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2020

Marx Halle, Vienna

viennacontemporary

24–27 September

Save the date

Every year in September, Vienna becomes the center of attention of the international art crowd: viennacontemporary, like no other art fair, bridges the global East and the West, gathering a unique selection of exciting discoveries, established galleries, and thoughtfully curated sections in the light-flooded halls of the historic Marx-Halle.

In 2020, viennacontemporary will take place from **24–27 September**. The “fair for explorers” puts the spotlight on Central- and Eastern Europe and has become an important exchange and market place for collectors, art professionals, and other guests from all over the world.

More than **29,000 visitors** attended last year’s edition that featured **115 galleries and institutions** from **26 countries**. With the curated sections **ZONE1** and **Explorations**, and the special exhibition “**Focus: NSK State in Time**”, composed by the “Neue Slowenische Kunst” movement (NSK), that questioned if art has to be represented in the realm of a nation-state, viennacontemporary was once more able to offer a rich and relevant program. Evolved from Cinema, the new format “**Video: Falling Awake**” featured a series of video works from upcoming artists examining the contemporary condition – sleepless, aware, in constant tension between technological development, individuality, loss, desire, and mediatic presence. **Expert talks**, **guided tours**, and a **Kids program** for our youngest guests completed the fair’s diverse offering.

For the sixth time, viennacontemporary will take 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 2020 edition of viennacontemporary.

The viennacontemporary team



VIP Program

2020

viennacontemporary takes special pride in its outstanding VIP Program. Offering selected events, both at the fair and throughout the beautiful city of Vienna, it is our priority to create an unforgettable art experience in the world's most livable city.

Exclusive events, such as visits to private collections and special museum tours, provide VIP Guests with a highly personalized experience of the Viennese art scene. Special previews, receptions, and dinner parties offer plenty of opportunities to connect and exchange ideas with artists, curators, museum representatives, and experts from Austria and the whole world.

The city's leading contemporary art institutions – longstanding, esteemed partners of viennacontemporary – are happy to welcome our guests to special events such as personal guided tours, brunch events, and cocktail parties.

The partners of the VIP Program include: Albertina, Belvedere & Bevedere 21, departure – the creative center of the Vienna Business Agency, Jewish Museum Vienna, Kunsthalle Wien, LEOPOLD MUSEUM, MAK, mumok, Neuer Kunstverein Wien, frei_raum Q21, and Secession.



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 Financial Times, Forbes UK, Mousse Magazine, Artnet news, Artsy, The Artnewspaper, Wide Wall Magazine, Der Standard, NZZ, FAZ, Die Presse, Handsblatt, Tagespiel, Monopol Magazine, and Metropole Magazine. In combination with strong relations with key media outlets in Central and Eastern Europe, the German-speaking region, and some of the UK and US based media viennacontemporary has established an effective global network, ensuring an extensive reach focusing on both European and global communities.

viennacontemporary is reaching more than **1,500.000 art lovers** throughout the entire year, across its own digital platforms such as the viennacontemporaryMag, through regular newsletter, and 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 more than **29,000** visitors in 2019.

*Vienna's art scene has never been this cool!
The young Viennese art scene has never been as buzzing as it is now. With two art fairs for contemporary art you will get an overview.*

Die Presse

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

The fairs viennacontemporary and its off-sister Parallel Vienna are fired up by the boom contemporary art in the city of Vienna. The scene is more alive than ever, it organizes itself, pushed by a small subsidy network of the public sector.

Süddeutsche Zeitung

Whoever is interested in art from Central and Eastern Europe has a compulsory date in Vienna. A visit to the viennacontemporary art fair.

Handsblatt

Bargain from CEE. The Viennese fair viennacontemporary and "Curated by", a festival for galleries, attract visitors to Austria. Many things are reminiscent of Berlin 15 years ago.

Tagespiegel

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
www.viennacontemporarymag.com



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Location

2020

For the sixth consecutive year, **viennacontemporary** takes place at Marx Halle, centrally located in the Neu Marx area in Vienna's 3rd district. Built in 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.

