

# New Alternative Art Fair Esther to Launch in May During Frieze New York



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The facade of the Estonian House.  
COURTESY OF THE ESTONIAN HOUSE.

Esther, a new alternative art fair, will launch this spring, with its first edition to take place May 1 through May 4 in New York during the run of Frieze.

Founded by Margot Samel, of the eponymous Tribeca gallery, which opened in 2022, and Olga Temnikova Tallinn, of Estonia's Temnikova & Kasela, the fair will feature presentations by 25 international galleries at the New York Estonian House, a four-story Beaux-Arts building designed by Brooklyn architect Thomas A. Gray in 1899. It is located at 243 East 34th Street.

Esther enters **a crowded fair landscape** both globally and in New York, with Frieze and NADA fairs set for the same dates as Esther in New York and TEFAF and Independent set for the week after. However, the new entrant said in a press release that it aims to differentiate itself by encouraging potential exhibitors to apply with projects that respond to the unique architecture and history of the Estonian House.