



viennacontemporary

**Press Information**

**Vienna, 21 September 2016**

**viennacontemporary**

**22 to 25 September 2016 in the Marx Halle**

From 22 to 25 September 2016 all eyes will be on viennacontemporary, when Austria's largest international art fair demonstrates its ambitions with its elaborate program and highlights Vienna's increasingly important role in the international art market. This year, 112 galleries from 28 countries are taking part in viennacontemporary.

*"With this year's edition of viennacontemporary we have reached an important milestone in the evolution of the art fair: Our idea of the viennacontemporary week has become reality: More and more institutions are offering a special program during the fair for national and international visitors. This confirms our efforts to bolster Vienna as an outstanding art location with viennacontemporary and to make it a place of exchange between the art scenes of the Eastern and Western hemispheres,"* says **Dmitry Yu. Aksenov**, chairman of the board of viennacontemporary, on the exceptional cooperation with the Viennese art scene.

With this year's special presentations – **Solo Expanded, ZONE1, Nordic Highlights, and Focus: Ex-Yugoslavia and Albania** – and the highly promising accompanying events – such as the film and video art in the framework of **Cinema** or the talk and panel discussions at **Keys to Contemporary Art** and the **Collectors Forum** – along with an educational program for all age groups, offering a straightforward and enjoyable access point to contemporary art in cooperation with Viennese art institutions, viennacontemporary takes the next step forward in its success story.

*"It is a special feeling to be back in the Marx Halle. Following the success we already had with the first edition of viennacontemporary at this extraordinary location, we now present an even more encompassing program at this year's fair. More galleries, two special presentations with art from the East and West, the seasoned ZONE1 with solo presentations of young Austrian artists, an expanded film and video program, and the discussion rounds with international curators and art collectors prove that Vienna is a fantastic base for an art fair. I am very proud that viennacontemporary has developed into the most interesting art fair in Central Europe,"* says **Christina Steinbrecher-Pfandt**, artistic director of viennacontemporary, pleased with the sustainable development of Austria's largest art fair.

**Erste Group's continuing partnership with viennacontemporary**

*"We are greatly pleased that Erste Group has once again decided to be a partner of viennacontemporary. In order to further enhance the success of the art fair and its partnerships with art scenes in Eastern and Southeastern Europe, we need a strong and competent partner that is highly engaged in the development of sustainable concepts for the region,"* comments Renger van den Heuvel, managing director of viennacontemporary, on the partnership with Erste Group.

*"We see the partnership with viennacontemporary as an interesting complement to our cultural engagement in the countries of Eastern and Southeastern Europe. As one of the leading financial service providers in*

*the CEE region, it is our responsibility to support civil society and cultural development in the region. viennacontemporary is a fitting platform for these aspirations,”* explains Peter Bosek, Retail Banking board member, about Erste Group’s decision to once again be a partner of viennacontemporary.

### **Special Presentations 2016**

#### **ZONE1: Solo presentations of young Austrian artists with an element of surprise**

**ZONE1** – the format for solo presentations of young Austrian art – once again promises a program full of surprises. The artists have been selected by **Severin Dünser**, curator of contemporary art at the 21er Haus, Vienna, from submissions by the many galleries that applied to participate in **ZONE1** with their artists. The ongoing support of the Austrian Federal Chancellery facilitates the participation of young artists from Austria.

Participating artists and galleries you can find in the press folder (exhibitor list) or at [www.viennacontemporary.at](http://www.viennacontemporary.at)

#### **Nordic Highlights: Northern European art visits viennacontemporary**

viennacontemporary expands its international scope with **Nordic Highlights**, a special showcase this year in the Marx Halle with contemporary artistic positions by select galleries from Finland, Denmark, and Sweden, illustrating the similarities and differences in the national art scenes against the backdrop of the entire northern region.

Participating galleries you can find in the press folder (exhibitor list) or at [www.viennacontemporary.at](http://www.viennacontemporary.at)

#### **Solo Expanded: Solo and cooperation projects by artists and galleries**

In **Solo Expanded**, curated by **Abaseh Mirvali**, viennacontemporary showcases solo and double presentations on the topic of contemporary art language, from today’s classics to new and recent works. The concept of **Solo Expanded** is inextricably connected with the history of contemporary art in Vienna: a city with an extraordinary and unique cultural heritage, the birthplace of Vienna Actionism, and home to important art institutions like the 21er Haus, the MAK – Museum of Applied Arts / Contemporary Art, the Secession, and many others.

