



Reed Exhibitions Messe Wien

MEDIA SERVICE

FINAL REPORT:

>VIENNAFAIR< The International Contemporary

Art Fair FOCUSED ON CEE 2010:

Vienna Confirmed as Highly Innovative Market Place

126 exhibitors, 114 of which galleries +++ 15,900 visitor, an increase of app. 1.2 % +++ CEE-focus with largest number of participants: 33 galleries from Eastern and South-Eastern Europe +++ Good sales for galleries

VIENNA (10 Mai 2010). Approximately 4,500 visitors came already to the preview of the sixth edition of the >VIENNAFAIR< to exhibition hall A of Vienna's Congress Center Messe Wien, a stream of visitors which did not stop until the end of Austria's largest and most significant art fair. A total of 15,912 visitors were counted this year. "The fact that we would be able to present such a clearly positive result for the number of visitors and the galleries' sales figures at the end of the >VIENNAFAIR 2010< exceed our expectations by far", Matthias Limbeck, topical manager in charge of organizer Reed Exhibitions Messe Wien, shows to be pleased about the good result of the sixth edition of the >VIENNAFAIR<. Especially the premiere of the Performance Nite on Friday, 7 May, has been enthusiastically received by the audience and the exhibition hall was well filled until 9 p.m. The special exhibition "Borrowed Time", curated by Edek Bartz, artistic director of the >VIENNAFAIR<, with a film and video programme from national and international collections and the presented film and video programme from the collection of Erste Group, were also very appealing.

CEE-Focus as Basis of the Positive Development

“This year our concept worked out fully: many collectors come to the >VIENNAFAIR< specifically to discover new galleries and artists from Eastern and South-Eastern Europe. In the end all galleries profit from this because these collectors do not only purchase works from the Eastern galleries”, confirms Edek Bartz, exhibition director of the >VIENNAFAIR< the success of the fair strategy. The VIP collectors’ programme has been sponsored as usual by the City of Vienna.

The >VIENNAFAIR< could welcome 33 galleries from the focus region Eastern and South-Eastern Europe this year: an impressive confirmation for the art venue Vienna as interface between the formerly separated art worlds which are now consolidating again. “For us the main task was to have a first possibility to present at an art fair in the West in the first place. We have received a lot of attention at the >VIENNAFAIR 2010< and are very content with our participation”, Piia Ausman from the gallery Artdepoo from Tallin (Estonia), participating for the first time in the >VIENNAFAIR<, shows to be very pleased about the positive echo regarding her fair stand. Profile Gallery from Warsaw also shows to be very pleased, not only about the contacts but also about the sales – the gallery was not only able to sell the “Cityproject”, consisting of various photos, by Alicja Karska & Aleksandra Went, but also has several preregistrations for further copies. The game “Monopoly”, designed by Tadej Pogačar, found several purchasers at the stand of the P.A.R.A.S.I.T.E Institute and Tulips & Roses from Vilnius was visited already during the preview by the American collector couples Barbara and Aron Levine and Mari and Peter Shaw - visits that ended in purchases. Riga Gallery, fellow countrymen of Tulips & Roses, could hand over the painting Perspektivnaya and the two digital prints McLenin I und McLenin II from their individual presentation of Leonards Laganovskis. The gallery Alkatraz from Ljubljana could apply various red dots for a Lightbox series by Tomaz Tomazin while Ivan

Gallery (Bucharest) could not report sales from their presentation of the doyenne of Romanina art, Geta Bratescu, but is despite that very content about the high degree of interest. The participation of galleries from Eastern and South-Eastern Europe has been supported as in previous years by ERSTE Bank.

More Art Collectors and Good Sales Figures for the Galleries

“Hanna Nitsch was the hit this year”, Robert Drees (Hannover) could sum up his fair participation very pleased. He could deliver various, also large format, works of the young German painter to private collections in Vienna, Belgium, Sweden, Germany and of course Hungary were destinations of works of art Hans Knoll (Vienna/Budapest) will send to his international collector clients in the next few days. Works of art by André Butzer, Thomas Zipp and the Atelier van Lieshout were amongst others featured at the large common stand of the galleries Guido W. Baudach, Carlier | Gebauer und Krinzinger, where works between EUR 13,000 and 40,000 were purchased. At the gallery Römerapotheke (Zürich) the drawings of the young Austrian Eva Grün were sold at moderate prices ranging from EUR 305 to 1,000. Gallery Schmitdt (Reith) separated with works by Gunter Damisch, Markus Bacher and Hubert Scheibl and at prices ranging between EUR 5,000 and 9,000. Wolfgang Exner found new owners for works by Drago J. Prelog, Franziska Maderthaner and Günther Uecker. The gallery Traghetto (Venice/Rome) sold several works by Maiorano at prices from EUR 3,000 to EUR 5,000. Two works by Robert Pan were sold by the gallery goethe2 (Bozen) at a price of EUR 10,000 each.

