

Travel & Tourism

Business owners look to turn Scottsdale Ferrari Art Week into Valley's next big thing



Scottsdale is expecting to be the focus of the art world in March during the inaugural Scottsdale Ferrari Art Week event.

MIKE SUNNUCKS



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Feb 26, 2025



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Major events in Scottsdale attract hundreds of thousands of visitors every year between January and April, bringing car collectors, Arabian horse exhibitors, as well as golf and baseball fans to the region. Now a group of local business owners are trying to create the next big event based around art.

The first ever Scottsdale Ferrari Art Week will be a four-day event March 20–23 at WestWorld of Scottsdale that organizers say will be Arizona’s largest-ever concentration of art galleries in one place. It's expected to bring gallery owners, artists, collectors and admirers from across the world to the Valley.

The event’s owners have looked to major art events such as Art Basel in Miami or Frieze in Los Angeles or New York, as inspiration.

Trey Brennen, the owner of the T.H. Brennen Fine Art gallery in Scottsdale and the founder of online art auction site Artisor, had the idea to start an event like this back in 2023. He first booked WestWorld and then started building out a team of owners that includes Jason Rose, the president of Rose & Allyn Public Relations; Mark Candelaria, owner luxury architecture firm Candelaria Design; Emilie C. Dietrich; Amy Gause; and Cities West Media, which owns Phoenix Magazine and Phoenix Home & Garden.

“There’s no reason why [Scottsdale] can’t be one of the art capitals of the world,” Candelaria said. “I think people in the Valley have to start thinking about Phoenix as an international stomping ground.”

Global galleries to contribute art to Scottsdale event

With his connections in the art world, Brennen has been able to get 95 galleries – including from London, Turkey, Tokyo and Argentina – to bring a variety of pieces to the Valley for the event. Running an art show of this size has two major components to it, according to Brennen, including getting the galleries to commit and then getting people who will buy the art once the show opens.

“We’ve been hyper-focused for the last 12 months on bringing galleries here and now that we are at critical mass, we really need to put wealth in that room,” Brennen said.

While having people who buy the art is important, Brennen said the show is made for more than just them and is priced in a way that art lovers – even those who can’t afford pieces worth tens of thousands of dollars – can enjoy.

Even though the upcoming event is just making its debut, it has been able to attract more than two dozen local corporate, cultural and media sponsors, including Scottsdale Ferrari, Gila River Resorts & Casinos, [Neiman Marcus](#), Cullum Homes, Phoenix Art Museum and Heritage Auctions. The city of Scottsdale has even committed \$75,000 and Scottsdale Mayor Lisa Borowsky has issued statements of support for the event.

“We're creating the largest cultural event in the Southwest,” Brennen said. “It obviously takes a team to push all of this forward, but everybody wants to be involved with this as an exhibitor, as an artist, as a patron, as a sponsor, as just a community activist who likes cultural events. It's been quite nourishing for me to see all of this energy.”

While there is a lot of focus on the inaugural event, Brennen said he's already in talks with several galleries about next year's event.

“We've had more conversations in the last month about 2026 than we have about our affair that's happening only in about a month,” Brennen said.

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