is to collect, preserve, interpret, and exhibit American art of our time and serve a wide variety of audiences in celebration of the complexity and diversity of art and culture in the United States. Through this mission and a steadfast commitment to artists, the Whitney has long been a powerful force in support of modern and contemporary art and continues to help define what is innovative and influential in American art today.

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