Participating artists and galleries you can find in the press folder (exhibitor list) or at [www.viennacontemporary.at](http://www.viennacontemporary.at)

#### **Focus: Ex-Yugoslavia and Albania supported by the Austrian Federal Ministry for Europe, Integration and Foreign Affairs**

This year’s special presentation explores a region in Southeastern Europe: ex-Yugoslavia and Albania.

**Focus: Ex-Yugoslavia and Albania** is curated by the Albanian curator and writer **Adela Demetja**.

While alternative and independent art spaces were founded in the 1970s in Western Europe and the USA in opposition to the art market, with their development playing an important role for the emergence of institutional critique, the alternative art scene in ex-Yugoslavia and Albania has emerged and developed for exactly the opposite reasons: the lack of contemporary art institutions and the absence of an art market.

The independent art spaces thus played an important role in the establishment of a system of contemporary fine art in this region and in its communication beyond the borders. In some cases these independent art spaces are the only places where communication and discourse about contemporary art can take place. In light of the momentous changes that have occurred in this region in the last years and the sustained financial crisis, culture is the field which has suffered the most. The effects can be read from the current problems of public cultural institutions. Hence, these independent art spaces are currently the decisive sites for contemporary art. The presentation will include young and established artistic positions from countries in the region. The detailed program you can find in the press folder or at [www.viennacontemporary.at](http://www.viennacontemporary.at)

Adela Demetja completed her master degree in “Curatorial Studies – Theory – History – Criticism” at the Städelschule and at the Goethe University in Frankfurt. She is co-founder and director of Tirana Art Lab – Center for Contemporary Art and has curated numerous international exhibitions, including the thematic exhibitions “The Aesthetics of the Small Act” in the framework of Action Field Kodra 2014, the festival for visual arts in Thessaloniki, and “Voices of Truth” in 2012 in the Villa Romana in Florence. In 2015 she curated the D-0 Ark Underground biennial in Konjic, Bosnia and Herzegovina, which took place in an atomic bunker built under Tito’s rule. Adela Demetja lives and works in Albania and Germany.

Focus Talk – Sunday, 25 September 2016, 11:30 am – 12:30 pm, Talks area

**Speculating On The Future of Alternative Art Spaces**

Speakers: Nada Prlja, artist, director Serious Interests Agency, Skopje; Branka Benčić, curator, director Apoteka Space for Contemporary Art, Vodnjan-Dignano; Slobodan Stošić, artist, Novi Sad; Jadranka Plut, artistic director, GALERIJA ALKATRAZ, Ljubljana. Moderator: Adela Demetja.

**Support for the Central and Eastern European art scenes at viennacontemporary keeps growing**

With the sustained, and increased, efforts of partners such as the Romanian Culture Institute Vienna, supporting the Romanian exhibitors at viennacontemporary again this year, and the Aksenov Family Foundation, allowing Russian institutions to participate at the fair, the support for galleries, artists, curators and institutions from the CEE region keeps growing year after year.

**Film and Video Presentations 2016**

Under the title “Me, Myself and I”, **Cinema** presents films and videos by Austrian and international artists submitted by galleries participating in viennacontemporary. This year the format developed and curated by **Olaf Stüber** will explore artistic self-representation in film and video.

Self-portraits are perhaps as old as art itself. Once it was a realm reserved to painters and sculptors. With postmodernism the classical definition of the self-portrait broadened and artists no longer just paint or sculpt images of themselves, they perform and intervene in front of an audience and the camera. They stage themselves, turning their actions, their working spaces, their ideas, and often also their (medial) lives into the content. Today, in a world of social media and selfies, everyone makes a portrait of themselves everywhere and seems to expose everything about themselves. The main focus is the statement of the artist as a subject against the backdrop of a society increasingly based on self-referentiality.

On Preview day, 21 September 2016, Olaf Stüber will present video and film works by Austrian students, which have been collected through an open call. The initiative thereby endows a younger generation of artists with the opportunity to present their artistic visions to an international art audience. **Cinema** is made possible with the kind support of the Austrian Federal Chancellery.

The detailed program you can find in the press folder or at [www.viennacontemporary.at](http://www.viennacontemporary.at)

Cinema Talk – Saturday, 24 September 2016, 11:30 am – 12:30 pm, Talks area

**Has the Market Failed?**

Speakers: Alain Servais, investment banker, entrepreneur, collector and opinionated, Brussels; Carlos Duran, founder and co-director of LOOP Barcelona and founder of Galeria Senda, Barcelona.

Moderator: Olaf Stüber, curator, Berlin, curator of **Cinema** at viennacontemporary.

