



Reed Exhibitions Messe Wien

MEDIA SERVICE

>VIENNAFAIR The International Contemporary

Art Fair FOCUSED ON CEE< from May 6 to 9, 2010:

Vienna Confirmed as Attractive Art Venue

+++ >VIENNAFAIR< the largest international art fair in Austria +++ 114 national and international galleries +++ So far the largest CEE focus with 33 galleries +++ Film and performances as part of the side programme

VIENNA (5 May 2010). – "The fact that this year we can register the largest number of participants from the countries of Eastern and South-Eastern Europe so far is a sign for the appeal of the art venue Vienna. And I think we can claim for ourselves to have contributed to that with the consistent development of the >VIENNAFAIR<", explains Matthias Limbeck, manager for New Business, Marketing & CEE at Reed Exhibitions Messe Wien. A total of 126 exhibitors will present their programmes and art works by more than thousand artists at the >VIENNAFAIR< from May 6 to 9, 2010, in hall A of Vienna Congress Center Messe Wien. "The team of the >VIENNAFAIR< and the fair's advisory board have again done an excellent job", states Matthias Limbeck.

Successful Interface Between the East and the West

"Of course I am very pleased about the success of the CEE focus but I am also pleased that we could win new participants from Europe, Overseas and even from the United Arab Emirates which all speaks for the continually improving quality of the >VIENNAFAIR<", Edek Bartz,

Exhibition Director of the >VIENNAFAIR< sums up the extensive list of participating galleries. **43** galleries from Austria, **34** from Western Europe, one from Israel, Mexico, the United States and the United Arab Emirates and **33** from the focus countries from Eastern and South-Eastern Europe all make the >VIENNAFAIR< a unique art experience both for collectors and people who are interested in art who can set a broad and high quality profile across the contemporary art production.

The Strongest CEE Focus of the >VIENNAFAIR< so far

With **33** participants from Eastern and South-Eastern Europe the CEE focus is the strongest one in the history of the >VIENNAFAIR<. Especially the long standing support for the participation of the galleries by Erste Bank has caused the sustainable success for the initiative of the >VIENNAFAIR<. The galleries that were added this year to the sponsorship programme of Erste Bank are: Collectiva (Berlin/Poznan), Zak | Branicka (Berlin/Krakow), ArtDepoo Contemporary Art Gallery (Tallinn), Galerija Miroslav Kraljevic g-mk (Zagreb), acb Galeria (Budapest), Faur Zsófi - Ráday Galerie (Budapest), Inda Galérie (Budapest), Viltin Galéria (Budapest), Tulips & Roses (Vilnius), Riga Gallery (Riga), Galeria Leto (Warsaw), lokal_30 (Warsaw), Galeria Piekary (Poznan), Galeria Pies (Poznan), Profile Foundation (Warsaw), Program art gallery (Warsaw), Ivan Gallery (Bucharest), andreiana mihail gallery (Bucharest), PLAN B (Bucharest), Sabot (Cluj-Napoca), Galerija Alkatraz (Ljubljana), P.A.R.A.S.I.T.E. Institute (Ljubljana), Photon Galerija (Ljubljana), Galerija Skuc (Ljubljana), Feriancova Contemporary (Bratislava), Krokus Galéria (Bratislava), Photoport Gallery (Bratislava) and SPACE (Bratislava). The galleries Kisterem from Hungary (amongst others a sculpture by *Tamás Körösnéyi*) and Visconti Fine Art from Slovenia (with classics editions by *Robert Rauschenberg* and *Tom Wesselmann*) and the galleries Nev and Galerist from Turkey will be participating in the ordinary programme of the >VIENNAFAIR<.

“One of the aims of **“Kontakt. Das Programm für Kunst und Zivilgesellschaft der Erste Bank” (Contact. The programme for art and civil society of Erste Bank)** is to create a public space for art from Central and Eastern Europe and to draw the boundaries of this public space widely”, says Ruth Goubran, head of community affairs and sponsoring of Erste Bank. “We are pleased to cooperate now for the sixth time with the >VIENNAFAIR<. The most important element of our cooperation is the sponsorship of a yearly growing group of galleries from Central and Eastern Europe whose participation in the >VIENNAFAIR< becomes possible with the help of Erste Bank: This year these are 28 exhibitors from 10 countries. In this way we support the artists from Central and Eastern Europe, create an international appearance and offer them the possibility to getting to know one another. Another highlight in the side programme of the >VIENNAFAIR< is the presentation of a film and video programme from the collection of Erste Group.”

International Confirmation of the Art Venue Vienna

Germany will be present this year at the >VIENNAFAIR< with 19 galleries. Eight of these galleries come from Berlin. As in previous years, Guido W. Baudach is participating with paintings, amongst others from *André Butzer* and *Bjarne Melgaard* as well as carlier | gebauer (*Tomasz Kowalski*). Antje Wachs will present a small profile of her gallery programme (e.g. *Clarina Bezzola*, *Mladen Miljanovic* and *Darius Ziura*). After a pause last year the Hamish Morrison gallery will be coming again to Vienna with the individual show with works by *Viktoria Tremmel* in ZONE1 as will the art agents (e.g. with prints by *Thorsten Brinkmann*). For the first time exhibiting at the >VIENNAFAIR< are Bourouina Gallery (e.g. with *Zenita Komad*), Koch Oberhuber Wolff (with a presentation of *Frédéric Moser* and *Philippe Schwinger* in ZONE1) and gallery Wagner + Partner, who have e.g. last year’s winners of the Alexander Reznikov Award, *Maria & Natalia Petschatnikov* in their programme.

Definitely participating from Cologne will also be Klaus Benden with a classics programme (e.g. *Roy Lichtenstein, Robert Rauschenberg, Andy Warhol*), Sebastian Brandl, who will be coming to Vienna with works by *Franz Burkhardt, Kerstin Fischer* and *Jan Stieding*, DREI Raum für Gegenwartskunst (THREE room for contemporary art) (e.g. C-Prints by *Stefan Löffelhardt*) and Mirko Mayer with a solo show by *Edward Wright* in ZONE1. For the first time coming to Vienna from Cologne will be the gallery Teapot, who will be presenting works by *Christian Eisenberger* and *Thomas Palme*.

Also new at the >VIENNAFAIR< is the gallery Jahn Baaderstraße which will be presenting its young programme (e.g. *Michael Biber, Georg Fuchssteiner, Mirko Tschauer*). Well known to the audience from previous years are the galleries Robert Drees, again with the young painter *Hanna Nitsch*, Renate Bender (e.g. with photo projects by *Inge Dick*), the gallery von Braunbehrens with a European-Korean programme (e.g. *Jens Lorenzen* and *Sung-Min-Park*), gallery Hollenbach (*Jakob Gasteiger, Herbert Hamak* and *Hans Kupelwieser*) and traverse with performative-installative works by *Yuri Leiderman*.

France / Paris is presented by seven participating galleries this year which are two more than last year. The Galerie de Multiples, specialised in editions, will bring for instance *Robert Longo* or *Gerwald Rockenschaub* to Vienna, Suzanne Tarasiève has works from *Markus Oehlen* in her luggage Dominique Fiat will present paintings by the young French artist *Eva Nielsen*, Frédéric Giroux will present works of the famous Canadian artist collective *General Idea (Felix Partz, Jorge Zontal and AA Bronson)*. Alain Gutharc has conceptualised a solo show by Marlène Mocquet for ZONE1, Eva Hober will be coming with "Shock Images" of the young Iranian artist *Acel Pahlavi* and the gallery Chez Valentin will be present amongst others with sculptures by *Etienne Bossut*.

Switzerland will be present with three galleries which will set a small focus on sculptures. Bernard Jordan with an individual presentation of *Elmar Trenkwalder*, the gallery Römerapotheke with sculptures by *Iris Kettner* and Stephan Witschi with a sculpture by *Peter Kröning*. Works by *Robert Pan* can be viewed at goethe2 from Italy at the >VIENNAFAIR< and Galleria Traghetto, also from Italy, will show amongst others edited photos by *Maiorano*.

As already in previous years the Wilkinson Gallery from London will be present, this year amongst others with oil paintings by *Ged Quinn*, and a new participant from the British metropolis is the gallery Waterside Project Space which will make its contribution to the CEE focus of the >VIENNAFAIR< with works by *_tefan Constantinescu*, *Tereza Bu_ková* and *Zuzanna Janin*.

From this year's Cultural Capital, Istanbul, the galleries Nev, with a solo show by *Inci Eviner*, and Galerist, with works from *Ay_e Erkmen*, will come to Vienna. Represented with one gallery each are the countries Spain – with the Trayecto Galería (e.g. works by *Ángel Marcos*), Israel – with Sommer Contemporary Art (*Eliezer Sonnenschein* in ZONE1), the United States – with the Spencer Brownstone Gallery (also ZONE1 with *Szabolcs Veres*), and, for the first time, Mexico – with the gallery Nina Menocal (sculptures by *Raymundo Sesma*) and the United Arab Emirates – with Carbon 12 from Dubai, who has also booked a fair stand in ZONE1 for the Innsbruck artist *Florian Hafele*, and, finally, Russia – with the Pop/off/art gallery, coming to Vienna with four Russian artists to Vienna (*Evgeny Gorohovsky*, *Kawarga*, *Gregory Maiofis*, *Vitaly Pushnitsky*).

Biggest Market Place for Austria's Gallery Scene

From Austria, 43 galleries will be present this year at the >VIENNAFAIR<. From Austria's provinces will be coming Lisi Hämmerle (Bregenz) with *Billi Thanner* in ZONE1 (together with Konzett, Vienna), the gallery 422 (Gmunden), for instance with *Eva & Adele*, the galleries Kratochwill (*Martin Krenn*, *Isa Rosenberger*) and Eugen Lendl (*ILA* in ZONE1) from Graz,

Elisabeth & Klaus Thoman (Innsbruck) with sculptures and paintings (e.g. *Michael Kienzer, Arnulf Rainer, Herbert Brandl*), gallery Galerie 3 (Klagenfurt) with the topic „rot“ (red) (e.g. *Cornelius Kolig, Otto Zitko*), gallery Brunnhofer Galerie (Linz) with works by *Irene Andessner, Josef Danner* and *Aurelia Gratzner*, gallery Schmidt (Reith i.A.) e.g. with paintings by *Franco Kappl* and photography by *Angelika Krinzinger*, from Salzburg the galleries Altnöder (e.g. *Lois Weinberger* and artist from Gugging), Weihergut (*Robert Motherwell, Hermann Nitsch*) and Welz (e.g. *Siegfried Anzinger, Gunter Damisch* and *Jürgen Messensee*) and finally the gallery Walker (Weizelsdorf) with a classics special exhibition by *Heinz Mack* in ZONE1.

The >VIENNAFAIR< is especially for Vienna's galleries an important presentation hub which conveys a profile of the dynamic gallery scene of Vienna. The Artmark Galerie will show for instance paintings by *Joseph Heer*, the Charim Galerie will show a classics programme (*Hubert Scheibl*) and young talents (*Moussa Kone*) at their fair stand, which is shared with the Christine König Galerie (e.g. photos by *G.R.A.M.* and a sculpture by *Thomas Stimm*) and the Gabriele Senn Galerie (photos by *Elfie Semotan* and paintings by *Hans Weigand*). Dana Charkasi will present objects of the young British artist *Ben Washington* and the gallery Chobot will present the distinctive heads of *Alfred Haberpointner*. The gallery Heike Curtze naturally includes *Christian Ludwig Attersee* and *Arnulf Rainer* in its programme but also young art like for instance *TOMAK*. Wolfgang Exner has compiled a presentation of objects by *Günther Uecker* especially for the >VIENNAFAIR<, the Frey gallery will build its presentation for instance on paintings by *Veronika Dirnhofer*, Ernst Hilger will show the computer-generated photo prints by *Julie Monaco* and paintings amongst others by *Asgar/Gabriel*. Gallery Ulrike Hrobsky will dedicate its entire fair stand to the Austrian illustrator and object artist *Tone Fink*, Andreas Huber will show amongst others *Josef Dabernig* who is just being presented in an exhibition in the MAK (Museum of Applied Arts and Contemporary Art),

Grita Insam will show sculptures by *Gerold Tagwerker* and *Peter Sandbichler*. Georg Kargl has both an international programme (*Mark Dion*, *Thomas Locher*) and Austrian artists (*Max Peintner*, *Gerwald Rockenschaub*), and video art by the Russian art formation *Blue Noses* can be viewed at the gallery Knoll. Konzett will show amongst others prints by *Hofstetter Kurt* and gallery Krinzinger will present prints of the Biennale commissioner *Eva Schlegel*. Gallery Zimmermann Kratochwill fully concentrates on the presentation of the younger generation of Austrian artists (*Markus Dressler*, *Martin Krenn*, *Isa Rosenberger*, *Gabriele Sturm*), as does the gallery Lang with paintings by *Nina Maron* or *Katja Praschak*. Krobath will present amongst others *la Kameri_* and *Ji_í Kovanda*, Layr Wuestenhagen will present paintings by *Tillman Kaiser* and objects by *Marius Engh*, Mario Mauroner Contemporary Art will set a focus on Spain (*Naia del Castillo*, *Jaume Plensa*). Momentum Galerie will show photo art as usual, amongst others by *Hubert Blanz* and *Miklos Gáal*. Photographers Limited Editions who is participating for the first time will present photos by *Arthur Elgort* amongst others. The gallery nächst St. Stephan Rosemarie Schwarzwälder will dedicate the centre of its fair stand to the monumental painting, measuring 300 by 500 cm (*Without Title*, 2009) by *Herbert Brandl*, individual shows will be presented both by Klaus Strickner and gallery Thoman with *Thomas Feuerstein*, the gallery Michaela Stock will present works by *Marko Zink*, the gallery Barbara Preyer will present sculptures by *Raul Walch* and the gallery White8 will present *Chuck Close* whereas the gallery Winiarczyk with *Karine Fauchard* and *Clemens Hollerer* will present two young artists. Further individual shows in ZONE1 will be presented by the gallery Frey with the artist collective *Christoph Schwarz*, by *Bruno Peinado* at Mario Mauroner Contemporary Art, by *Laura Ribero* at Hubert Winter and at ZS art Kunstraum with *Heinz Baumüller*.

ZONE1: Exciting Special Presentations of the >VIENNAFAIR<

In previous years ZONE1 has proven to be effective for special presentations and will be found again this year in the central exhibition

space of the >VIENNAFAIR 2010<. In an open stand system galleries each on 20 sqm. can show individual presentations of works by young artists at special conditions. The galleries and the artists presented by them are this year: Spencer Brownstone Gallery (*Szabolcs Veres*), Carbon 12 (*Florian Hafele*), gallery Robert Drees (*Hanna Nitsch*), gallery Frey (*Christoph Schwarz*), gallery Alain Gutharc (*Marlène Mocquet*), Hamish Morrison gallery (*Viktoria Tremmel*), gallery Lisi Hämmerle/gallery Konzett (*Billi Thanner*), Koch Oberhuber Wolff (*Frédéric Moser, Philippe Schwinger*), Galerie Eugen Lendl (*ILA*), MAM Mario Mauroner Contemporary Art Vienna (*Bruno Peinado*), gallery Mirko Mayer / m-projects (*Edward Wright*), Sommer Contemporary Art (*Eliezer Sonnenschein*), gallery Walker (*Heinz Mack*), gallery Hubert Winter (*Laura Ribero*) and ZS art KunstRaum (*Heinz Baumüller*).

Vienna Chamber of Commerce Awards This Year For the Fifth Time the Emerging / Established Gallery Prize Worth 10,000 Euro

Since 2006 the Vienna Chamber of Commerce supports the >VIENNAFAIR< and the participating galleries as important event in the internationalisation of the art venue Vienna with the Emerging / Established Gallery Prize 2010 worth 10,000 Euro. A top-flight jury with Edelbert Köb, director of the museum of modern art, MUMOK Wien, Erwin Pellet, Chairman of the commerce section at the Vienna Chamber of Commerce, Angela Stief, curator Kunsthalle Wien and Rita Vitorelli, editor of the art magazine spike, will again this year bestow the Emerging / Established Gallery Prize 2010 of the Vienna Chamber of Commerce for the best stand presentation to two galleries at the >VIENNAFAIR 2010<.

“Vienna’s gallery scene is one of the liveliest in all of Europe. Many galleries of this city range amongst the most renowned galleries worldwide. At the same time many art enthusiasts take upon them the risk of founding a new gallery and provide our city with this very special dynamics. The Gallery Prize of the Vienna Chamber of commerce is thought to acknowledge not only the involvement of Vienna’s gallery owners but also

to offer the young entrepreneurs in the art sector an incentive to continue their way consistently”, states Brigitte Jank, president of the Vienna Chamber of Commerce.

Research Fund Bestows the FWF Art Award in the Context of the >VIENNAFAIR 2010<

The FWF (www.fwf.ac.at) as the central institution for the promotion of fundamental research in Austria will present its activities in the field of promoting artistic research (stand A 2106) in the course of the >VIENNAFAIR 2010< and will bestow for the first time the FWF art award, worth Euro 10,000. The aim of this award which will be bestowed on May 6 in the departure Lounge (hall A, 12.30 noon) is to honour an artist who is active in Austria. The artist was identified by a prominent jury: Barbara Steiner (Galerie für Zeitgenössische Kunst – gallery for contemporary art – Leipzig), Stefan Bidner (20er Haus, Belvedere), Beatrix Ruf (Kunsthalle Zürich), Sabeth Buchmann (Academy of Fine Arts) and Hans Ulrich Obrist (Serpentine Gallery London). This year Marcus Geiger will receive the award. The bestowal will be carried out by the president of the FWF, Christoph Kratky.

Sculptures and Installations at the >VIENNAFAIR 2010<

With his iron sculpture “Tryptich” (2009), which is over three meters high, in Foyer A the Spanish artist *Jaume Plensa* (MAM Mario Mauroner Contemporary Art Vienna), who ranks with his works amongst the most outstanding protagonists of the younger sculptor generation, already wakens the eagerness for art upon the arrival of the visitors. Plensa’s works – poetic and at the same time impressive – are sculptural ideas and ask for the basic experiences in live: being and not(yet)-being, love and hatred, reason and energy. In this context for Plensa the contradiction, the duality and the imperfectness form an essential basis of his art with which he wants to make the inaudible sound, to show the invisible and to speak the unspeakable.

Especially for the restaurant of ZONE1 at the >VIENNAFAIR 2010< in hall A the Austrian artist *Otto Zitko* (Krobath Wien _ Berlin) has created a wall installation made from two large aluminium boards on which he has made drawings with enamel. Since the beginnings of his artistic career Zitko is involved with drawings. From the late 1980s on he has left the radius of movement of the space limited to the hand and turned to stable and extensive image carriers. At first with paper-covered wooden panels and glasses blackened by soot, later with coated aluminium panels he extended his drawing spectrum until the point where his subjective dynamic gesture expands and ends in wall composition. With this unique position Zitko has won international consideration.

