



# THE TREASURE HOUSE FAIR

## **Helen Allen to join The Treasure House Fair as Development Director**

Ahead of the London Art Fair's Second Edition

Appointment of The Winter Show's Executive Director  
Signals Unprecedented Collaboration between  
Leading International Art Fairs and US and UK art markets



London, 27 March 2024 - The Treasure House Fair is pleased to announce the appointment of Helen Allen as Development Director. Bringing with her a wealth of experience from her role as Executive Director of The Winter Show, New York, Helen will continue to lead America's prestigious fair while spearheading the expansion of Treasure House Fair's exhibitor base and activities, with a focus on enhancing the fair's presence in North America. In her new capacity, Helen will also oversee partnership and sponsorship activities, collaborating closely with The Treasure House Fair's co-founders, Harry Van der Hoorn (co-founder and owner), and Thomas Woodham-Smith (co-founder and director).

Both The Treasure House Fair and The Winter Show have rich legacies in the world of art, antiques and design, with The Treasure House Fair originating from London's esteemed tradition of summer art fairs dating back 90 years, and The Winter Show's establishment in 1954. Helen's appointment strengthens the synergies between these two premier events, fostering connections that further solidify the special relationship between the art trades of the US and UK.

**Thomas Woodham-Smith, co-founder and director of The Treasure House Fair** said: *"Helen brings with her not only significant expertise of the global art market but an unimpeachable knowledge of fair management. With Helen joining us we hope to build a strong and fruitful relationship between two leading international shows to the benefit of not only dealers and exhibitors but also our clients and visitors."*

## **NOTES TO EDITORS**

### **HELEN ALLEN**

Helen Allen is a seasoned art industry strategic planning, communications, and business development executive. Recognized as a "40 Under 40 Rising Star" by Crain's New York Business in 2007, she has spearheaded the establishment and direction of numerous art fairs. She served as executive director of Ramsay Fairs for nine years. During her tenure, she founded and served as executive director of PULSE Contemporary Art Fair with events in New York, Miami, and London. Allen also consulted on the establishment of Art Hong Kong (now Art Basel Hong Kong) and served as a consultant to the UK's Other Art Fair and helped orchestrate their initial expansion into the United States. In addition, she co-founded and produced the innovative (e)merge art fair in Washington DC. In 2010, she launched Allen/Cooper Enterprises and Site/109, a multifaceted arts and luxury lifestyle communications and marketing company and event space.

Previously, Helen held positions at leading institutions including Christie's in both Rome and New York and The Metropolitan Museum. She served as an associate professor at Sotheby's Institute of Art for five years and has lectured internationally on the arts and the design industry. In 2018, Helen was appointed Executive Director of The Winter Show, the U.S.'s leading art, antiques, and design fair which supports critical programs for the Show's owner and beneficiary, East Side House Settlement.

### **THE TREASURE HOUSE ART FAIR**

London's pre-eminent inter-disciplinary art fair, The Treasure House Fair was founded in 2023 by Thomas Woodham-Smith and Harry Van der Hoorn - the co-founders of Masterpiece (2009-2022). Brought to life in less than six months following the closure of Masterpiece, the fair's first edition set in the beautiful grounds of the Royal Hospital Chelsea offered a fresh and bold remastering of London's traditional summer fair, with a promise to preserve the event's international renown for expertise and exceptional quality. Emboldened by the success of its opening year, the fair returns this year with a larger space, sustainable innovations and materials used throughout, and an extended roster of exhibitors - up 30% on last year.

The Treasure House Fair hails from an esteemed tradition of summer art fairs in London, with the 2024 edition marking the 90<sup>th</sup> anniversary of the establishment of the Antique Dealers' Fair - later the Grosvenor House Art and Antiques Fair, founded in 1934. Held at the elegant five-star Grosvenor House Hotel on Park Lane, the Antique Dealers' Fair was the premier event of its time, showcasing the very best of the national trade. From 1937, the fair enjoyed the patronage of The Royal Family, with Queen Mary as its first royal patron, followed by Queen Elizabeth the Queen Mother and later Princess Alexandra. After 75 successful years, Grosvenor House Art and Antiques Fair was discontinued in 2009, with its heir, Masterpiece, opening its doors for the first time in 2010. Set in the grounds of the Royal Hospital Chelsea, Masterpiece quickly established itself as one of world's leading cross-collecting fairs and a salient feature of the UK art market. Masterpiece announced its closure in early 2023 ahead of the 14<sup>th</sup> edition of the fair.

### **THE WINTER SHOW**

Since its beginning in 1954, The Winter Show has been hailed as the leading art, antiques, and design fair in America and a key event in the New York social calendar. All proceeds from the show support the work of East Side House Settlement, a community-based organization serving the Bronx and Northern Manhattan. Internationally known for its rigorous vetting process, each year the fair showcases approximately 70 of the world's leading dealers in fine and decorative arts, offering works of the highest standards of authenticity and quality in the industry.

## **PRACTICAL INFORMATION**

### **THE TREASURE HOUSE FAIR**

Dates: 26 June - 2 July 2024, 11am-8pm

Location: Royal Hospital Chelsea

South Grounds

London, SW3 4SR

[Treasurehousefair.com](https://treasurehousefair.com)

## **PRESS CONTACT**

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