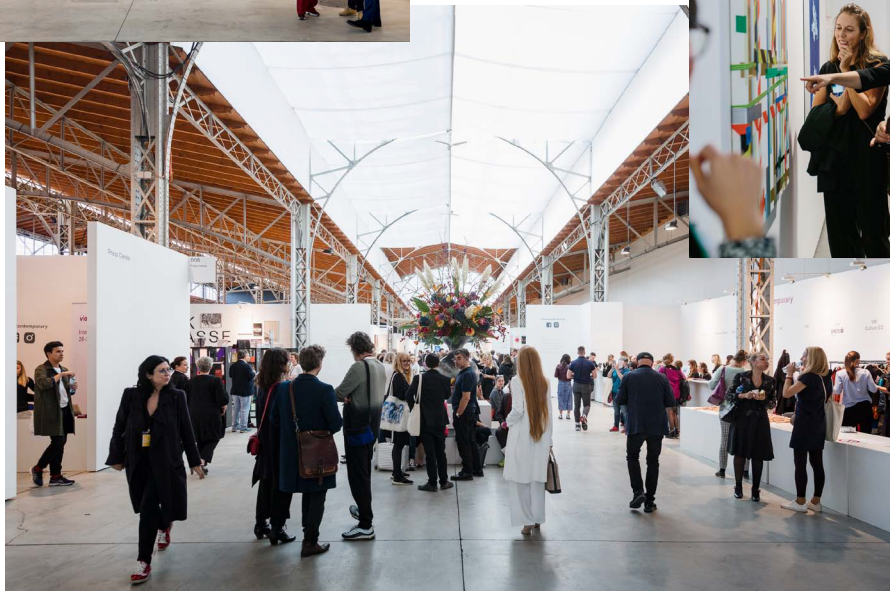
Location

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)

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Application deadline: 30 April 2020

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: 35m²). Booth sizes: 25 m² / 35 m² / 50 m² / 75 m² / 100 m²

Young

Young galleries (opened less than 7 years ago) can apply with either a solo presentation or with a selection of 2-3 artists. The number of presentations is limited. This category offers galleries the possibility to apply together with a second gallery for a shared booth (minimum size: 35m²). Booth sizes: 25 m² / 35 m² / 50 m²

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 invited by a curator. Booth size: 25 m²

Explorations

Section for galleries presenting art from the period of 1945 - 1980. The gallery has to submit a concept along with the application. The number of presentations is limited to ten. Participants are invited by a curator. Booth sizes: 25 m² / 35 m² / 50 m²

Editions

Open to galleries, institutions, and publishing houses producing series and multiples of contemporary artwork (incl. photographs). In this category, individual objects 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 public location or an exhibition program (see Conditions for Admission II.3.c.). Booth size: 20 m²

Open Space

Open to both galleries and institutions. The exhibitor rents space only (excluding booth construction, lighting, power consumption, etc.). Open Space is especially suited 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 and specific concept. Sizes: 25 m² / 50 m² / 75 m² / 100 m² / 125 m²

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 m² / 24 m²

Application deadline

30 April 2020, Online Application:
www.viennacontemporary.at/exhibitors

Opening day

24 September 2020

Fair days

25 – 27 September 2020

Set up

22 September 2020, 9:00 am – 8:00 pm
23 September 2020, 9:00 am – 8:00 pm

Presstours

24 September 2020, 10:00 am – 11:00 am

Preview

24 September 2020, 11:00 pm – 5:00 pm

Vernissage

24 September 2020, 5:00 pm – 9:00 pm

Opening hours

25 September 2020, 12:00 pm – 8:00 pm
26 September 2020, 11:00 pm – 7:00 pm
27 September 2020, 11:00 pm – 6:00 pm

*Times are subject to change.

Dismantling

27 September 2020, 6:00 pm – 12:00 am
28 September 2020, 9:00 am – 12:00 pm

Venue

Marx Halle Karl-Farkas-Gasse 19, 1030 Vienna

Organizer

VC Artevents GmbH
Siebensterngasse 46/1/44, 1070 Vienna
info@viennacontemporary.at

Number of exhibitors

115 (2019)
www.viennacontemporary.at/online-catalogue

Surface (gross)

12.500 m² (2019)

Visitors

29.000 (2019)

Contact**Artistic Director**

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