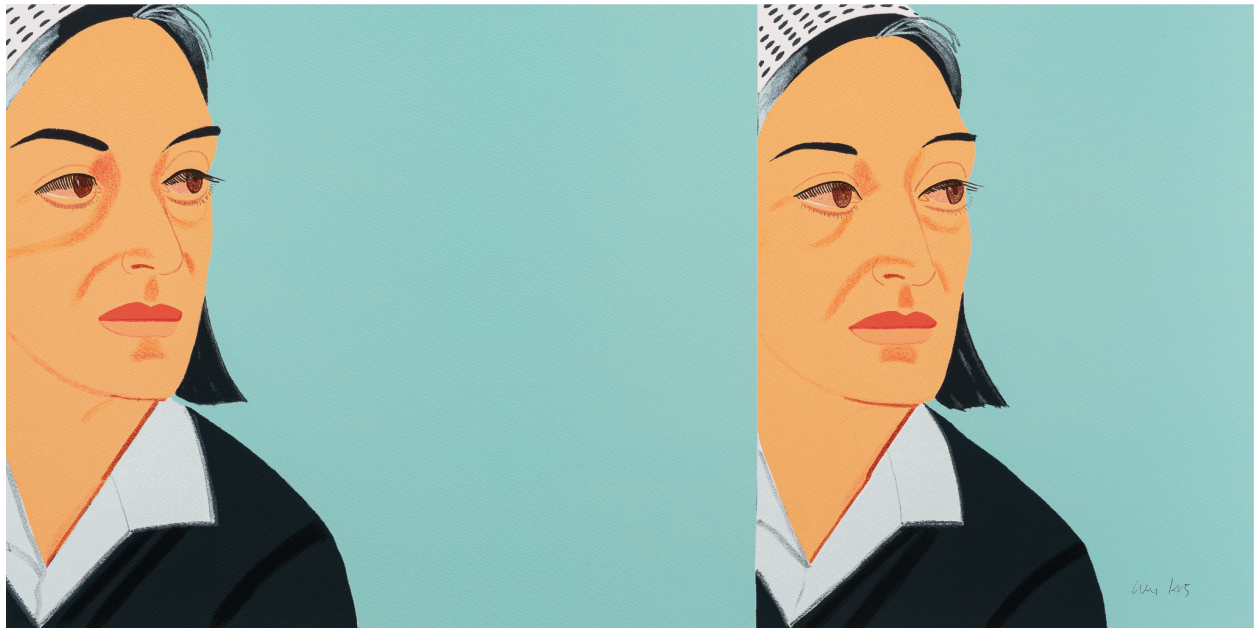


Avant Arte and the Guggenheim New York Announce a Debut Limited-Edition Fundraiser Print by Alex Katz

Launching October 30, Alex Katz's first-ever print edition of *Ada Ada* (1991) will be available for purchase from Avant Arte, with proceeds benefiting the Solomon R. Guggenheim Foundation



Alex Katz, *Ada Ada*, 1991. Silkscreen print, 2025. Image courtesy Avant Arte

October 1, 2025: The **Guggenheim New York** and **Avant Arte**—the curated marketplace working to make discovering and collecting art more accessible—are delighted to announce a debut limited-edition print: American artist Alex Katz's influential painting ***Ada Ada*** (1991), a striking double portrait of Katz's wife and lifelong muse.

Launching **October 30**, this release marks the **first-ever print edition** of the work. The edition is limited to 200, with each print signed by the artist and individually numbered, and priced at EUR 5,000 (USD 5,850). A randomized draw will determine who can purchase a print, with **entries now open exclusively on [Avant Arte's website](#) until October 30**. Successful entrants will be notified within 24 hours of the draw closing. Proceeds from the sale will benefit the Guggenheim, supporting its mission to collect, preserve, and interpret modern and contemporary art.