### **Talks and Discussions 2016**

viennacontemporary's accompanying Talks program provides all interested visitors to the fair with the chance to deepen their knowledge about contemporary art trends and to learn more about key international art collections. All talks and discussions will take place in the Talks Area.

The detailed program you can find in the press folder or at [www.viennacontemporary.at](http://www.viennacontemporary.at)

### **Keys to Contemporary Art**

The methods and materials of contemporary artistic production continue to grow and evolve, and we are experiencing how art is creating new meanings, not only culturally but also in political, social, and economic realms. While there isn't a master key to give us an immediate understanding of contemporary art in all of its countless facets, there are underlying concepts and ideas that can help the audience find a way through the local and international contexts that an artwork might refer to. The theme of this year's **Keys to Contemporary Art** discussion series is "Public Image". Curator **Kate Sutton**, an internationally acclaimed art critic from Nashville, who currently lives and works in Zagreb, examines the topic through the lens of the public, the audience. She speaks with leading representatives of the international art scene about the criteria by which shared stories, images, and information units become "public", and about how art institutions perceive the needs of different audience segments and fulfill their responsibility toward them. Kate Sutton has spent almost a decade in Russia, where she worked, for example, as a curator for Baibakov Art Projects, a platform for contemporary art from Russia and other countries. In addition to contributions and critiques for ArtReview, Bidoun, Frieze, The Hollywood Reporter, Ibraaz, and LEAP, Kate Sutton is a regular writer for artforum.com.

**Keys to Contemporary Art** will take place on Thursday, 22 September 2016, Friday, 23 September 2016, and Sunday, 25 September 2016 at 3:00 pm and 5:00 pm.

The detailed program you can find in the press folder or at [www.viennacontemporary.at](http://www.viennacontemporary.at)

### **Collectors Forum**

Just as popular are the talks with international art collectors that take place in the framework of the **Collectors Forum**. This year's theme "Going Public" will be curated by **Julien Robson**. Before he began his career as an international curator and gallery worker, he studied art at Bath Academy of Art and the Slade School of Art in Great Britain. He moved to the USA in 2000 where he worked at first as a curator at Speed Art Museum in Louisville, Kentucky and then went to the Pennsylvania Academy of Fine Art (PAFA) in Philadelphia. Julien Robson, who lives and works in the USA and Austria, will speak with notable art collectors about new models of private museums and their role in the development of contemporary art. Additional topics of discussion are the motivations of art collectors to present their collections to the general public, the visions underlying the collections, the engagement to support the development of new art works, and how to initiate a broader discussion around contemporary art in society.

The **Collectors Forum** will take place daily at 1:00 pm, from Thursday 22 September to Sunday 25 September 2016. The detailed program you can find in the press folder or at [www.viennacontemporary.at](http://www.viennacontemporary.at)

### **Tours 2016**

In its role as an art fair viennacontemporary strives to provide straightforward and enjoyable access points to contemporary art, paying special attention to the variety and diversity of visitor groups. All tours start at the Meeting Point.

During the **Studio Tours**, conducted in English and German, youth and students meet curators from Austrian art institutions and gain valuable insights into the contemporary art scene. The **Studio Tours** take place every day at 4:00 pm and will be held by: Thursday, 22 September 2016: Alexandra Grausam, founder and director of das weisse haus, Vienna, in German; Friday, 23 September 2016: Boris Ondreička, artist, curator, TBA21, Vienna, in English; Saturday, 24 September 2016: Katarzyna Uszynska, director, Neuer Kunstverein Wien, Vienna, in German; Sunday, 25 September 2016: Luisa Ziaja, curator, 21er Haus, Vienna, in English.

The **Gold Tours** offer seniors the opportunity to discover the diverse contexts of the artworks presented at viennacontemporary. All **Gold Tours** are in German and will start at 2:00 pm with the following themes: Thursday, 22 September 2016: Highlights; Friday, 23 September 2016: Emerging Artists from Austria; Saturday, 24 September 2016: Highlights; Sunday, 25 September 2016: Contemporary Art from Eastern Europe.

## **Family 2016**

The **Family** program at viennacontemporary offers children between 3 and 12 years playful access to contemporary art. The **Contemporary Malraum** is a platform for uninhibited painting, encouraging young visitors to freely unfold their fantasy and creativity. The open painting studio is supervised by Ulrich Jordis, who regularly conducts painting sessions at three Viennese primary schools. The **Contemporary Malraum** is accessible for the complete duration of the fair during regular opening hours at booth A39. No registration required.

