



viennacontemporary

Press Information

Vienna, 26 September 2018

viennacontemporary
27–30 September 2018
Marx Halle Vienna

viennacontemporary opens with 118 galleries and institutions from 27 countries presenting works by more than 400 artists. The art fair highlights five special presentations, Talks with international art experts, special guided tours, and a family program at Marx Halle Vienna as well as various side programs throughout the city of Vienna.

In 2018, viennacontemporary will be presenting a comprehensive program with individual presentations by young and established artists at **ZONE1**, extraordinary booth presentations in the context of **Explorations**, and an impressive overview of the development of the Armenian art scene over the past 25 years in the special presentation **Focus: Armenia**. Special projects include **Living Image** (Augmented Reality) and **Invisible Museum**, which is based on the idea of a museum of Roma culture. The accompanying discussions of **Talks** as well as an educational program with guided **Tours** on selected topics and the **Family** program provide visitors with easy access to art for all age groups.

“The rise of contemporary Vienna is clearly visible in the 4th edition of viennacontemporary. Young Viennese galleries that have been founded in the last years can be seen next to established Austrian galleries. Eastern Europe is well represented including galleries from Ukraine and Serbia. The focus is also visible in two exciting projects: the presentation of contemporary art from a young European country, Armenia, and the program Invisible Museum, which embodies the idea of a Roma Museum. Increasingly, galleries from Western Europe find their way to Vienna. The curators of the special shows have selected exciting, attractive artistic positions that represent rising artists as well as trend-setting representatives of an older generation. Thanks to our extensive services we can welcome even more international art collectors in Vienna this year. Together with the Talks program, in which art collectors, curators, and art critics discuss current issues in the art scene, and the communication program for all art lovers, viennacontemporary has not only become a highlight for Vienna, but also an internationally acclaimed art fair”, summarizes Christina Steinbrecher-Pfandt, Artistic Director viennacontemporary, this year's highlights of Austria's largest international art fair.

Dmitry Aksenov, chairman of the board of viennacontemporary: *“Thanks to the outstanding work of our team, viennacontemporary has become one of the leading art fairs in Europe. But viennacontemporary is way more than a fair: it has become the center of a variety of art events that make Vienna one of the most exciting places these days for galleries, artists, and art lovers from all over the world. In 2018, we build bridges again: This year, with our CultTech event, we are focusing on bridging the rich cultural heritage and the opportunities of the future, and will work on digital solutions for cultural institutions around the globe.”*

“The continuity of viennacontemporary has been guaranteed by a contract with the Marx Halle until 2027, including fixed dates in the second half of September. This forms a great basis to build upon the success of the fair so far. Our partners are part of the story. We want to thank Erste Group for their support and the project of tranzit.org at the fair. Longstanding partners also include BDO, AON, the Austrian Federal Chancellery, the Federal Ministry for Europe, Integration and Foreign Affairs, Vienna Business Agency, the Romanian Cultural Institute. In Museumsquartier Wien we have found a new partner that fits well into our strategy of working together with key institutions in Vienna to promote and strengthen the concept of “Standort Wien”, summarizes Renger van den Heuvel, viennacontemporary Managing Director.

Erste Group: Partner of viennacontemporary

"We are happy to support viennacontemporary 2018 in the framework of our cultural engagement in the countries of Eastern and Southeastern Europe. As the leading banking group in the CEE region, it is our responsibility to support civil society and cultural development in the region. viennacontemporary, with its outreach into unknown traditions and surprising practices of contemporary art in CEE, is a fitting platform for these aspirations. A vivid and free art community is indispensable for modern democracies", comments Boris Marte, Head of Erste Innovation HUB.

Special Presentations 2018

ZONE1: Solo presentations of young Austrian artists | Curator: Victoria Dejaco

ZONE1 presents artists under the age of 40 who are born, educated or living and working in Austria. Curated by Victoria Dejaco, the 2018 edition showcases artists with the ability to look closer at the stories of everyday life, political situations, materials and the "conditio humana" (human condition). The way they unpack the world in their practice, express themselves, treat their subjects or dive into topics makes them heralds of their time with each approach differing widely from the other.

