

NOAH HOROWITZ



How do you make the most successful art fair in history even better? **Judy Cox** sits down with Art Basel's director Americas to find out.

IF YOU'RE LUCKY ENOUGH to meet Noah Horowitz this week, chances are it will be readily apparent why the position of Art Basel's director Americas was meant for him: He has a winning combination of brilliance, enthusiasm, and charm.

Simply hearing Horowitz's globe-trotting schedule is enough to make your head spin. But if he's sleep-deprived, he doesn't

Cities, a new initiative to develop high-profile cultural events with international resonance. He doesn't play favorites, but he is "super excited" about some "exceptionally cool" artists' work he discovered recently, both of whom will be in this year's fair, Brazil's Vivian Caccuri and Peru's Ishmael Randall Weeks among them. "One of the

been felt throughout the organization as a strategist and sparring partner, but most of all in the Americas, where his relentless travel has made us far more present than we have ever been before."

A graduate of the University of Virginia with a BA in economics