



Reed Exhibitions Messe Wien

MEDIA SERVICE

FINAL REPORT:

>VIENNAFAIR< The International Contemporary

Art Fair FOCUSED ON CEE 2009:

Fifth edition of the >VIENNAFAIR< confirms Vienna as market place for international contemporary art

122 Galleries +++ 15,719 Visitors, an increase of 1,4 % +++ CEE-focus with intense participation +++ Visitor survey: visitors liked the fair +++ Outlook to 2010: pooling strengths and continuing consistently

VIENNA (15 May 2009). Numerous visitors accepted the invitation by fair organiser Reed Exhibitions and participating gallery owners and attended already the preview of the >VIENNAFAIR 2009< on May 6 in Vienna's Conference Center Messe Wien. With a total of 15,719 counted visitors the international trade fair for contemporary art focussing on Central, Central Eastern and South-Eastern Europe, that took place this year from 7 to 10 May and which ended on Sunday evening (10 May 2009), could confirm its role in the current economic situation. This means an increase in visitor numbers of app. 1.4 per cent in comparison to last year (2008: 15,508). "Being able to achieve a positive balance in difficult times, in both visitor numbers as well as sale figures of the participating galleries, is for us a clear confirmation of the appeal the >VIENNAFAIR< holds for the galleries as well as for the collectors", Matthias Limbeck, managing director at Reed Exhibitions Messe Wien, is pleased to comment the good result of the fifth edition of the >VIENNAFAIR<. A total of 122 galleries and far more than thousand artists presented their art works at the >VIENNAFAIR 2009<.

CEE Focus Impressively Confirmed

With a record participation of 29 galleries from the focus countries from Central, Central-Eastern and South-Eastern Europe the >VIENNAFAIR< could impressively confirm its position as art fair at the intersection between East and West. As in former years the Erste Bank supported again the participation of 27 galleries from Eastern and South-Eastern Europe.

Visitor Survey: Visitors Liked the Fair

The expectations of the >VIENNAFAIR 2009< visitors have been fulfilled for the largest parts, as the independent visitor survey carried out at the fair shows. Almost three quarter (72.6 per cent) of the visitors from Austrian, grading the fair with a five-part grading system, were very content with the fair, amongst the international visitors even 83.3 per cent came to the same conclusion. Especially the broad spectrum of the displayed works convinced the audience: nine of ten visitors interviewed (89.5 per cent) stated that all the galleries they had wanted to visit were present at the fair. Along this, 79.4 per cent of the visitors were very content with the atmosphere at the fair. The international fair visitors displayed a particularly high inclination to buy art works: almost two thirds (61.1 per cent) of the international visitors attending the fair stated to have bought or have planned to buy an art work.

Pooling the Strengths and Continue Consistently

"After the good result of the >VIENNAFAIR 2009< we will further increase our efforts to also continue on our way consistently next year", exhibition director Edek Bartz proves optimistic. "The task now is to firmly fix the >VIENNAFAIR< in Vienna. We will hold intense negotiations with our partners to achieve an even stronger position after a relief of the overall economic situation", Reed Exhibitions general manager Matthias Limbeck specifies the strategy for the >VIENNAFAIR<. (++++)

Important: For press information and photos please see www.viennafair.at. May we also remind you to not forget citing the source of the photo/s you may want to use.

For further Press & PR Information please contact:

Reed Exhibitions Messe Wien/ Press & PR information:

Manager: Paul Hammerl

Jasmin Medani, Tel. +43 (0)1 727 20-226

E-mail: jasmin.medani@messe.at

Stephanie Raidl, Tel. +43 (0)1 727 20-224

E-mail: stephanie.raidl@messe.at

Christina Werner, w.hoch.2wei, Tel. +43 (0)1 524 96 46-22

E-mail: werner@kunstnet.at

