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**PRESS INFORMATION
VIENNA CONTEMPORARY 2021**

viennacontemporary 2021
2-5 September
Alte Post
Postgasse 10, 1010 Vienna

SEPTEMBER 5, 2021

In its experimental format at Alte Post, viennacontemporary presents selected art from Central and Eastern Europe in a unique space under construction and closes with good sales.

While keeping up its consistent focus on art and galleries from Central and Eastern Europe, viennacontemporary has used this year that is still dominated by the pandemic to present itself in an experimental new format: In Alte Post in the center of the city, which is currently undergoing a large-scale reconstruction, viennacontemporary presents a small, concentrated selection of 25 galleries from 10 countries focusing on exciting discoveries and up-and-coming positions from the CEE region. With around 6,000 visitors during the four days of the fair, the capacity limit of the location was reached.

Following a decentralized approach, viennacontemporary, in addition to the centrally located exhibition, ventured into the city to explore the potential of Vienna as an artistic space: a wide range of daily public tours led to longstanding partner galleries as well as galleries participating in the gallery festival “curated by.” Performances and Events at unique places in the city, such as the architectural jewel Amalienbad and the Belvedere Sculpture Garden, as well as exciting and relevant expert talks completed the extensive offer of the extended fair weekend.

Thanks to synergies with esteemed partners, such as the gallery format *curated by*, the Linz-based festival *Ars Electronica*, and the artist SHA., who is in charge of revitalizing the building Alte Post, viennacontemporary was able to generate an extensive platform and deepen a supportive network for Vienna’s vital art scene. Close collaborations with strategic cooperation partners will be continued and deepened next year.

“This year’s edition was an adventurous experiment, and I am happy to have such a courageous team that I am sure is highly appreciated by our clients. viennacontemporary proved to be agile without sacrificing its high level of service. We were finally able to merge with the rich Viennese art scene and introduce it to new local and international audiences. We are committed to keep growing and supporting art from the CEE region as well as Austria and give it the attention it deserves on the international art market,” said Dmitry Aksenov, Chairman of the Board of viennacontemporary.

“Our main interest is the area of Central and Eastern Europe, with Vienna in the center with its historical importance and as a future meeting point of cultures. We believe that our geopolitical and cultural - and consequently artistic - context is extraordinarily fine. viennacontemporary strives to further expand its expertise and significance in the above-mentioned regions and will intensify the collaboration with our partners and the audience - also during the year. We will intensively research, network, and hold numerous pop-up events. We will be proactive. viennacontemporary will be recognized as an even stronger promoter of this globally relevant and wonderful content and values and aims to contribute to the development of civil society in a larger context,” said Artistic Director Boris Ondreička after completing his first edition of the fair.

“This year’s fair was a daring experiment with a very positive outcome. The atmosphere in the Alte Post was marked by collegiality and intimacy. The galleries of ZONE1 are happy about their good sales and we received a lot of positive feedback from the galleries, guests, and visitors. Under the great art direction of Boris Ondreička and the outstanding team, viennacontemporary will certainly continue to develop into an individual, unique fair format - I am already very excited about what is to come next,” says Franziska Wildförster, the curator of this year’s ZONE1 and co-founder of Kunstverein Kevin Space.

SALES

Exhibitors were quite happy about this year's experimental format and almost all participants reported good sales.

Salzburg-based Gallery Electrohalle Rhomberg was able to sell four works by the young Japanese artist Haruko Maeda for a total of over 70,000 euros. Kisterem Galeria from Budapest sold not less than six pieces by Gabor Kristof, while Ural Vision Gallery from Russia sold thirteen pieces, including five artworks of the series "The Flow" by artist Vladimir Abikh for 2.500 euros each, as well as seven works by Osip Toff.

The Italian Galleria Doris Ghetta sold three sculptures by Walter Moroder of 5,500 euros each, six works of Leonardo Silaghi, a sculpture of Aaron Demetz for around 7,000 euros, and two sculptures of Robert Bosisio, valuing 15,000 euros in total. Dublin-based Green on Red Gallery, which again exhibited Alan Butler, last year's winner of the Q21 viennacontemporary Artist-in-Residence Prize in cooperation with EIKON, reports sales worth around 40,000 euros, mostly from Alan Butler's and Damien Flood's works, but also of Kirstin Arndt and Mark Joyce, to collectors spread out from Vienna to Bulgaria to Bahrain and Ireland.

The galleries in ZONE1 kept a low profile but said they were very satisfied with the sales.

"The lead up to the fair was a bit underwhelming but the fair team has pulled off the impossible and viennacontemporary has built up enough of a reputation to get good visitors wherever. To have such a central location was a very smart decision. It was quite a successful fair for us," reports the young Viennese gallery Wonnerth Dejacó, which showed Katharina Höglinger in ZONE1, and celebrated its one-year anniversary during the days of the fair.

"What I liked about this fair was that it was quite intimate and personal. The setting offered the opportunity to engage with the content and take your time, which resulted in good sales. Overall, we had a really pleasant experience and were very welcomed by the team," said Electrohalle Rhomberg.

"We are very satisfied with our presence at the fair. We showed the artworks by established photographer Boris Gaberšičik and the emerging Lucija Rosc. Both were very well accepted by the collectors. Already on the first day, we sold the majority of exhibited artworks. Even though the fair was organized at the last minute, the whole organization was done very well. The organizers were very supportive and every day they even provided lunches for the exhibitors," said Barbara Čeferin of Galerija Fotografija from Ljubljana, Slovenia.

TALKS

The offered series of Talks was met with a large public interest. Expert panels discussed topics such as “The City as Artistic Space” as well as the question of “Artistic Citizenship”. With international panels discussing “NFT – The Future of Art” and “Digital Citizenship and Creativity”, relevant futuristic trends of the digital art world were explored.

GUIDED TOURS

An extensive offer of free guided tours, which led through the fair and to selected galleries in the city, partly in cooperation with the gallery festival “curated by”, was well attended. These program offers can be expected to be continued and expanded next year.

SPONSORS AND PARTNERS

Main Partners: Erste Stiftung, Aksenov Family Foundation

Contemporary Vienna 2021 Partners: Neue Alte Post, Ars Electronica, curated by, Xpedit

Premium Partners: BDO, MA7/Stadt Wien, Museumsquartier, Vienna Business Agency, Wien Tourismus

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

Supporting Partners: Vöslauer, Jutta Ambrositsch Weinbau

Partner Institutions: Belvedere21, Leopold Museum, Kunsthaus Wien, Kunsthistorisches Museum, Jüdisches Museum, MAK, Kunsthalle Wien, Mumok, Secession

Official Airlines: Lufthansa Group Airlines

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INFORMATION

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TEAM

Chairman of the Board: **Dmitry Aksenov**

Artistic Director: **Boris Ondreička**

Managing Directors: **Markus Huber, Tatiana Ilyina**

Curator ZONE1: **Franziska Sophie Wildförster**

Assistant to Artistic Director: **Markus Krennmayr**

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Exhibitor Relations: **Fanny Zerz, Aliaksei Barysionak, Maximilian Appel**

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Head Guide: **Vanessa Bersis**

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