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viennacontemporary

**viennacontemporary**  
**Press Information**  
**Vienna, 10 December 2020**

## **Johanna Chromik leaves viennacontemporary.**

Dear Ladies and Gentlemen of the press,

in the autumn, together with our exhibitors and our team, we were able to celebrate a successful fair with numerous interested visitors. Despite the difficult circumstances, neither the mood nor sales suffered a slump. On the contrary, the carefully elaborated Covid-safe concept was fully vindicated. viennacontemporary 2020 was a remarkable success in difficult times and was rated very positively by both national and international press.

The New York Times: "Johanna Chromik, artistic director of viennacontemporary, also noted that local -- meaning Austrian -- collectors made that fair a success this year, accounting for half of sales, up from the usual one-third. (...) collectors were "highly motivated" and "really buying; we had solid to really good sales this year." Many visitors had not been to a fair since the Armory Show in New York in March, so they were pleased "to see art for real, in three dimensions".

Johanna Chromik, artistic director of viennacontemporary: "We are very happy about a great fair, which convinced thanks to a phenomenal interaction of the team, the participating galleries, and all other partners and visitors. And thus points the way for the future. We very much hoped to set an example for an art business and art market that is now suffering massively again. However, it is clear that our September date once again gave us a unique opportunity to hold a fair, and that we used it with self-confidence and optimism.

After a successful two years and the greatest commitment to the fair, especially this year, Johanna Chromik will now leave viennacontemporary as artistic director at her own request to take on new tasks.

"To be able to hold viennacontemporary high during this time was – I must admit – an enormous effort. At the same time, we are now proud to have made it. As sorry as I am to say goodbye, now is the right time to do so. I would like to thank the team, our exhibitors, and partners for the fantastic cooperation, and my enthusiasm continues to be for the place and the city that make this trade fair possible with its special positioning." – Johanna Chromik.

"I would like to thank Johanna Chromik very much for her great commitment and her valuable contribution to the success of the fair. In recent years she has contributed a great deal to the fact that viennacontemporary today enjoys an excellent international reputation. I wish her personally and professionally all the best for her further path." Dmitry Aksenov, Chairman viennacontemporary

A successor will be decided in Q1 2021.

viennacontemporary 2021 takes place from 23-26 September at Marx Halle Vienna .

With kind regards,

Johanna Chromik (Artistic Director), Tatiana Ilyina (Managing Director), Markus Huber (Managing Director), Dmitry Aksenov (Chairman), and the viennacontemporary team

**Contact**

For questions, please contact

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**Press Material**

Printable images and further information can be found as press downloads on:  
[www.viennacontemporary.at/en/press](http://www.viennacontemporary.at/en/press)

**viennacontemporary is organized by**

VC Artevents GmbH  
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A-1070 Vienna

**Information:**

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23-26 September 2020  
Marx Halle Vienna