



PRESS INFORMATION: VIENNA CONTEMPORARY 2024

viennacontemporary 2024
12–15 September
Messe Wien
Trabrennstraße 7
1020 Vienna, Austria
viennacontemporary.at

**ARTISTIC DIRECTOR BORIS ONDREIČKA
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Vienna, October 9, 2023

After three successful years as Artistic Director of viennacontemporary, Boris Ondreička is leaving the art fair to pursue new curatorial projects. Francesca Gavin - who was instrumental in the successful special programs ZONE1 and VCT ACTIVATION at this year's edition of the fair - will take over the position.

Ondreička, whose outstanding curatorial expertise, particularly in Eastern Europe, has sustainably strengthened the fair's profile in turbulent times, is highly regarded by galleries in Vienna, Europe, and beyond. With his broad network, he has helped expand the fair's reach and co-develop innovative initiatives such as VCT STATEMENT, the impromptu program marking the Ukrainian War, and the VCT & JP Real Estate Sculpture Project. He has also organized a diverse, discursive program of performances, talks, and concerts that has helped anchor viennacontemporary in the city of Vienna. Broadening the fair's program and granting new and wide audiences access to the fair has always been central to his activities. At the beginning of November, the Slovakian artist and curator will devote himself to new curatorial projects; he will, however, remain in friendly connection to the fair.

"Working with viennacontemporary has been an exciting challenge for me from the very beginning. It was a very adventurous ride and I believe that together with the excellent team and a dedicated board, we have successfully navigated through a significant and complex transition phase to build a strong and sustainable company. I wish viennacontemporary and its wonderful team all the best."

The Board and the team of viennacontemporary thank Boris Ondreička for his outstanding work and his important contribution to strengthening the fair: *"Under his artistic direction, viennacontemporary has developed new and extremely popular special programs that will be continued. Thanks to Ondreička's commitment and expertise, the fair has further expanded its focus on Central and Eastern Europe and attracted numerous exciting new galleries from emerging regions. The entire team wishes him all the best for his professional future,"* says Boris Marte, Chairman of the Board, *"At the same time, we warmly welcome Francesca Gavin and look forward to working with her."*

Starting this November, the British art expert will take over as artistic director of viennacontemporary. Gavin, who is a curator and Editor-in-chief of the culture magazine EPOCH, is considered one of the most important voices on the contemporary art scene. At viennacontemporary 2023, she was responsible for curating a highly successful ZONE1 and the commissioning of the digital exhibition project VCT ACTIVATION, and has already proved she has good synergy with the team and the vision of viennacontemporary.

The team looks forward to Gavin furthering the fair's program with her innovative and sophisticated approach, which stems from her extensive international expertise: she co-curated the Manifesta11 biennial, as well as exhibitions at the Palais de Tokyo, Somerset House, and Fundação de Serralves. Gavin also has a monthly show on art and music on NTS Radio, and was the founding curator of the Soho House collection, where she put together a collection of over 3,000 works.

“I think that Vienna is ideally located – culturally and geographically – to emerge as one of the most stimulating and interesting art centers in Europe. I am very excited about working on showcasing the incredible artists and galleries coming out of the region, growing the fair and its collateral projects, and expanding on the strong developments made by my predecessor.”

Under her artistic direction, viennacontemporary will take place at Messe Wien Halle D for the first time from September 12-15, 2024 in many years and will feature a more significant number of exhibitors. The upcoming edition of the fair thus promises a dynamic and successful future.