

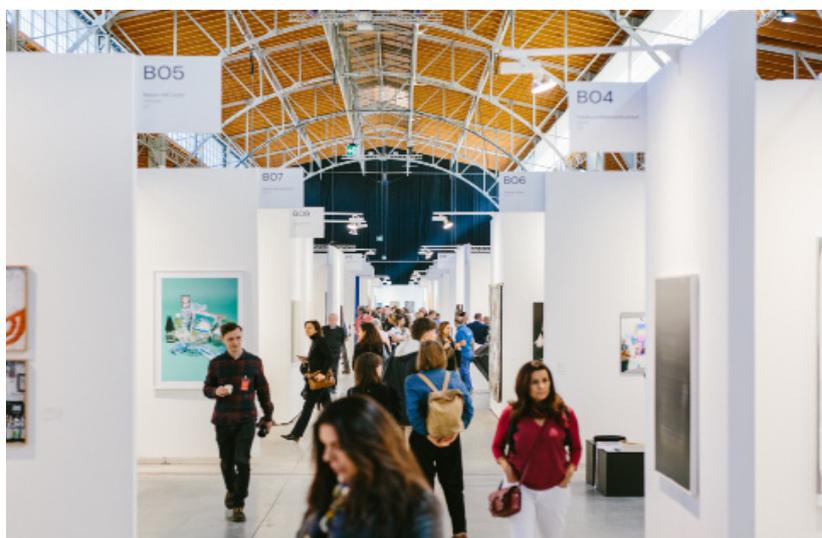
V

C

2019



# Marx Halle Vienna



viennacontemporary

## 26–29 September

Save the date

Every autumn, outstanding galleries, exciting newcomers, and established exhibitors gather in the name of viennacontemporary – Austria’s art fair, which puts Vienna in the spotlight of the global contemporary art scene for an entire week. In 2019, viennacontemporary will take place from **26–29 September**. With its focus on Central and Eastern Europe and its unparalleled service, viennacontemporary has established a unique position in the international art calendar. It has become an indispensable event not to be missed by art aficionados and professionals from all over the world.

In its latest edition, viennacontemporary once again demonstrated its outstanding position amongst international art fairs. With **30,863 visitors** at the vernissage and the following four days of the fair, viennacontemporary was able to surpass last year’s figures. In addition to the many local art experts, the fair for contemporary art enticed numerous international art collectors to visit the light-flooded booths of the **118 galleries and institutions from 27 countries** in the Marx Halle in Vienna.

The 2018 viennacontemporary presented a rich program with the curated sections **ZONE1** and **Explorations**, and the special exhibition **Focus: Armenia** that offered a glimpse of the Armenian realities in the rethinking of six contemporary artists. Evolved from Cinema, the program **Living Image** used augmented reality technology to feature artistic films surrounding the topic of music. Moreover, viennacontemporary was proud to host two superb exhibitions by its strong partners **tranzit.sk** in cooperation with **ERSTE Foundation**, and **the Art Collection Deutsche Telekom**.

With sophisticated accompanying events, such as the **Talks**, special guided tours, and the **Family** program, the fair continued to make art accessible to every visitor.

viennacontemporary takes place at the Viennese Marx Halle. With its high ceilings and 19th century-steel structure, the newly renovated industrial style building is a perfect venue for presenting contemporary art. It’s not without reason that viennacontemporary is said to be one of Europe’s most beautiful art fairs.

We look forward to welcoming you to the 2019 edition of viennacontemporary.

The viennacontemporary team



# VIP Program

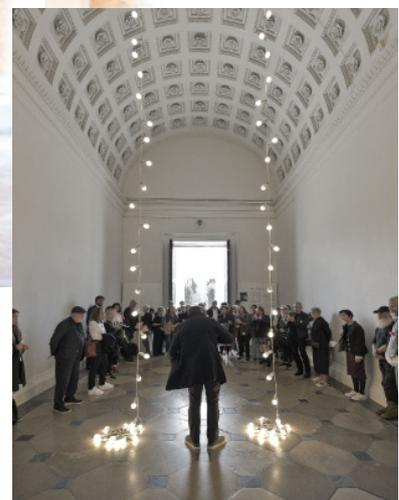
2019

viennacontemporary's extensive VIP Program serves to enhance the cultural experience of distinguished guests by offering them an exclusive, high-quality array of events – at the fair and throughout the city of Vienna. Carefully curated events beyond the exhibition hall, such as private collector-visits, guided tours through Vienna's most exciting exhibitions, dinner parties, and special previews are made possible by longstanding partnerships with all leading contemporary art institutions and influencers in the city. Renowned institutions open their doors to the fair's VIP Guests, inviting them to experience Vienna's rich cultural scene in a private setting of special guided tours, breakfasts, and cocktail receptions.