In 2016, viennacontemporary will collaborate each day with a different Viennese art institution, which will offer its own special educational program for children and their families. On Thursday, 22 September 2016, from 2:00 pm to 5:00 pm, **21er Haus** invites children to an AI WEIWEI workshop, where they can design dragon masks and try out Chinese calligraphy. On Friday, 23 September 2016 from 2:00 pm to 5:00 pm **MINI MAK** holds a workshop about the MAK and the role of a museum. Thereafter, the boundaries and connections between applied and visual art can be explored at viennacontemporary while designing an own object. On Saturday, 24 September 2016 from 2:00 pm to 5:00 pm **mumok Kinderclub** visits viennacontemporary with their KunstTransporter. Kids can sit on it, use the top as a drawing pad, or roll through the fair with their pens and paper. **Kunsthalle Wien's Kunterbunte Druckwerkstatt** demonstrates how to experiment with colors and patterns and design your own textile bag on Sunday, 25 September 2016 from 12:00 am to 3:00 pm.

## **Prizes for the best booth design**

The Vienna Chamber of Commerce continues to support the art and gallery scene in the framework of viennacontemporary. The "Gallery Prize of the Vienna Chamber of Commerce 2016" is divided into two categories, each endowed with 5000 euro: the "Austrian Gallery Prize" is awarded exclusively to an Austrian gallery for the best booth presentation at viennacontemporary 2016. The "International Gallery Prize" is awarded for the best booth design by a gallery from one of the other countries represented at the fair, therewith continuing an initiative started in 2015 by President Walter Ruck and the Vienna Chamber of Commerce. A jury consisting of renowned members of the art scene has selected the two winners.

Austrian Gallery Prize: Galerie Lisa Kandlhofer, Vienna

International Gallery Prize: Fold Gallery, London, Great Britain

## **Artproof grant for photography - for the first time at viennacontemporary**

Artproof is an art printing laboratory which works with artists to print their vision, as envisioned! In support of young artists in the medium of photography Artproof has been giving out production grants in Estonia since 2012 and Finland since 2014. In 2016 Artproof grants are being awarded for the first time in Berlin and Vienna, at viennacontemporary. The grant winner was announced during the press conference of viennacontemporary on 21 September 2016 at Marx Halle Vienna.

Artproof is based in Estonia with branches in Stockholm and Berlin. The company prints over 60 photo exhibitions every year for artists from all over the world.

Artproof grant for photography: Ulrike Königshofer, Galerie Reinthaler, Vienna, Austria

## **Enhancing synergy effects together**

In 2016 viennacontemporary cooperates once again with the Vienna Business Agency and its creative center departure in the framework of the successful project **curated by\_vienna**. Since 2009 the gallery festival has featured collaborations between Viennese contemporary art galleries and international curators. The motto of the 2016 edition of curated by\_vienna is "Meine Herkunft habe ich mir selbst ausgedacht" [My Origins? I Made Them Up]. Drawing from his eponymous essay, the author, journalist, and cultural critic **Diedrich Diederichsen** explores the motivations of artists to once again focus on precedents and how this is reflected through the associated homages, references, quotes, and appropriations in the respective artworks.

curated by\_ Talk – Saturday, 24 September 2016, 3:00 pm – 4:00 pm, Talks area

### **curated by\_vienna: "Meine Herkunft habe ich mir selbst ausgedacht" [My Origins? I Made Them Up]**

Author, journalist and art critic Diedrich Diederichsen, Vienna, speaks about the topic of this year's gallery festival curated by\_vienna with Sabeth Buchmann, art historian and critic, professor at the Academy of Fine Arts Vienna.

## **viennacontemporary aims to deliver the highest standards of customer experience to all guests**

Thanks to long-term partner JP Immobilien, the fair again aims to offer its VIP Guests the most comfortable stay at the event. This year again the viennacontemporary VIP Lounge is designed by steinger.designers. With long-term partners illy and Vöslauer, and, for the first time, Pol Roger and Beluga, another series of premium brands is present at the event.