Anne Speier's (Galerie Meyer Kainer) alienating figures, which fluctuate between the 2D and 3D, draw the viewer into a parallel universe in its own right. **Nana Mandl** (Galerie Lisa Kandhofer) is a crossover between a contemporary Fluxus and post-internet artist. **Philip Patkowitzsch** (bechter kastowsky galerie) lays bare all work processes and stages of his drawings and prints. **Simon Lurino** (418GALLERY) often finds materials with intriguing characteristics and brings the essence of their raw aesthetics to life. **James Lewis** (Galerie Hubert Winter) is a neo-materialist who dives into forgotten narratives, legends, and histories, thus creating peculiar forms that are inseparable from their titles. **Charlotte Klobassa** (Zeller van Almsick) explores ever new identities and moods by copying anonymous strokes and combining them into a new formal language. **Julian Palacz's** (SCAG) works deal with the aesthetics of data and traces of information we leave behind digitally and physically. **Sasha Auerbakh** (: BARIL) has a painterly approach to sculpture that often leads her to unfamiliar results.

With the kind support of the Austrian Federal Chancellery.

Explorations | Curatorial Adviser: Nadim Samman

The new **Explorations** section presents curated booth presentations by featured galleries. It unites a wide spectrum of artistic practices concentrating on both excellent quality and advanced approaches.

The section is overseen by Berlin-based curatorial adviser **Nadim Samman**, whose fresh take on art has taken him to numerous international exhibitions and biennales.

Explorations showcases vital positions throughout Western, Central, and Eastern Europe – bringing together both emerging and senior artists. The presentations reflect the unsettled mood of 2018: from **Philip Aguirre's** (BE) meditations on the refugee crisis, and **David Krňanský** (CZ) and **Alex Urban's** (PL) painterly exploration of *the collapse of all systems*, to **Kaja Redkie's** (PL) excursus on black, and the ludic-macabre sculptures of **Maen Florin** (NL) and **Michaël Dans** (BE). Exploring conceptual genealogies of the present, **Luchezar Boyadjiev** (BG) conjures the historical specters of Marxism, Christianity, and more, while Budapest's acb gallery showcases the neo-utopian artistic agendas around the influential Pecs Workshop – **István Gellér**, **Károly Hopp-Halász**, and **Sándor Pinczehelyi** (all HU). More open meditations on language and objecthood play out on canvases by **Robert Maciejuk** (PL), **Irmina Staś** (PL), and **Paweł Matyszewski** (PL), from Warsaw's Le Guern, and in **Christof Mascher's** (DE) suggestive not-historical paintings. Come to your own conclusions about all of this at the open bar by Vienna's Croy Nielsen that was transported from their gallery space.

Focus: Armenia | DREAMING ALIVE | Curator: Sona Stepanyan | Organizer: Armenia Art Foundation

This year, **Armenia** will be the focus country at viennacontemporary 2018, which is the first overview of Armenian contemporary art at an international art fair. The artists exhibited include: **Ayreen Anastas**, **Rene Gabri**, **Mher Azatyan**, **Arman Grigoryan**, **Piruzha Khalapyan**, **Rebecca Topakian**, **Mika Vatinyan**.

The velvet revolution of love and solidarity, which took place in May 2018, directed the world's attention to Armenia, a former republic of the Soviet Union in the South Caucasus. This unprecedented case in the history of the young state has questioned the boundaries of professional identity, uniting citizens online and offline, breaking down the distance between the center and the periphery, and erasing the barriers between the artistic and the non-artistic. Artists – the permanent and invisible fighters against authoritarian regimes since the late 80s – came closer to their dream and thus found themselves in a transitional reality, whose discursive boundaries cannot yet be clearly defined. The turning point that we are witnessing now opens

the way to a new system of inclusive and effective institutions and equal opportunities. *Dreaming Alive* tells about the discourse of the latest three decades of Armenian contemporary art through catalogs and interviews gathered in the mediatheque zone. It sets today's current art map and offers a glimpse of the Armenian realities in the rethinking of six contemporary artists.

Sona Stepanyan is a curator at Armenia Art Foundation (Yerevan) and co-founder and member of the curatorial studio Triangle (Moscow). Previously she worked at the education department of Garage Museum of Contemporary Art. Stepanyan graduated from *Svobodnie Masterskie* curatorial school, the Critics and Curatorship program of UNIC Institute, and State Moscow Pedagogical University.