Known for his large-scale portraits and landscapes, Katz emerged on the mid-20th-century New York art scene and distinguished himself by fusing the energy of Abstract Expressionism with the visual language of popular culture. His landmark retrospective **Alex Katz: Gathering** was held at the Guggenheim New York, October 2022 to February 2023, and showcased eight decades of his work. Curated by Katherine Brinson, Daskalopoulos Curator, Contemporary Art, in close collaboration with the artist, the survey traced his artistic evolution, from his intimate subway sketches of the late 1940s to his recent immersive landscapes. Central to the show was his portrayal of Ada, his life partner and the subject of over 250 of his portraits. The exhibition featured Katz's first painted cutout and double portrait of his wife, *Ada Ada* (1959), as well as his 1991 painting of the same name, which serves as the basis for the upcoming limited-edition print.

To create the edition, the painting was meticulously translated into **an intricate, multilayered silkscreen** developed through close collaboration between Katz and Avant Arte's master printmaker Tom Murphy at their London-based studio, Make-Ready. Each silkscreen layer was crafted from **hand-drawn films** using graphite and chinagraph pencils—**a unique technique developed specifically for this project**. Through this innovative printing process, the edition captures the texture and detail of Katz's work with striking depth and clarity.

Mazdak Sanii, CEO of Avant Arte, said, "We are honored to collaborate with Alex Katz on this landmark edition fundraiser in support of the Guggenheim. Being able to celebrate Alex's incredible career as an artist with a new generation of enthusiasts and collectors feels particularly meaningful while raising vital funds for an institution with which he has such a deep connection. Consistent with our wider museum fundraising program, our aim is that this project not only delivers impactful near-term funds but also begins a dialogue with young collectors who can become long-term supporters of institutions like the Guggenheim, helping to build a powerful and much-needed new generation of patrons."

Mariët Westermann, Director and CEO of the Solomon R. Guggenheim Museum and Foundation, said, "Sharing the art of today is core to the Guggenheim's mission, and Avant Arte's cutting-edge platform offers us new ways to engage with collectors and art lovers. Alex Katz is hugely important for the Guggenheim and contemporary art, and it is a special honor for us that he has chosen to support our work with this superb new print."

Alex Katz, *Ada Ada*

In support of the Guggenheim New York

Launching October 30, 2025

“Ada for me is like Dora Maar to Picasso.”

—Alex Katz



Alex Katz, *Ada Ada*. Image courtesy of Avant Arte

Medium: Complex silkscreen

Dimensions: 17 23/32 × 35 7/16 in. (45 × 90 cm)

Price: EUR 5,000 (USD 5,850)

Edition size: 200

Authentication: Signed by the artist and numbered

Download images [here](#).

Notes to Editors

About Avant Arte



Avant Arte is a curated marketplace that makes discovering and owning art radically more accessible for a new generation. From Tschabalala Self and Ai Weiwei to Jenny Holzer and FUTURA, Avant Arte collaborates with leading contemporary artists to create limited edition works, from sculpture editions and NFTs to works on paper and hand-finished screenprints.

By connecting artists and art lovers, they are building a growing global community of over 3 million people that is open to everyone. Avant Arte was founded by Curtis Penning, Christian Luiten, and Mazdak Sanii.

IG: [@avant.art](#) | X: [@avant_art](#) | TikTok: [@avant_art](#) | [Discord](#) | [YouTube](#)

About the Solomon R. Guggenheim Foundation

The Solomon R. Guggenheim Foundation was established in 1937 and is dedicated to promoting the understanding and appreciation of modern and contemporary art through exhibitions, education programs, research initiatives, and publications. The international constellation of museums includes the Guggenheim New York; the Peggy Guggenheim Collection, Venice; the Guggenheim Bilbao; and the future Guggenheim Abu Dhabi. A “temple of spirit” where radical art and architecture meet, the Guggenheim New York is among a group of eight Frank Lloyd Wright structures in the United States designated as a UNESCO World Heritage site. To learn more about the Guggenheim New York and the Guggenheim’s activities around the world, visit guggenheim.org.

For media inquiries, please contact:

Avant Arte

Dana Chan | dana@suttoncomms.com

Guggenheim Press Office

pressoffice@guggenheim.org