

INTRODUCING: CONTEMPORARY VIENNA 2021 THE CITY AS AN ARTISTIC SPACE

„We have given a lot of thought to what will be expected of art fairs in the future. We are concerned with a new culture of discovery — a new understanding of artistic processes.“

— Boris Ondreička, Artistic Director **viennacontemporary**

„We see the city as a large studio, as a workshop for experimental things, and as the ideal space to bring collectors, art lovers and gallery owners together again—but above all with the artists and the art. For far too long we have lost sight of the studio as the place of origin of all art... as a space for the creative moment.“

— Marta Dziewańska, Curator and Member of the Board **viennacontemporary**

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POINT OF DEPARTURE AND RETURN

The worldwide pandemic has, with its far-reaching consequences, brought old habits to a standstill. The art business was and continues to be particularly affected by this. While artists were able to use the suspension from everyday life to concentrate on their work, gallery operations and the normal series of international art fairs came to a screeching halt—and had to switch to digital spaces. This shift paved the way for new chances to rethink traditional models and experiment with new innovative formats.

„For many years, works of art have traveled the world with the same group of collectors and gallery owners. In the process, an anonymous globalized space has emerged that barely perceives its immediate surroundings—and that needs to be broken up. The pandemic has forced us to rethink this.“

— Marta Dziewańska

viennacontemporary has—since its first phase beginning back in 2015—taken on a special position in regards to regional aspects and a focused view of contemporary art, an area which was once sub-categorized as Eastern Europe. Together with **Curated by, viennacontemporary** wants to forge a new path under the direction of the newly appointed artistic director Boris Ondreička and push to involve the city itself as an artistic space.

This is intended to initiate the transition to a more flexible, decentralized art fair in order to give a new impetus to the interests of the flourishing Central and Eastern European art market. From **2–5 September 2021**, **viennacontemporary** will present itself within the framework of a new concept: Austria's most important art fair is showing an exhibition in **Alte Post** in cooperation with selected galleries—not least to give it a new space for presentation and representation in challenging times and to enable and offer support.

„We have set ourselves the goal of being more than just a fair. At the same time, our aim is to fully exploit the wealth of possibilities that an art fair can offer.“

— Boris Ondreička

CONTEMPORARY VIENNA – MORE THAN A FAIR

viennacontemporary opens the Austrian autumn art season with an extraordinary week that brings together the best art events the city has to offer: Viennese galleries that will open again for the first time after the summer holidays as part of **Curated by** and **invited by vc**, and various artistic interventions in the city.

The fair offers a strong networking platform by bringing top-class collectors, international curators, and journalists to Vienna and enabling personal exchange. A digital art project will be created in collaboration with **Ars Electronica**.

„We live in a time of very different redefinitions—the ideal moment to reflect on the here and now. That means tracking down and anchoring international dimensions in the regional. It is again about direct contact, about closeness to the gallery owners, to the artists, to the city, to the space where art is created. An art fair is not an intellectual supermarket. We have to reflect on the essence of all of our tasks, that we are only there for the essentials: that being the art and the work of the artists.“

— Marta Dziewańska

OPEN UP: THE ALTE POST AS A NEW FOCAL POINT

viennacontemporary has found the ideal central location with the newly designed Alte Post, which is currently undergoing a large-scale renovation. A major urban development project in Vienna, the building complex has been closed for a number of years and is finally being made accessible to the public for the first time. As a cosmopolitan hotspot, this new cultural space in the city center should incorporate avant-garde content in the public sphere and also be inviting in a way that encourages the people of the city to visit and have meaningful personal encounters.

