



**PRESS INFORMATION
VIENNA CONTEMPORARY 2022**

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INTRODUCING VIENNA CONTEMPORARY 2022

Dear Ladies and Gentlemen of the Press,

viennacontemporary is excited to announce that this year's fair will be taking place at **Kursalon Vienna** from **8–11 September 2022**. It will be the first time that this prestigious venue in the cultural heart of the city will be hosting Austria's leading fair for contemporary art. Located in the iconic Stadtpark, a calm green oasis in the buzzing inner city, the Neo-Renaissance-style building is located close to many important partner institutions, museums, and galleries.

In the upcoming edition, viennacontemporary will continue to work towards its goal of taking place in the format of a boutique fair that puts quality before quantity. Around 70 gallery presentations, all invited by the viennacontemporary admissions committee and the fair's artistic director, Boris Ondreička, will be on display in the halls of Kursalon Vienna this year. In addition to excellent Austrian and influential international galleries, exceptional presentations from the eastern part of Europe will round out the fair's diverse program.

Curated special shows, an extensive supporting program, and a high-caliber education program with various lectures by speakers from the global art world as well as guided tours add to the rich offerings.

An art fair always serves as an engine for social, cultural, communal, and critical discourse, and even as an educational generator – the need to further develop the fair format in this direction is currently more important than ever before.

In its conception and context, viennacontemporary 2022 is especially aimed at collectors. Through a newly established circle of sales ambassadors, we are intensively gathering collectors, buyers, and advisors from the entire Central European region and beyond, and actively addressing new art enthusiasts. The main motive of viennacontemporary is to be present at various existing interfaces with partners in Vienna. This is a conscious step in order to provide a better offer in the global Capital of Culture Vienna – for Viennese but especially also for international collectors and visitors.

viennacontemporary 2022 will also present and discuss different ways of collecting on an educational level.

PROGRAM VIENNA CONTEMPORARY 2022

The team of viennacontemporary is delighted to share with you the first program points of the upcoming edition of Austria's leading fair for contemporary art.

VENUE

Built in 1865, **Kursalon Vienna** is one of the most impressive buildings in the inner city. Its magnificent halls provide a grand setting for contemporary art, highlighting Vienna's unique interplay between its historic legacy and its thriving young creative scene. The classical building underscores the fair's function as a networking platform that brings together tradition and progression, East and West, as well as art enthusiasts, selected galleries, and renowned art experts from around the world for a brilliant week in the name of contemporary art.

ART HUB STADTPARK – A TRULY VIENNESE ART EXPERIENCE

Continuing to strengthen its role as a networking platform for the local and international art world, viennacontemporary is working on organizing a comprehensive partner network with prominent institutions in the immediate neighborhood of the art fair venue. **Through interdisciplinary art collaborations and joint events, the space around Stadtpark will be activated and revitalized as a new cultural hub, pushing the visibility and accessibility of Vienna's many fabulous cultural institutions.** A variety of special program points expand the art fair experience to an area-wide festival of art and culture. The location, within walking distance of the city center with its many coffee houses, shopping streets, and sights, invites the fair visitors to explore the new cultural hub in a typical Viennese manner by leisurely strolling through the town.

VIENNA CONTEMPORARY 2022 AS A BOUTIQUE FAIR – QUALITY FIRST!

In the upcoming edition, viennacontemporary continues to work towards its goal of taking place in the format of a boutique fair that puts quality before quantity. **Around 70 gallery presentations, all invited by the viennacontemporary Admissions Committee and the fair's artistic director, Boris Ondrejčka, will be on display in the Kursalon's halls this year.** In addition to excellent Austrian and influential international galleries, exceptional presentations from the eastern part of Europe round out the fair's diverse program. We see an art fair as an engine for social, cultural, communal, and critical discourse and even as an educational generator. Curated special shows, an extensive supporting program and a high-caliber educational program with various lectures by speakers from the global art world as well as guided tours complete the art fair's rich offerings.