Personal meetings with collectors, curators, museum representatives, and artists stimulate intercultural dialogue and create a relaxed atmosphere for international professional networking.

Partners of the VIP Program are: 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.

viennacontemporary



viennacontemporary fosters partnerships and devises marketing campaigns to promote the fair to targeted and new audiences, both nationally and worldwide. By means of a comprehensive international marketing campaign in print and online media, the event has been promoted in major art publications such as frieze, ArtReview, Artsy, ARTFORUM INTERNATIONAL, Aesthetica, Flash Art International, Monopol – Magazin für Kunst und Leben, Mousse, Widewalls, Texte zur Kunst, PARNASS, Spike Art Quarterly, springerin, EIKON, and Camera Austria. In combination with strong relations with key media outlets in Central and Eastern Europe, the German-speaking region, the UK, and the US, viennacontemporary has established an effective global network, ensuring an extensive reach focusing on both European and global communities.

viennacontemporary is reaching more than 100.000 art lovers across its own digital platforms such as the viennacontemporaryMag, the fair's regular newsletter, and the social media channels on Instagram, Facebook, and Twitter. These diverse channels offer a vital range of opportunities for promoting the fair, its exhibitors, and the participating artists to broad audiences on the web.

In Austria, viennacontemporary has succeeded in locally raising the perceptual salience of contemporary art and strengthening its image as the country's leading art fair. As a major event attracting international audiences, it promotes Vienna's role as a key location for contemporary art. In cooperation with selected local and national media partners and supported by a targeted outdoor advertisement campaign, viennacontemporary achieved a record number of 30,863 visitors in 2018.

*The motto East meets West makes also the third edition of viennacontemporary a landmark for explorers.*

**Die Welt**

*The annual viennacontemporary fair is designed to give the international art crowd a reason to visit the city other than to admire masterpieces by Schiele and Klimt.*

**The NY Times**

*With hundreds of fairs vying for collectors' attention, viennacontemporary stands out for its dedication to Eastern European galleries, boasting the highest concentration of any art fair on the circuit.*

**Wallpaper Magazine**

*viennacontemporary has something to offer to even the most staunch art fair skeptics.*

**Blouin Artinfo**

*The world's creative elite gather for an artistic Viennese whirl.*

**FT How to Spend it**

*viennacontemporary leads Austria's cultural resurgence.*

**Forbes.com**

*Vienna Provides a Welcome Boost to Europe's Mid-Sized Galleries. viennacontemporary plays to its strength by introducing Central and Eastern European galleries to mid-market collectors.*

**Artnet News**

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



viennacontemporary



# Location

2019

For the fifth consecutive year, *viennacontemporary* takes place at Marx Halle, centrally located in the Neu Marx area in Vienna's 3rd district. Built at the end of the 19th century by famous architect Rudolf Frey, Marx Halle was the first building in Vienna to have a wrought iron structure. Once a popular local cattle market, the newly renovated industrial style building nowadays serves as a spectacular venue for large-scale events, concerts, and fairs.

The hall, with its impressive steel structure measuring 175 meters in length and covering an area of 20.000 square meters, provides extensive exhibition space including booths, special projects, a VIP Lounge, a restaurant, and bars for refreshments. Its light architecture and industrial flair create a unique atmosphere for the presentation of contemporary art, transforming the historical halls into a captivating and focused art discovery experience for its visitors and exhibitors.

### Accessibility

Located in the central, newly renovated Neu Marx Business district, the hall is in great proximity of and very well connected to the city center and Vienna International Airport. It is easily accessible via public transport and car, and within walking distance of all services and accommodation needed, such as hotels, restaurants, shops, and leisure facilities. The historical city center with its sights, museums, and cultural institutions is only a few underground stops away.