„viennacontemporary already has a great audience, and yet we have to try to broaden the focus and open ourselves to all cultural and social groups. Vienna has always been a cultural hub, not only between east and west, but also north and south. We can learn a lot from the role that Vienna and Austria assumed during the years of European division: neutrality as an opportunity for mediation and negotiation.“

— Boris Ondreička

One highlight of the exhibition is **ZONE1**, which showcases artists under 40 who live, work, or have studied in Austria. The works are individually and strikingly staged in cargo ship containers in the courtyard of the Alte Post. **ZONE1** is curated by Franziska Sophie Wildförster, the co-director and co-founder of the art association Kevin Space in Vienna, who was also the curator of MINI / Goethe-Institut Curatorial Residencies New York and part of the curatorial department of Thyssen-Bornemisza Art Contemporary in Vienna. The prospective doctoral student at the Academy of Fine Arts Vienna regularly writes essays for art magazines and publications and curated independent exhibitions, most recently the group exhibition “Benefit of the Doubt” at Deborah Schamoni, Munich (2021).

ZONE1 is generously supported by the Federal Ministry for Arts, Culture, the Civil Service and Sport.

„Vienna is a geographical and artistic hub of historical density. At the same time, the city’s creative minds are always looking ahead, and countless new and innovative impulses have been set in recent times. As the curator of ZONE1, it is important to me that the vitality of Vienna becomes visible, and that it depicts not only emerging positions, but also those that have not received enough attention up to now.“

— Franziska Sophie Wildförster, Curator **ZONE1**

NEW LEADERSHIP, NEW INSPIRATION

viennacontemporary is pleased to announce that Boris Ondreička has been named its new artistic director. The curator and artist, who lives in Bratislava and Vienna, is an expert not only on Central and Eastern European art, but also on the global art scene as well.

He was a curator at Thyssen-Bornemisza Art Contemporary and director of the international art initiative tranzit.sk. Among other projects, he co-curated the Manifesta 8 and Green light, an artistic workshop designed by Studio Olafur Eliasson. As artistic director of **viennacontemporary**, he has the goal of deepening the international dimension of the art fair and its specific expertise, while at the same time developing it as the most important location for contemporary art from Central and Eastern Europe.

NEW CORPORATE STRUCTURE: FOCUS ON NON-PROFIT AND FACILITATOR ROLES

After extensive strategic discussions over the past few months, VC Artevents GmbH and **viennacontemporary** are pleased to announce the planned transformation of the organization into a more flexible and independent non-profit structure that will enable the organization to continue growing and forge new partnerships, both in the public as well as in the private sector.

„The business aspect can’t be the only thing that takes center-stage, but at the same time one must never neglect the economic function of the gallery owner. Artists need money. We believe that with a non-profit structure, we will be able to better serve not only the interests of the galleries, but also those of other partners from the public and economic sector.“

— Markus Huber, Managing director of **viennacontemporary**

The close cooperation with the City of Vienna enables an extension into the public sphere. Long-term and increased cooperation with sponsors, partners and the participating galleries are the primary focus of the new management. With its unique historical and geographical location as the gateway between the global East and West, Vienna’s leading art fair aims to further strengthen its unique character and focus on the CEE region. This

transformation, which is to take place over a period of three years, will be supported by an advisory board, consisting of Marta Dziewańska, curator at the Kunstmuseum Bern, Boris Marte, Head of Erste Hub and Deputy CEO of the Erste Foundation, and brand consultant Tom Wallmann. Markus Huber, Managing Director of **viennacontemporary**, is leading the operations.

„I would like to thank the new board members, Marta, Boris, and Tom, as well as the entire team, for their consistent and professional support. I am confident that together we have laid a foundation for driving viennacontemporary forward more distinctively and ambitiously—we are only at the beginning of a new start, which, I am convinced, will lead the fair to great success.“

Dmitry Aksenov, CEO of **viennacontemporary**

SAVE THE DATE

**CONTEMPORARY VIENNA –
MORE THAN A FAIR
2.–5. SEPTEMBER 2021**

BIOGRAPHICAL

BORIS ONDREIČKA

Artistic Director of viennacontemporary

Boris Ondreička works as a curator and artist in Bratislava and Vienna. He describes the rhythm of his professional work as: “five days as a curator, two days as an artist, and an occasional singer”. His most important projects as a curator included his work as the former director of the art initiative tranzit.sk and the curator of Thyssen-Bornemisza Art Contemporary in Vienna. He also heads the Class of Interpretation Prague, which he initiated – a unique project that examines intellectual processes, art mediation and critical thinking and brings together international thinkers.

