



viennacontemporary

viennacontemporary
24.–27. September 2020
Marx Halle Wien

A digital extension of viennacontemporary

vc_on is the digital extension of viennacontemporary, connecting galleries and art institutions with art aficionados from all over the world. vc_on extends viennacontemporary in the digital sphere – with viewing rooms, online access to ZONE1, Explorations and VIDEO, and the exclusive Z-Series with young, accessible positions. vc_on's aim is to highlight Austrian, Central, and Eastern European art, to appeal to new audiences and young collectors, to connect galleries and art aficionados, and to establish lasting relationships.

While experiencing art's direct presence and interacting with it is essential, vc_on establishes a space for new art in times of physical restrictions. The online extension of viennacontemporary provides galleries unable to attend the fair due to traveling restrictions with a digital presence. vc_on is open to collectors, members of museums, and other art institutions, journalists, and art aficionados from all over the world.

Z-SERIES curated by Francesca Gavin

In addition to the fair and its established audience, vc_on targets new audiences and potential art buyers and collectors, especially young digital natives and up-and-coming creatives. Z-Series is an integral part of vc_on focused on developing new culture-savvy audiences. Its selection, exclusively accessible online, offers works of art below a price of 3.000 Euro to emerging collectors and newcomers. Z-Series is curated by Francesca Gavin, who was a co-curator of Manifesta11 and the curator of exhibitions at Palais de Tokyo and Somerset House and has been building the collection of Soho House over a period of seven years.

ON CENTRAL EAST MAGAZIN

on central east is the new online magazine of viennacontemporary and vc_on. In addition to articles about institutions, artists, collectors, galleries, and the art scene and market in Vienna and the CEE region, on central east also informs about design, architecture, culture and society, travel, and food. Headed by Quynh Tran, international cultural journalists like Kimberly Bradley, Hili Perlson, and Emily McDermott contributed to the first issue.

TALKS

All panel discussions will be taking place in booth C21 at the fair and will be streamed live on vc_on. The digital magazine on central east is already online, Z-Series will launch today, and the digital platform vc_on will be online from 24 September, the opening day of the fair.

The digital magazine on central east is already online and the Z-Series will be launched on September 17. The digital platform vc_on will go online on September 24, 2020, the opening day of the fair.