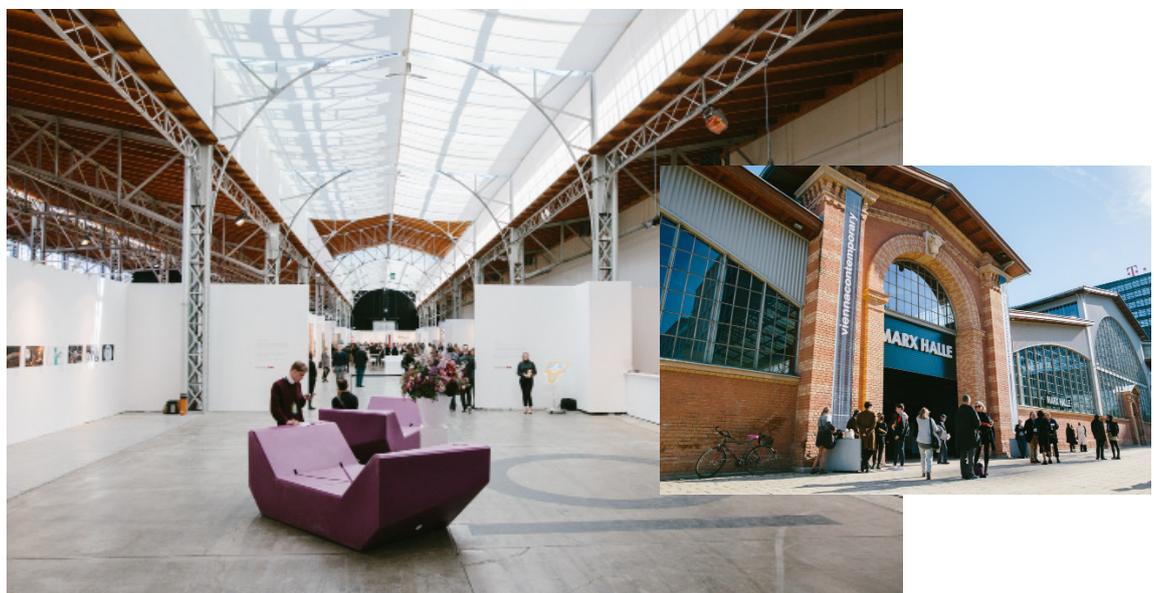
#### Location

Marx Halle Vienna  
Karl-Farkas-Gasse 19  
A-1030 Vienna

#### Public transport

**Tram** 71 (St. Marx), 18 (Viehmarktgasse)  
**Bus** 74A (Viehmarktgasse)  
**Subway** U3 (Erdberg, exit Nottendorfer Gasse)  
**Regional express** S7 (St. Marx)

viennacontemporary



**Application deadline:** 12 April 2019

## **Galleries**

Main section for galleries presenting contemporary art. This category offers galleries the possibility to apply together with a second gallery for a shared booth (minimum size: 35 m<sup>2</sup>). Booth sizes: 25 m<sup>2</sup> / 35 m<sup>2</sup> / 50 m<sup>2</sup> / 75 m<sup>2</sup> / 100 m<sup>2</sup>

## **Young**

Young galleries (opened less than 5 years ago) can apply for the main section with either a solo presentation or with a selection of 2-3 artists. This category offers galleries the possibility to apply together with a second gallery for a shared booth (minimum size: 35 m<sup>2</sup>). Booth sizes: 25 m<sup>2</sup> / 35 m<sup>2</sup> / 50 m<sup>2</sup>

## **ZONE1**

Zone for the solo presentation of a young artist/artist group (Austrian or educated in Austria). The age limit is 40 years. The number of presentations in ZONE1 is limited to ten. Participants are selected by a curator. Booth size: 25 m<sup>2</sup>

## **Explorations**

Section for galleries presenting art from the period of 1945 - 1980. The gallery has to include the concept in the application. The number of presentations is limited to 10. Participants are selected by a curator. Booth size: 50 m<sup>2</sup>

## **Editions**

Open to galleries, institutions, and publishing houses producing series and multiples of contemporary artwork. In this category, individual objects and photographs are only allowed as a supplement to the works on display and may only account for up to 20 percent of the total items exhibited. Applicants do not have to provide proof of their own public location or an exhibition program (see Conditions for Admission II.3.c.). Booth size: 20 m<sup>2</sup>

## **Base area**

Open to both galleries and institutions.