In his own artistic work he dedicates himself to the construction of the ego, the process of self-development, which he describes with the artificial word “Identification”. Boris Ondreička has been the singer and lyricist of the group Kosa z nosa since 1987.

In addition to numerous other exhibitions, he has co-curated Rare Earth, Olafur Eliasson Green light – An Artistic Workshop and six editions of frequency of spoken-word Ephemeropteræ for TBA21; The Question of Will, OSF, Bratislava; Empire of the Senseless, Meetfactory, Prague; Manifesta 8, Murcia, Cartagena, ES; Being The Future, Palast der Republik, Berlin, DE; Auditorium, Stage, Backstage, Frankfurter Kunstverein, DE.

He is co-founder of The Society of Július Koller. Recently, he curated Abyssal Seeker [Benthic Zone] – the solo exhibition by Joey Holder, Futura, Prague and is preparing an extensive exhibition on Stano Filko at Fait in Brno (opening October 5, 2021). His artistic projects include the Bergen Assembly 2019, the Manifesta 2, Luxembourg, L; the Venice Biennials (the Czech-Slovak and Roma pavilions); Prague, Taipei, Athens, Kyiv and Jakarta; MoMA-PS1 NYC, USA; BAK Utrecht, NL; Maastricht, NL; W139 and De Appel, Amsterdam, NL; Smak, Ghent, BE; Kunsthalle Loppem, BE; Marres, Tramway Glasgow, UK Fondazione Sandretto Re Rebaudengo Turin, IT; Le Plateau, and Galerie Jocelyn Wolff, both in Paris, F; Frankfurt, Cologne, Badischer, Munich, Stuttgart Art Associations, DE; Kiasma, Helsinki, FI; HKW, Berlin, DE; ACAF, Alexandria, EG; the Slovak and Czech National Galleries; Secession, Mumok, Kunsthalle, Tanzquartier, all in Vienna, AT; Donaufestival, Krems, AT; Magazin 4, Bregenz, AT; and many more. HI! lo. was published by tranzit / jrp Ringier, CH; One Second / Out of Time from Revolver, DE and Brak, SK.

MARTA DZIEWAŃSKA

Board Member of viennacontemporary

Marta Dziewańska is a curator at the Kunstmuseum Bern. Between 2007 and 2018 she was head of research at the Museum of Modern Art in Warsaw and, in 2017, a curatorial advisor for documenta 14, Athens and Kassel. She curated and co-curated several exhibition projects: Tools for Utopia. Selected Works from the Daros Latinamerica Collection (Kunstmuseum Bern, 2020); Things Fall Apart. Swiss Art from Boecklin to Vallotton (Kunstmuseum Bern, 2021/2020); The Other Trans-Atlantic. Kinetic and Op art in Eastern Europe and Latin America, 50s-70s (MoMA Warsaw and Sesc Sao Paulo, Brazil 2017/2018); MIRIAM CAHN: I AS HUMAN (Kunstmuseum Bern, Haus der Kunst, Munich, Museum of Modern Art in Warsaw, 2019); Alina Szapocznikow: Human

Landscapes (The Hepworth Wakefield, UK); Andrzej Wróblewski: Recto/Verso (MoMA Warsaw and Museo Reina Sofia in Madrid, 2015/2016); Maria Bartuszo. Provisional Forms (MoMA Warsaw, 2015) and others. Her writings have appeared in numerous catalogs and art magazines.

