



PRESS INFORMATION: VIENNACONTEMPORARY 2023

viennacontemporary 2023
7–10 September
Kursalon Vienna
Johannesgasse 33
1010 Vienna, Austria
viennacontemporary.at

**VIENNACONTEMPORARY
CELEBRATES OVERALL SUCCESS**

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Vienna,
September 11, 2023

The ninth edition of viennacontemporary closed on Sunday with excellent sales, great international interest and an all-round successful presentation after four successful days.

Around 15,000 visitors from all over the world flocked to the historic Kursalon in Vienna's Stadtpark over the long weekend to see the total of 62 galleries from 20 countries.

GREAT INTEREST FROM INTERNATIONAL COLLECTORS

More than 6,000 national and international art collectors from as well as numerous international art patrons' associations such as the Amis du Palais de Tokyo, the Royal Art Museums of Belgium's Maecenas Circle, the Friends of Marta Herford as well as the Friends of the Elgiz Museum in Istanbul, the Belvedere Cercle, the Albertina Patrons Circle, the mumok Board, the Leopold Circle of Patrons and the Vienna Collectors Club visited the fair, participated in the talks, and joined the many public and private tours.

Artistic Director Boris Ondreička, who personally led many of the groups, reported, *"I am amazed, not only by the number of collectors from all over the world who came to us, but especially by their advanced level of knowledge and professional interest. They go into depth and contact us for advice and questions. Our VIP team does a fantastic job in welcoming them and making their stay pleasant."*

AESTHETIC OVERALL BOOTH PRESENTATIONS AND ZONE1

The special presentation ZONE1, which presented ten solo exhibitions of young, emerging artists with a connection to Austria, the tent in the garden of Kursalon and the general spatial architecture implemented in cooperation with the architecture firm BWM as well as the general quality of the gallery presentations were particularly well received.

Curator Francesca Gavin: *"I think that ZONE1 has been an incredible success this year. Most of the galleries and artists taking part have not also sold works but have developed relationships with museums and international curators and it felt that visitors were really engaged and interested in their work. I love the fact that so many artists really treated their work as exhibition spaces to the most expansive ways of showing their work and this really resonated with visitors."*

Artistic Director Boris Ondreička: *"We worked very hard on what we envisioned as the final structure, layout, and organization of the fair. The fair presentations are balanced, the aesthetic quality phenomenal. We have not only 15 new, strong galleries, but also 25 percent young galleries, and that's very important because it brings dynamism and drama in relation to the established positions."*

GOOD SALES AND CONTACTS FOR GALLERIES

Both local and international galleries were pleased not only with the good sales to both domestic and international audiences, but also with the contacts established with and great interest from art lovers from all over the world.

Giorgio Persano from Italy, for examples, reported good overall sales, in particular of two Michelangelo Pistolettos and the large work “Sin Título n. 269, 2022” by Susy Gómez, which were sold to international collectors. Persons Projects from Berlin sold two large works by Marcin Jasik, one large work by Grey Crawford and two works by Eeva Karhu to private Austrian collectors. ZAHORIAN & VAN ESPEN vended several works by Petra Feriancova and Sara Zahorian to private collectors from Austria and are pleased to have numerous contacts with foundations and curators, while Le Guern Gallery sold several works by Paweł Matyszewski to private collectors in Austria, Poland, and Germany. Pedro Cera (Lisbon) reported not only good sales, but also great professional interest in the works of Anna Hulačová, Adam Pendleton, and Oliver Laric. Gallery Sophia Vonier from Salzburg is happy to have sold all exhibited works of Patrick Roman Scherer. KROBATH reported very good sales of their solo presentation of Fritz Panzer, not only in Austria but also to international art enthusiasts; and RAVNIKAR GALLERY SPACE from Ljubljana sold no less than four works by Tadej Vaukman to a private collector from Graz. At Zeller van Almsick, a diptych for €26,000 and a painting for €11,000 by Hong Zeiss found new homes with collectors from Munich and Vienna.

Galerie Layr reports: “We were able to sell the large work at the booth to a very good Austrian collection and sold several more works from the same series by Matthias Noggler in the price range of €4,000 to €16,000.”

CRONE, who also is the winner of this year’s VCT Sculpture Project in Vienna’s Stadtpark with artist Carola Dertnig, says: “We are very pleased to report a successful viennacontemporary. At our solo booth of artist Carola Dertnig we were able to sell two large as well as several small works. In addition, we made many new contacts.”

SPECIAL PROGRAMS VCT STATEMENT, VCT ACTIVATION, VCT SCHULPTURE EXPAND THE FIELD OF VISUAL ARTS

Through a series of special programs, the fair is committed to addressing substantive issues and demonstrating what an art fair can contribute to the common good. VCT STATEMENT, which this year focused on “Political Homelessness and Contemporary Citizenship” and the role of art in societies, enjoyed great interest and prominent participants from around the world, as well as a very personal keynote speech by Alma Zadić, Federal Minister of Justice of Austria.

viennacontemporary Development Director Jana Barinova: “We cannot underestimate the power of art and culture in bringing together people from different parts of the world. Every year, STATEMENT provides a much-needed space for open and interactive dialogues on important issues between representatives of governments, civil society, intergovernmental organizations, media, arts and culture. Often, our cultural connections are the basis for cooperation between different nations, even if we might disagree on other issues.”

The accompanying exhibition, “Not Either Or, But And,” curated by Laura Amann, in cooperation with and on the premises of das weisse haus, is on view through October 21. With VCT ACTIVATION, viennacontemporary is pleased to announce a very successful beginning of the ongoing international cooperation with the technology group Meta Platforms Inc. and the Austrian MAK with the aim to explore and work on the interface of art and new technologies.

VIENNA CONTEMPORARY 2024 AT MESSE WIEN

After two successful years in the picturesque Kursalon, viennacontemporary will return to Messe Wien next year to be able to offer more space to an increased number of exhibitors.

Managing Director Markus Huber: “We are very grateful for the great support of the local galleries. This common ground could already be felt in this year’s edition. The fair needs a strong local basis on which international networks can be established and nurtured. In this respect, we are very pleased to continue representing this European bridge between East and West and will continue to work in this direction with great commitment.”

The team of viennacontemporary looks forward to welcoming you next year from September 12-15 at Messe Wien!

SAVE THE DATE
VIENNA CONTEMPORARY 2024
12-15 SEPTEMBER
MESSE WIEN

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