With this special presentation, the exhibitor rents space only (excluding booth construction, lighting, power consumption, etc.). Base area is especially suitable for the presentation of sculptures and installations. Applications in this category have to include a detailed concept of the planned presentation. After approval by the Admissions Committee, cooperation with the booth designers and architects of viennacontemporary is obligatory.

This category can be combined with an application for a regular booth presentation to present sculptural work outside the booth. Size and placement depend on the available space.

Sizes: 50 m<sup>2</sup> / 75 m<sup>2</sup> / 100 m<sup>2</sup> / 125 m<sup>2</sup>

## **Institution**

A non-commercial section for the presentation of Austrian and international museums, institutions, and collections active within contemporary art and culture.

Booth sizes: 12 m<sup>2</sup> / 24 m<sup>2</sup>

## **General information**

An application fee of 200,00 euro is due with the application. Please note that this fee can not be reimbursed in case of a rejected application. With the acceptance of the application, the fee will be credited to your account.

Pricing differs per booth size and category. More details are included in the online application, which is accessible through: [www.viennacontemporary.at/exhibitors](http://www.viennacontemporary.at/exhibitors)

In addition to the booth rental price, a registration fee of 1.100,00 euro will be added.

This obligatory fee includes organization, marketing, and promotional activities by viennacontemporary, a standard entry into the online listing (including an active link), copyright fees, signage, free Wireless Internet at the fair, promotional material, VIP Invitations (including shipment), exhibitor passes, set-up and dismantling passes, artist passes, and 1 parking ticket.

*All mentioned prices are excluding 20% VAT and 1% legal fee.*

*We kindly ask you to take note of the conditions for admission. You will be asked to agree with these obligatory rules in Step 5 of the application.*

**Application deadline**

12 April 2019, Online Application:  
[www.viennacontemporary.at/exhibitors](http://www.viennacontemporary.at/exhibitors)

**Opening Dinner**

25 September 2019 (invitation only)

**Opening Day**

26 September 2019

**Fair days**

27–29 September 2019

**Set up**

24 September 2019, 9:00 am–12:00 am (midnight)  
25 September 2019, 9:00 am–3:00 pm

**Opening Dinner**

25 September 2019, 5:00 pm

**Press tours**

26 September 2019, 10:00 am–12:00 pm

**Preview**

26 September 2019, 12:00 pm–4:00 pm

**Vernissage**

26 September 2019, 4:00 pm–8:00 pm

**Opening hours**

27 September 2019, 12:00 pm–7:00 pm  
28 September 2019, 11:00 am–7:00 pm  
29 September 2019, 11:00 am–6:00 pm

**Dismantling**

29 September 2019, 6:00 pm–12:00 am  
30 September 2019, 9:00 am–12:00 pm

**Venue**

Marx Halle  
Karl-Farkas-Gasse 19  
A-1030 Vienna

**Organizer**

VC Artevents GmbH  
Siebensterngasse 46/1/44, A-1070 Vienna  
[info@viennacontemporary.at](mailto:info@viennacontemporary.at)

**Number of exhibitors**

118 (2018)  
[www.viennacontemporary.at/online-catalogue](http://www.viennacontemporary.at/online-catalogue)

**Surface (gross)**

12,500 m<sup>2</sup> (2018)

**Visitors**

30,863 (2018)

**Contact****Managing Director**

Renger van den Heuvel  
[vandenheuvel@viennacontemporary.at](mailto:vandenheuvel@viennacontemporary.at)

**Exhibitor Relations**

+43 1 996 20 33  
[exhibitor\\_relations@viennacontemporary.at](mailto:exhibitor_relations@viennacontemporary.at)

Fanny Zerz

+43 699 19 33 33 21  
[zerz@viennacontemporary.at](mailto:zerz@viennacontemporary.at)

Tanya van Breda Vriesman

+43 699 19 33 33 20  
[vanbredavriesman@viennacontemporary.at](mailto:vanbredavriesman@viennacontemporary.at)

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

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

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

Instagram: @viennacontemporary