**Sponsors and partners viennacontemporary 2016:**

**Partners:** Erste Group, JP Real Estate Group, Vienna Chamber of Commerce and Industry, BDO, steininger.designers, Aksenov Family Foundation, RDI.Group, Romanian Cultural Institute, Hey-U Mediagroup, LG, Keusch. Das Autohaus, Kunsttrans, Beluga, Pol Roger, illy, Vöslauer, Wien Kultur, Vienna Tourism Board

**With kind support of:** Austrian Federal Chancellery and Federal Ministry for Europe, Integration and Foreign Affairs

**Partner VIP Program:** 21er Haus – Museum of Contemporary Art, The Paintings Gallery of the Academy of Fine Arts Vienna, Albertina, departure – the creative center of the Vienna Business Agency, Jewish Museum Vienna, KÖR Kunst im öffentlichen Raum GmbH / Public Art Vienna, Kunstforum Wien, Kunsthalle Wien, Kunsthistorisches Museum Wien, LEOPOLD MUSEUM, MAK, mumok, Neuer Kunstverein Wien, freiraum Q21 exhibition space, SAMMLUNG VERBUND, Secession, TBA21–Augarten, Parallel Vienna, Winterpalais – Vienna’s Golden Palace

**Partner hotels:** Hotel Bristol Vienna, The Guesthouse Vienna, Grand Ferdinand, Hotel Daniel Vienna

**Strategic media partners:** Die Presse, Ö1, Parnass, The Art Newspaper, The Art Newspaper Russia

**Official online partner:** Artsy

**Media partners:** 100 Häuser, Aesthetica, Arterritory.com, ArtGuideEast, Artmagazine, artnet News, Artprice, Artprofil, ArtRabbit, Camera Austria, Collectors Agenda, Contemporary Vienna, C/O VIENNA MAGAZINE, EIKON, exhibist, Flash Art International, frieze d/e, Gallerytalk, keen on, kunnst, Kunstinvestor, Parabol Art Magazine, revista arta, Spike Art Quarterly, springerin, Streifzug, TEXTE ZUR KUNST, vernissage, Vienna Art Review, W24, Widewalls

**Information partners:** Art Institute Vienna, Brno House of Arts, Danubiana Meulensteen Art Museum, Das Hochhaus, Filmarchiv Austria, ImPulsTanz – Vienna International Dance Festival, Keramik & Porzellan im Augarten, Künstlerhaus Graz, Kunsthalle Krems, KUNST HAUS WIEN, Landesgalerie Burgenland, LENTOS, MUSA Museum Startgalerie Artothek, Museum Angerlehner, ORF Long Night of Museums 2016, paraflows – Festival für Digitale Kunst und Kulturen, Salzburg Festival, Slovak National Gallery, steirischer herbst – Festival of new art, Universalmuseum Joanneum, Vienna 2016: Imperial & Contemporary, VIENNA DESIGN WEEK, VIENNALE Vienna International Film Festival, Wiener Festwochen, Wien Modern, Wien Museum

**Members of the admission committee:**

Miryam Charim, Charim Galerie, Vienna  
Christophe Gaillard, Galerie Christophe Gaillard, Paris  
Ursula Krinzinger, Galerie Krinzinger, Vienna  
Nikolaus Oberhuber, KOW Berlin, Berlin  
Timothy Persons, Gallery Taik Persons, Berlin/Helsinki

**viennacontemporary**

**22–25 September 2016**

**Marx Halle Vienna**

**Karl-Farkas-Gasse 19, 1030 Vienna**

**Opening hours:**

Thursday, 22 September 2016: 11:00 am–7:00 pm

Friday, 23 September 2016: 11:00 am–7:00 pm

Saturday, 24 September 2016: 11:00 am–6:00 pm

Sunday, 25 September 2016: 11:00 am–6:00 pm

**Tickets & prices:**

€ 12.50 Full price day ticket

€ 9.00 Reduced day ticket (students and seniors with valid ID)

€ 5.00 After Work ticket (Thu/Fri from 3:00 pm)

Duo: 2 x € 9.00 (save € 7 when buying tickets for 2 people)

€ 9.00 per person for groups (9 people or more)

€ 5.00 Early Bird day ticket

**Free Entrance:**

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

For children and teenagers under 14 years of age

For Kulturpass holders (Hunger auf Kunst und Kultur), asylum seekers (green and white card)

**How to get there (public transport):**

Subway: U3 (Erdberg, exit Nottendorfer Gasse)

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

Bus: 74A (Viehmarktgassee or St. Marx)

Regional express: S7 (St. Marx)

**Information:**

[www.viennacontemporary.at](http://www.viennacontemporary.at)

[www.facebook.com/viennacontemporary](https://www.facebook.com/viennacontemporary)

[www.viennacontemporarymag.com](http://www.viennacontemporarymag.com)

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**Press download:**

[www.viennacontemporary.at/en/presse](http://www.viennacontemporary.at/en/presse)

**Online catalogue:**

[www.viennacontemporary.at/de/online-katalog](http://www.viennacontemporary.at/de/online-katalog)

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