Hollywood THE REPORTER

Brad Pitt, John Rubeli Turn Out for Felix Art Fair Debut at Hollywood Roosevelt Hotel

Capitalizing on the buzz around the inaugural Frieze L.A., the upstart fair — brainchild of collector and former TV exec Dean Valentine — has exhibitions, including one that imagines Jennifer Aniston's used-book collection, throughout the storied hotel and is free and open to the public through Sunday.

Felix — the upstart, homegrown, somewhat last-minute art fair that announced itself after Frieze's expansion to the West Coast was already set — seems like a runaway success if the crowds and sales on its Feb. 14 preview day for collectors, curators and media are any indicator. Sited at the Hollywood Roosevelt Hotel, Felix is the brainchild of Dean Valentine (the collector, Hammer museum board member and former UPN CEO and onetime Walt Disney TV president) in partnership with brothers Al Moran and Mills Moran of the West Hollywood gallery Moran Moran. The fair is free and open to the public through Sunday.

The scene in the Roosevelt lobby was as mobbed as a Hollywood premiere by late afternoon Thursday, with security trying to control a line of fairgoers eager to ascend the hotel's elevators to the 11th and 13th floors where exhibitors and specially curated projects occupied every room and suite available, with some artwork extending into the hallways.

A fast sell on day one of the fair was a tiny oil painting depicting Jake and Maggie Gyllenhaal in an imagined scene, for which the artist Alexandra Noel spliced an image from Maggie's recent film The Kindergarten Teacher with an image of Jake from a TV interview. It sold to an unnamed European collector with strong ties to a museum. In another work by Noel, the writer and director Miranda July is depicted with figures from the artist's own life. Both paintings are on view in the 11th-floor suite occupied by New York gallery Bodega.

Alexandra Noel's painting of Jake and Maggie Gyllenhaal, courtesy of Bodega.