Armenia Art Foundation (AAF) is an independent non-profit organization aiming to support the development of contemporary art in Armenia. Based in Yerevan, it was established in 2016 by art historian and museum specialist Anush Zeynalyan as well as David Nazaryan and Rafael Nazaryan, both businessmen of Armenian origin.

With the kind support of the Federal Ministry for Europe, Integration and Foreign Affairs, Embassy of the Republic of Armenia to Austria, Armenian General Benevolent Union (AGBU).

Special Exhibitions 2018

Corporate Collection | Art Collection Deutsche Telekom | Curators: Nathalie Hoyos, Rainald Schumacher

Since 2010, the Art Collection Deutsche Telekom has been focusing on contemporary art from Eastern and South-Eastern Europe. Parts of the collection have already been exhibited in Berlin, Bucharest, Warsaw, and Zagreb. At viennacontemporary, works by four female artists – **Aneta Grzeszykowska** (PL), **Maria Kulikovska** (UA), **Sanja Iveković** (HR), and **Šejla Kamerić** (BIH) – are presented. In addition, visitors can take a virtual tour using VR technology and “walk” through the exhibition *I Am the Mouth* that took place at the Museum of Contemporary Art in Zagreb in the beginning of 2018. **Live performance** by Maria Kulikovska will take place in the booth E02 / F01 on Thursday, 27 September at 5:00-7:00 pm.

tranzit.sk presents the Nadikhuno muzeumos | Curators: Judit Angel, Oto Hudec

Nadikhuno muzeumos / The Invisible Museum is a project organised by tranzit.sk in cooperation with **ERSTE Foundation**, and initiated by the artist **Oto Hudec** (SK). It features his vision of a Roma culture museum, as well as the works of **Robert Gabris** (SK), **Daniela Krajčová** (SK), **Emília Rigová** (SK), and **Marcela Hadová** (SK), together with Marka romňakero gendalos, which reflect on Roma history, cultural representation and problematic established stereotypes. In a condensed form, these works strive to broaden the view of Roma history, culture, and contemporary art.

Film- and Video Presentation 2018

Living Image | Curator: Daniela Hahn

Evolved from Cinema, the program **Living Image** will feature artistic films surrounding the topic of music, in reference to the theme of the current mumok exhibition *Doppelleben. Bildende Künstler_innen machen Musik* [Double Lives. Visual Artists Making Music]. The project is curated by Daniela Hahn (mumok) and will be showcasing video works or films featuring visual artists who have written, performed, produced music, or have participated in band projects. The selection will include works by artists from participating galleries and from the exhibition *Doppelleben*. The special program **Living Image** will be installed at the entrance area of the fair, where printed stills of the selected films will be exhibited on a wall. When scanned with a mobile device (iPhone, smartphone or iPad), the images will come to life – visitors can watch the whole video on their device. In order to watch the films, visitors will need to download and install the Artivive App (guideline, wifi, and project description will be available on the spot).

In cooperation with Artivive, mumok – Museum moderner Kunst Stiftung Ludwig Wien.

With the kind support of the Austrian Federal Chancellery.

Prizes 2018

With the **Artproof residency and production grant for photography** and the **Q21 Artist-in-Residence program prize**, viennacontemporary is a proud supporter of video- and photo artists. The **BILDRECHT SOLO AWARD** will be awarded to solo presentations at the fair.

All information on the Prizes is available as a separate [PDF](#).

Talks Program

With sophisticated non-for-profit accompanying events, such as the **Talks program** and special **guided tours** the fair continues to make art accessible to every visitor.

Talks: WHERE ARE WE NOW? | Curator: Kimberly Bradley | 28–30 September, 3:30 pm, 5:00 pm
Where are we now is a series of conversations and discussions that will assess and reflect upon the viability of our current art-world models, as well as predict possible outcomes of change. As part of viennacontemporary's daily program, critic/journalist Kimberly Bradley has assembled these talks, all engaging with different aspects of the art world's current state of flux – in Vienna and far beyond – seen from the perspectives of artists, international collectors, museum directors, dealers, critics, and curators.

Collectors Talks | Curator: Vivian Gandelsman | 28–30 September, 2:00 pm
Artload "A-live" interview series at viennacontemporary is offering exclusive insights into challenges and strategies of starting a purposeful art collection, on individual approaches to collecting, on ways to use private collections as a means to give back to the public. The Artload platform provides both local and global critical perspectives on contemporary art through its interviews with the most influential people on the international art circuit.