BORIS MARTE

Board Member of viennacontemporary

Since October 2012, Austrian-born Boris Marte has been leading the Erste Hub, an independent accelerator for digital innovation backed by Erste Group. With his team, made up of designers, developers, business analysts and entrepreneurs, he is building the new digital ecosystem for Retail Banking of tomorrow. Prior to that Boris Marte was Member of the Board and Managing Director of ERSTE Foundation.

Before working for Erste Group Boris Marte held various positions in the fields of politics as Member of the Cabinets of the Vice-Chancellor and Federal Minister for Science and Research, and of the Cultural Commissioner of the City of Vienna. In this function, Boris was also fundamental in his role helping to establish the Viennese Holocaust Memorial designed by Rachel Whiteread at Judenplatz, Vienna. In addition, he is the Chairman of the Austrian Film Museum and Chairman of the University Council of the Academy of Fine Arts in Vienna.

TOM WALLMANN

Board Member of viennacontemporary

Austrian-born Tom Wallmann is a renowned marketing and communication advisor for various brands and industries, including Marc O'Polo International, BOGNER, and For Fellows. Since May 2021, alongside his position as member of the Board of Advisors viennacontemporary, Wallmann has been the Managing Director and a founding partner of Trampoline GmbH.

DMITRY AKSENOV

Chairman of the board of viennacontemporary

Dmitry Aksenov is originally from Novosibirsk and is the founder of the Aksenov Family Foundation and Chairman of the Board of Directors of the RDI Group, a successful real estate development and investment company. His passion has long been cultural sponsorship—he is president of the Russian Society Friends of the Salzburg Festival and the international Friends of the Albertina Museum. He is also a member of the Committee for the Capital Institute of the Problems of Contemporary Art.

He has been the majority owner of viennacontemporary since 2013, and is in charge of expanding its content and conceptual development. The Art Newspaper Russia honored him with the prestigious Personal Contribution Annual Award for his valiant efforts in this regard.

FRANZISKA SOPHIE WILDFÖRSTER**Curator of ZONE1**

Franziska Sophie Wildförster lives as a curator and artist in Munich. Among other things, she deals with the metaphor of the mind at the interface between feminism, queer culture, and decolonization. Her focus in the project for the Goethe Institute in New York 2019 dealt with the question of how knowledge is produced and disseminated in capitalist societies in the past and present, and which concepts and subjects are excluded from dominant narratives.

Wildförster, born in Starnberg in 1987, has been working as a curator in Vienna since 2013. In 2016, she co-founded the independent art space Kevin Space, which included exhibitions and projects by Basel Abbas & Ruanne Abou-Rahme, Alex Baczynski-Jenkins, Lydia Ourahmane, Yuri Pattison, and Kandis Williams.

Wildförster is also co-director and co-founder of the art association Kevin Space Vienna. Between 2014 and 2017 she was a member of the curatorial department of Thyssen-Bornemisza Art Contemporary, where she was co-editor of various exhibition catalogs. From October she will be a doctoral candidate at the Vienna Academy of Fine Arts.

MARKUS HUBER**Managing Director of viennacontemporary**

Born in Salzburg, Markus Huber studied philosophy, history, and political science, then went on to gain a wide range of professional experience—including program coordinator of the Austrian Greens in parliament, assistant to the secretary general of ORF, and managing director of Nofrontiere Design AG and Collettiva Design GmbH. He has been the Managing Director of viennacontemporary since 2020.

CONTEMPORARY VIENNA – MORE THAN A FAIR

VIENNA CONTEMPORARY 2021
2-5 SEPTEMBER
ALTE POST
POSTGASSE 10, 1010 VIENNA

Contemporary Vienna takes place in cooperation with **Curated by**.

Opening hours:

Opening hours: daily 1:00 pm – 7:00 pm
Free admission

For safety and security reasons, time slots will need to be reserved in advance.

A 3-G certificate (vaccinated, tested, recovered) is required for entry to the event.

**viennacontemporary
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