A sold work by Arnulf Rainer (EUR 63,000) and several works by Florin Kompatscher at EUR 4,200 were amongst other the result of the fair participation of gallery Elisabeth & Klaus Thoman (Innsbruck), and for Karol Winiarczyk (Vienna) the participation in the >VIENNAFAIR 2010< also paid off: apart from various sales from the double presentation of Karine Fauchard and Clemens Hollerer Mr. Winiarczyk could win above all some

curators for the two artists. Ernst Hilger (Vienna) was rewarded with sales by Andreas Leikauf, Julie Monaco and Sara Rahbar, and the gallery Zimmerman Kratochwill (Graz) who was able to sell mainly Otto Muehl from their classics programme was surprised about the large interest in their young programme (Markus Dressler, Martin Krenn, Isa Rosenberger, Gabriele Sturm). Also very content about the large interest of the audience and the many talks was Galerie Kargl (Vienna), very happy also Rosemarie Schwarzwälder who could sell works by Christoph Weber, Herbert Brandl, Aneta Grzeszykowska to European collectors and works by Heinrich Dunst and Joëlle Tuerlinckx to the USA from the fair stand of Galerie nächst St. Stephan (Vienna). Mario Mauroner Contemporary Art (Vienna/Salzburg) may now deliver works by Herbert Brandl, Carlos Aires, Jakob Gasteiger and Claudia Rogge (prices ranging from EUR 5,000 to EUR 60,000). Peter Krobath, from Galerie Krobath, also reported a successful fair participation: "Our sales were very good and we still expect strong after-sales in the upcoming one to two weeks. It was a wonderful fair with a large buyer potential, both national and international." Especially favoured were works by Esther Stocker, Otto Zitko, Brigitte Kowanz, Fritz Panzer, Julian Opie and Jiri Kovanda.

The Fair Stand as Comprehensive Artwork: the ZONE1

ILA has designed the ZONE1 stand of Galerie Lendl (Graz) as a comprehensive artwork which did not directly lead to any sales but caused many positive reactions. The concept by Koch Oberhuber Wolff (Berlin) was already awarded before the preview with the Emerging Gally Prize by the Vienna Chamber of Commerce. The galleries Lisi Hämmerle (Bregenz) and Hubert Winter (Wien) were pleased about sales from their ZONE1 presentations, and Mirko Mayer (Cologne) was able to sell all works by Edward Wright from ZONE1 right away. ZONE1 was again sponsored by the Austrian Federal Ministry for Education, Art and Culture (BMUKK).

Awarded Gallery Work: Koch Oberhuber Wolff and Galerie nächst St. Stephan – Awardees of the EMERGING/ ESTABLISHED GALLERY PRIZE of the Vienna Chamber of Commerce for the best Stand Design

For the selection of this year's awardees the top-flight jury – Edelbert Köb (director of the museum of modern art, MUMOK Wien), Erwin Pellet (chairman of the commerce section at the Vienna Chamber of Commerce), Angela Stief (curator Kunsthalle Wien) und Rita Vitorelli (editor of the art magazine spike) - of the "Emerging / Established Gallery Prize 2010" of the Vienna Chamber of Commerce agree: Koch Oberhuber Wolff from Berlin and Galerie nächst St. Stephan, Vienna, were the clear winners for the best stand design at the >VIENNAFAIR 2010< and gladly accepted EUR 5,000 prize money each.

Great Interest in the Discussion Programme with International Trade Experts

Already for the third time Reed Exhibitions Messe Wien, supported by and in cooperation with departure wirtschaft, kunst und kultur gmbh (departure economy, art and culture ltd.), invited visitors to panel discussions with first class panelists in the course of the >VIENNAFAIR 2010<. The rush of those interested in art was accordingly intense to follow the discussions about current forms of presentation of contemporary art and Vienna as the venue of innovative cultural production. Their perspectives on this were shared in the departure lounge in hall A amongst others by Sabine Schaschl (director Kunsthhaus Baselland, Basel), Eric de Bruyn (researcher and curator, Amsterdam), Pierre Bismuth (artist and Oscar awardee for the best script, Brussels), Michael Rush (museum director, curator, author and art critic, New York), Haro Cumbusyan (collector, London and New York), Paul Willemsen (director Argos Centre for Art and Media, Brussels), Canadian artist AA Bronson (co-founder of *General Idea* and the art publishing house *Printed Matter*), Frank Wagner (curator and author, Berlin) and the artist Carola Dertnig and the artists Lisa Ruyter und Martin Guttman who live in Vienna and New York.

With New Projects Into the Future

“With this year’s edition of the >VIENNAFAIR< we could again show which potential the art market place Vienna holds“, Matthias Limbeck sums up. “In the future we will develop even more services for the art collectors and the participating galleries to ensure the success sustainably.” (+++)

Important: Press information and photos can also be retrieved from the internet at www.viennafair.at. May we also remind you to not forget citing the source of the photo/s you may want to use.

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