PROGRAM VIENNA CONTEMPORARY 2022

ZONE1 CURATED BY TJAŠA POGAČAR

Over the past few years, ZONE1 has established itself as an acclaimed format for solo presentations of young artists under 40 with a connection to Austria. **In 2022, ZONE1 will be curated by Slovenian curator Tjaša Pogačar.**



Tjaša Pogačar is a curator, co-founder, and editor-in-chief of Šum, a Ljubljana-based magazine. She worked with the Museum of Contemporary Art Metelkova, Škuc Gallery, and Aksioma Project Space in Ljubljana, among others, curating solo and group shows and collaborating mostly with the younger generation of artists. In 2019/20 she curated two editions of IFCA - International Festival of Computer Arts in Maribor, titled “Automated Ecologies and Infrastructure Complex: Altered Earth” that focused on questions arising from the intertwining of technology and planetary ecologies. In addition, Pogačar works as a curator and producer of new media art at the Projekt Atol Institute in Ljubljana and is the curator of ISKRA DELTA - 34th Ljubljana Graphic Biennale. In September 2022, she will curate the ZONE1 of viennacontemporary at Kursalon Vienna.

*„My curatorial work has been shaped in dialogue with art practices that nurture critical awareness and exploration of radical changes as well as possibilities that have been brought about by new technologies, practices that are motivated by the desire to inhabit a different reality than the socially, politically, and ecologically precarious one that we inherited, and the ones that beyond merely reflecting on the current state of the world also imagine, prototype and test out new scenarios and narratives for other possible (not just human) futures. **I am excited to take on the role of curator of this year’s ZONE1 as it presents an opportunity to expand this dialogue and my field of interest with questions, approach, and perspectives of a young generation of artists in Austria.**“*

— Tjaša Pogačar

PROGRAM VIENNA CONTEMPORARY 2022

VIENNA CONTEMPORARY | BILDRECHT SOLO AWARD

We are delighted to again announce the “viennacontemporary | Bildrecht SOLO Award”: aimed at supporting artists and galleries alike, this award honors an outstanding solo presentation of an artist by a gallery exhibiting at viennacontemporary. With the involvement of an independent jury of experts, Bildrecht – the Austrian Collecting Management Organization – this year’s prize will be awarded during the Preview of viennacontemporary on 8 September 2022. **2,000 euros are awarded to an artist as well as to the respective gallery.**

EDUCATIONAL PARTNERS: UNIVERSITY OF FINE ARTS VIENNA AND UNIVERSITY OF APPLIED ARTS VIENNA

Vienna’s well-respected universities of art are considered to be some of the city’s most outstanding educational institutions. viennacontemporary is therefore pleased to announce its partnership with the University of Fine Arts Vienna and the University of Applied Arts Vienna. **The cooperation entails working closely together to offer a comprehensive, low-threshold educational program within the framework of viennacontemporary** which makes current international art discourses accessible to a broad interested audience, attracts future generations of art enthusiasts, and places contemporary art at the center of social issues.

PARALLEL VIENNA

viennacontemporary is pleased to share the week with PARALLEL VIENNA, which will once again take place in the „Sammelweisklinik“, a famous former women’s hospital. **Together with viennacontemporary, the multitude of simultaneous art events throughout the city is the perfect occasion to discover Vienna’s vibrant art scene at its best.** The first week of September heralds the Viennese Art Autumn and offers many artistic highlights not to be missed!

**WE LOOK FORWARD TO WELCOMING YOU!
YOUR VIENNA CONTEMPORARY TEAM**

GENERAL INFORMATION

Opening Hours:

Opening Day – Invitation only: 8 September 2022
Public Days: 9 –11 September 2022
Daily 11:00 am – 7:00 pm

Venue:

Kursalon Vienna, Johannesgasse 33, 1010 Vienna

Public Transport:

From Vienna-Schwechat International Airport
City Airport Train (CAT) or S-Bahn S7:
Non-stop connection to the station “Landstraße - Wien Mitte”

Metro: Line U4 – Station “Stadtpark”, Exit Johannesgasse
Line U3 – Station “Stubentor”, Exit Parking

Trams: Line 2 – Station “Weihburggasse”,
Line 71 or D – Station “Schwarzenbergplatz”

S-Bahn: Station “Landstraße - Wien Mitte”

viennacontemporary Admissions Committee:

Sophie Vonier, Galerie Sophie Vonier
Ekatherina Iragui, Galerie Iragui
Ursula Krinzinger, Galerie Krinzinger
Nikolaus Oberhuber, KOW
Gregor Podnar, Gregor Podnar Gallery

viennacontemporary is organized by VC Artevents Gmbh

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Information:

www.viennacontemporary.at
www.viennacontemporarymag.com
www.instagram.com/viennacontemporary
www.facebook.com/viennacontemporary

For further information please contact: