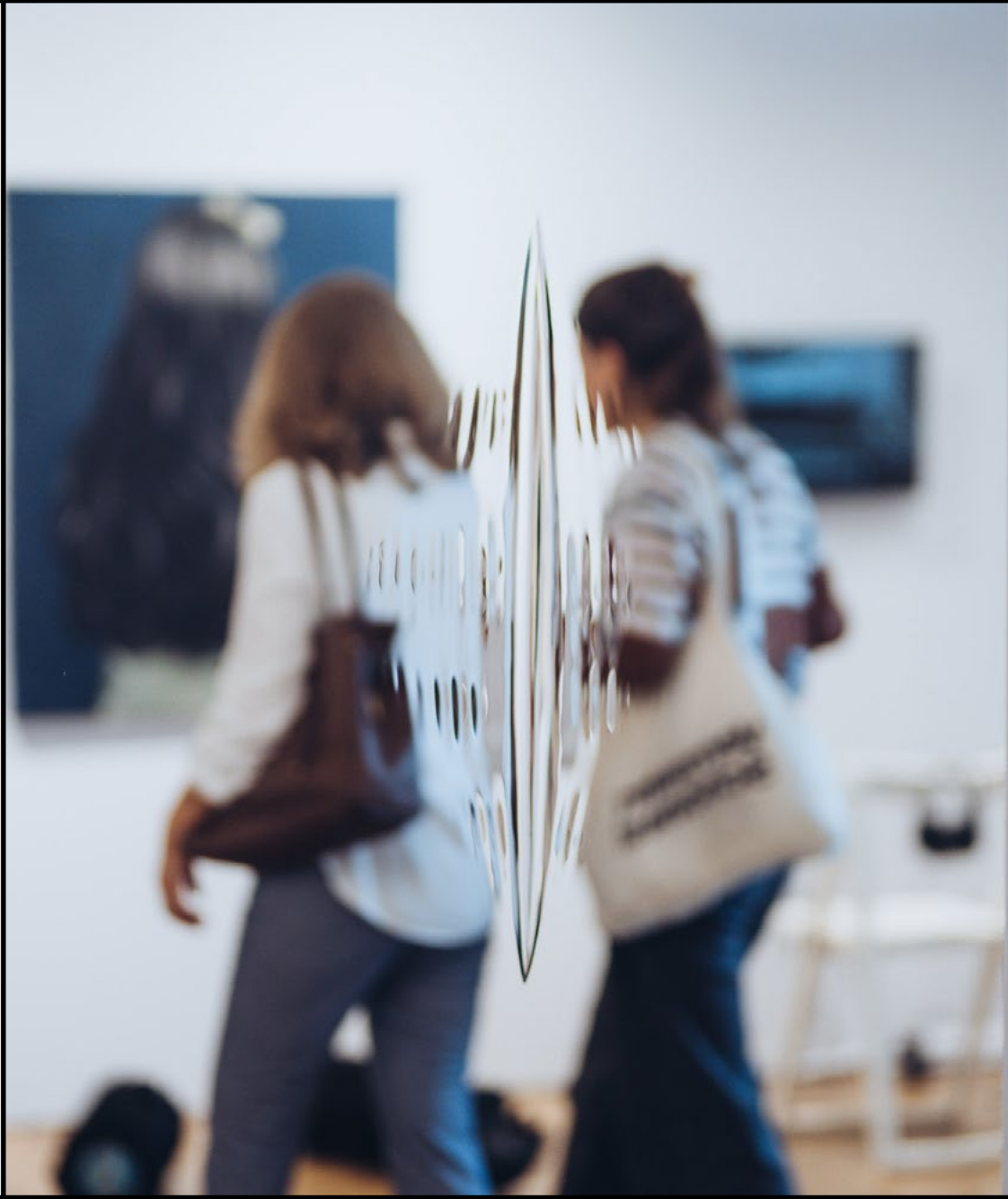


**V
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**7-10 SEPTEMBER
2023**



**KURSALON
VIENNA**

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VIENNA'S LEADING INTERNATIONAL ART FAIR

From 7-10 September 2023, viennacontemporary invites you to discover exciting newcomers, established galleries and carefully curated special exhibitions with a focus on Central and Eastern Europe in the magnificent halls of Kursalon Vienna, located in the very center of the city.

A comprehensive framework program consisting of curated special shows such as ZONE1, performances, a high-quality educational program with major stakeholders from the global art world, guided tours, an outstanding VIP Program, and collaborations with renowned art institutions complete the extensive offer of Austria's leading contemporary art fair.

With its unique selection of contemporary art and supporting program, viennacontemporary attracts numerous art collectors, journalists, opinion leaders, and personalities from politics, business, and culture from around the world to a memorable week in the name of visual arts.



VIP PROGRAM

viennacontemporary takes pride in its outstanding VIP Program. Offering selected events at the fair and beyond, it is our priority to create an unforgettable art experience in the world's most livable city.

Special previews, receptions, dinners, and parties offer plenty of opportunities to personally connect and exchange ideas with artists, curators, museum representatives, and art stakeholders from Austria, Central- and Eastern Europe, and the world.

Visits to the treasured collections of private collectors, who generously open their doors for the VIP guests of viennacontemporary, art breakfasts as well as special museum tours and previews with the city's leading art institutions – longstanding, esteemed partners of viennacontemporary – provide our VIP Guests with an in-depth experience of the Viennese art scene.



PR & MARKETING

"viennacontemporary and a gallery festival make Vienna an art autumn hotspot."

– Der Tagesspiegel, DE

"After the arid two pandemic years, a sigh of relief is palpable. Fresh wind. And in the case of viennacontemporary, a real upwind."

– Die Presse, AT

"viennacontemporary has once again found a permanent home and itself. It skillfully cultivates its hallmark – art from Eastern Europe."

– Handelsblatt, DE

"Location and presentation could not have succeeded better. Kursalon, in the center of Vienna, offers three levels, the top one being a concert hall and the first floor a ballroom. The many chandeliers give viennacontemporary the imperial atmosphere of a salon."

– Monopol Magazine, DE

"viennacontemporary is not only the leading fair in Vienna. Its geographical location, as well as its focus on Central and Eastern European art and countries during this time of war requires a rethinking of how we see Central Europe and art and culture in Ukraine today."

– Contemporary Lynx, GB

"By moving to Kursalon, a 19th-century Renaissance building, the organizers have played a winning game."

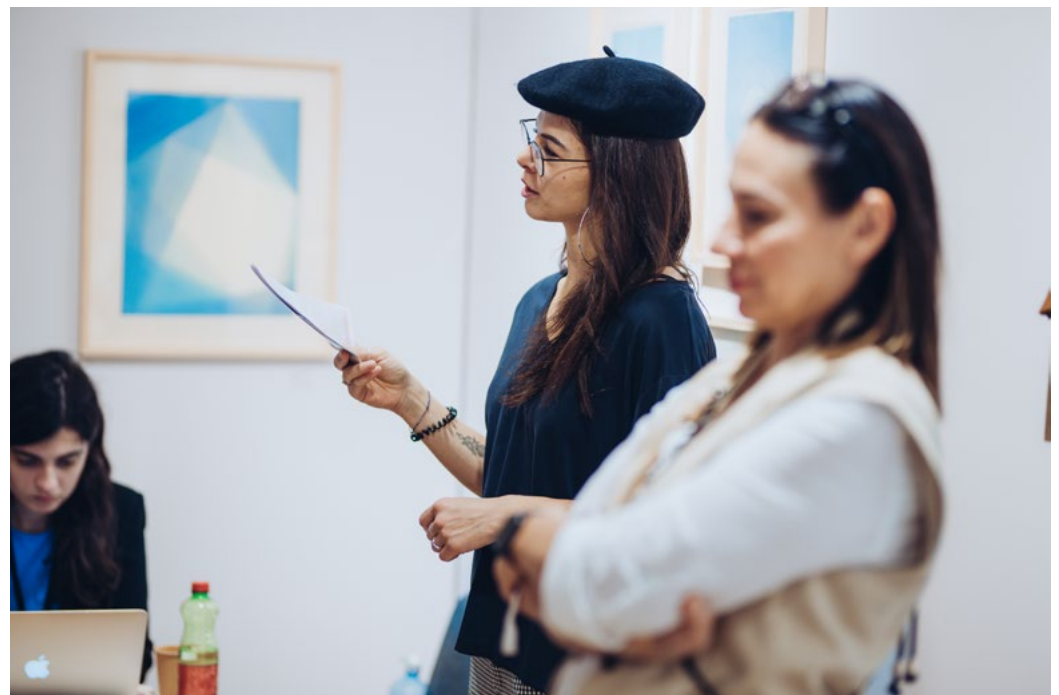
– Le Quotidien de l'Art, FR

viennacontemporary maintains close connections to a global network of leading art publications and mainstream press in Austria and beyond, resulting in a comprehensive reach to a European and international target audience.

Extensive international PR and marketing campaigns as well as strategic partnerships with print and online media in Central and Eastern Europe, the DACH-region, Great Britain, and the US guarantee broad coverage and in-depth analyses of the fair and its exhibitors, presenting the program to an international collector base, and attracting new audiences.

viennacontemporary engages more than 2,000,000 art lovers throughout the year via its own digital platforms such as viennacontemporaryMag, monthly newsletters, and its social media channels Instagram and Facebook. These diverse channels offer excellent opportunities to inform about the fair program, its exhibitors, and the participating artists.

As a major event with an international audience, viennacontemporary promotes Vienna's role as a key location for culture and art. Strategic advertising placement and targeted outdoor advertising campaigns all over the city contribute to anchoring the fair as one of the leading contemporary art happenings in Central Europe.



VENUE

Built in 1865 in Italian Neo-Renaissance style, 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 of a historic legacy and a 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.

For the guests of viennacontemporary, the new venue in the heart of the city offers a unique, enjoyable art experience due to its proximity to many great galleries, renowned museums, charming cafés, important cultural institutions, and architectural highlights of the Austrian capital.



FACT SHEET

Fair days	7 - 10 September 2023	
Set up	5 - 6 September 2023	9:00 am - 9:00 pm
Press conference	7 September 2023	
Preview day	7 September 2023	11:00 am - 7:00 pm
Public days	8 - 10 September 2023	
	VIP Hours	11:00 am - 1:00 pm
	Public Hours	1:00 pm - 7:00 pm
	Public Hours on Sunday, September 10	1:00 pm - 6:00 pm
Dismantling	10 September 2023	6:00 pm - 12:00 am
	11 September 2023	9:00 am - 12:00 pm
Artistic Director	Boris Ondreička	
Venue	Kursalon Vienna Johannesgasse 33 1010 Vienna	
Organizer	VC ARTFAIRS GmbH Siebensterngasse 46/1/44, 1070 Vienna office@viennacontemporary.at www.viennacontemporary.at	
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