Media Talks | 28–30 September, 12:30 pm
For the third year running, viennacontemporary gives the floor to media outlets, such as **EIKON, Collectors Agenda, PARNASS**, to voice their views on the contemporary art world.

On Thursday, 27 September, viennacontemporary will host **special events** at the Talks Area, such as a keynote event organised in collaboration with the International Art Market Studies Association (**TIAMSA**), a book presentation complemented by a talk about the **AWAY initiative**, as well as the screening of the work *And You, What Do You Seek?* by Ayreen Anastas & Rene Gabri and the lecture *Artistic Practices and Transient States* by Ruben Arevshatyan in the frame of the **Focus: Armenia** project.
All information on the Talks program is available as a separate [PDF](#).

Tours: Guided tours at viennacontemporary

For 2018, viennacontemporary has developed free of charge guided **Tours** on the fair weekend. This way, visitors can get a quick overview of the vast offers of the fair. Comprehensively organised tours in English and German languages show the broad range of the galleries present at viennacontemporary.

Family

The **Family** program at viennacontemporary offers children a playful access to contemporary art. It is a platform for uninhibited painting and handicrafts, encouraging young visitors to freely unfold their fantasies and creativity. In 2018, viennacontemporary collaborates with three Viennese art institutions, which will present their own special education programs for children.
All information on Family and Tours is available for [PDF-Download](#).

viennacontemporary offers its guests maximum customer satisfaction. The VIP Lounge was designed by **AREA / Vitra**. With the longstanding partners **illy** and **Vöslauer**, more top-brands are present at the fair.

Partner events in the city

viennacontemporary is proud to take part in the heart of its host city, supporting – as well as drawing on – Vienna's vibrant culture, a thriving contemporary art scene, supportive art institutions and a great number of exciting satellite events.

MQ Night - a cooperation between viennacontemporary and MuseumsQuartier Wien:

Long opening hours of all participating institutions located at MuseumsQuartier Wien (Kunsthalle Wien, LEOPOLD MUSEUM, mumok). **Open until 9:00 pm on Thursday, 27 September 2018 | From 9:00 pm: VC Party at MuseumsQuartier Wien supported by AON** | Limited capacity | Arena21 & Ovalhalle of MQ | MuseumsQuartier Wien, Museumsplatz 1, 1070 Vienna

curated by_2018: VIENNALINE

Since its foundation ten years ago, the curated by_ gallery festival has evolved into a central and vital contemporary art event that has – with the support by selected galleries based in Vienna – become an international calling card for the city. In 2018, the city of Vienna itself, with its historical and current potentials in regard to contemporary art, takes center stage as the festival's main theme, which will be reflected in more than twenty exhibitions at various galleries.

Run: 14 September–13 October 2018

Opening times: Tue-Fri 11:00 am-6:00 pm, Sat 11:00 am-3:00 pm

Galleries Breakfast

Within the scope of curated by_2018 and viennacontemporary, Viennese galleries invite you to enjoy diverse exhibitions conceived by international curators. curated by_2018 VIENNALINE offers guided tours during the Galleries Breakfast.

Friday, 28 September from 10:00 am-1:00 pm.

The list of participating galleries is available as a separate [PDF](#).

2018 Conference of The International Art Market Studies Association

The International Art Market Studies Association supports the understanding and study of art markets of all periods and geographic areas and aims to encourage research by providing a platform for networking, gatherings, and information exchange open to scholars, students, and professionals alike. In 2018, the annual TIAMSA Conference will take place in Vienna and will be titled *Art for the People? Questioning the Democratization of the Art Market*. viennacontemporary will host the inaugural round table of the Conference *The Art Market and the Internet* on 27 September at 5:30 pm. / Run: 27–29 September 2018

Sponsors and partners viennacontemporary 2018

Main partner: Erste Group

Partners: April Capital, RDI Group, BDO, Aksenov Family Foundation, AON, Romanian Cultural Institute Vienna, Vienna Tourist Board, Vienna Business Agency, Hey-U, Austrian Airlines, Gesellschaft der Freunde der bildenden Künste, AREA / Vitra, Artivive, Aesop, Vöslauer, illy, Bösendorfer, Dank Dir

Prizes: Artproof production grant and residency for photography, Q21 viennacontemporary Artist-in-Residence program, viennacontemporary | BILDRECHT SOLO AWARD

With the kind support of: Austrian Federal Chancellery

Partners VIP Program: Albertina, Belvedere 21, frei_raum Q21, Jewish Museum Vienna, Kunsthalle Wien, KUNST HAUS WIEN, Kunsthistorisches Museum Wien, LEOPOLD MUSEUM, Lower Belvedere, MAK – Austrian Museum of Applied Arts / Contemporary Art, mumok – Museum moderner Kunst Stiftung Ludwig Wien, Neuer Kunstverein Wien, Secession, Sigmund Freud Museum

Strategic media partners: Die Presse, Ö1, PARNASS

Online partner: Artsy

Media partners: Aesthetica, ArtFacts.Net, ARTFORUM INTERNATIONAL, artmagazine.cc, ArtReview, Artprice, Camera Austria, Collectors Agenda, Contemporary Lynx, C/O VIENNA MAGAZINE, EIKON, fair – Magazine für Kunst und Architektur, Flash Art International, frieze, GalleriesNow.net, Hermitage Magazine, KUNSTFORUM International, METROPOLE – Vienna in English, Monopol – Magazin für Kunst und Leben, Mousse, Parabol Art Magazine, Spike Art Quarterly, springerin, TEXTE ZUR KUNST, The Art Gorgeous, The Art Newspaper Russia, uppers & downers, Vellum Magazine, Vienna Art Review, Widewalls, WIENERIN

Members of the admission committee:

Miryam Charim, Charim Galerie, Vienna
Ursula Krinzinger, Galerie Krinzinger, Vienna
Emanuel Layr, Galerie Emanuel Layr, Vienna
Nikolaus Oberhuber, KOW Berlin/Madrid
Timothy Persons, Gallery Taik Persons, Berlin/Helsinki
Margit Valko, Kisterem, Budapest

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27–30 September 2018

Marx Halle Vienna

Karl-Farkas-Gasse 19, 1030 Vienna

Opening hours:

Thursday, 27 September 2018: 12:00-7:00 pm

Friday, 28 September 2018: 12:00-7:00 pm

Saturday, 29 September 2018: 12:00-7:00 pm

Sunday, 30 September 2018: 12:00-6:00 pm

Public transport:

Tram: 71 (St. Marx), 18 (Viehmarktgassee or St. Marx)

Subway: U3 (Schlachthausgasse or Erdberg)

Bus: 74A (Viehmarktgassee)

Regional express: S7 (St. Marx)

Tickets & prices:

Day Ticket full price: 15.00 euro

Day Ticket reduced: 9.00 euro for students, seniors, Ö1 Club, PARNASS ARTLIFE - mehr Kunst, Die Presse Club – with valid IDs, with TRAM train ticket

Day Ticket online: 9.00 euro, available till 30 September 2018, www.viennacontemporary.at

After Work Ticket: 9.00 euro, Thu/Fri from 3:00 pm

Free admission:

For children and teenagers under 14

For students with a valid student ID after 3:00 pm

Vernissage Card: 35.00 euro

Limited edition, available online till 26 September 2018, www.viennacontemporary.at

Card valid for one-time access to the Vernissage on 26 September 2018, 5:00-9:00 pm

Information:

www.viennacontemporary.at

www.viennacontemporarymag.com

www.facebook.com/viennacontemporary

www.instagram.com/viennacontemporary

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Press download:

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Opening Press Conference

Our opening press conference takes place on 26 September 2018 at 10:00 am at the Talks Area in Marx Halle, Karl-Farkas-Gasse 19, 1030 Vienna. Following the press conference, you will have access to the fair upon presentation of your press card (2018). The official preview will start at 12:00 pm, the vernissage will start at 5:00 pm. On the preview day, viennacontemporary is opened until 9:00 pm.

Press center

The viennacontemporary press center is located at the fair's entrance and is open during regular hours for the duration of the fair.

Press parking space

The parking garage is located at Hermine-Jursa-Gasse and is easily accessible via the Marianne-Hainisch-Gasse or Maria-Jacobi-Gasse. Upon presenting your press card (2018) or an editorial approbation by your editorial office, or your press ticket, we will exchange your parking card for a ticket to exit free of charge at the press center.