On the occasion of the opening of the >VIENNAFAIR 2010< *Heimo Zobernig* will present in the course of the After Vernissage party in the Große Rinderhalle St. Marx a variation of his monumental installation "Without Title", 2009 (large curtain) for the live music performance of the band BULBUL. Two large curtains of the colour videored made from Trevira fabric, used for the procedure of Chroma-Keying in the video and film production, flanked by two monumental video projects of a digitally animated curtain by Bernhard Riff, limit the room of 700 sqm in the renovated former cattle hall St. Marx in Simmering and form the concert room for the performance of BULBUL.

The videored curtain had its first room-defining appearance in 2008 in Vienna's museum of modern art, Mumok Wien, as a requisite in the performance "Heimo Zobernig erklärt seinem Double, wie man eine Performance macht" (Heimo Zobernig explains to his double how to do a performance). After installations in Tate St. Ives and the Fundação Calouste Gulbenkian Lisbon Heimo Zobernig's curtain was the main motif in 2009 in his individual exhibition in the CAPC, the musée d'Art contemporain de Bordeaux.

In foyer A of the Vienna Congress Center Messe Wien a sculpture of the

Upper Austrian artist *Gunter Damisch* can be seen during the >VIENNAFAIR<. The large-sized work is an aluminium sculpture with a height of almost three meters which convinces with its concept and colour design and which will also be presented in the autumn in the context of an exhibition of gallery Hilger. Damisch does not limit his work to drawing, printing, painting or sculpturing but everything is created in parallel and influences the other. The artist describes his work as “something like a microscopic or cosmic garden”.

“Borrowed Time”, Special Exhibition including Video and Film Programme

“Borrowed Time” is the title of a special exhibition, curated by Edek Bartz, artistic director of the >VIENNAFAIR<, which will be open from Wednesday, May 5, 2010 to Sunday, May 9, 2010, from 12 noon to 5 p.m. Non-stop films and videos will be presented from the following collections: diethARdT collection, Graz (*Christian Eisenberger, PARALLEL MEDIA – Barbara Doser and Hofstetter Kurt, Rudolf Polanszky*), Collection of Bulgarian National Film Archive, Sofia (*Nina Kovacheva*), ESSL Museum, Klosterneuburg (*Christian Gonzenbach, Muntean/Rosenblum*), evn collection, Maria Enzersdorf (*Mircea Cantor, Anri Sala, Markus Schinwald, Ann Sofi Sidén*), LaGaia Collectione, Fossano (*Zuzanna Janin*), Generali Foundation, Vienna (*Gordon Matta-Clark, Sanja Ivekovic and Dalibor Martinis, Dorit Margreiter*), collection Sammlung Goetz, München (*Aneta Grzeszykowska, Jozef Robakowski*), Collection Lemaitre, Paris (*Rudelius Adrift, Katarina Zdjelar*), Sammlung Neue Galerie (collectio New Gallery) Graz (*Petra Sterry*) collection Joachim Rubner, Italy (*Leopold Kessler*), Muzeum Sztuki, Lodz (*Cezary Bodzianowski, Wojciech Bruszewski, Julita Wójcik*), collection Lutz Tetloff Sammlung, Bielefeld (*Oswaldo Romberg*), Vivatis Holding AG, Linz (*Alice Durst*) as well as other private collections with works by Matthias Müller and Rosemarie Trockel.

The intention of the exhibition is to create a polyphone structure of short sequences. The aim is to create the impression of a succession of

quotations. For this reason, for the selection of the presented film and video works Edek Bartz has knowingly chosen both private and public collections with different thematic and temporal focus points to obtain a diverse spectrum of perception.

Contact. Films and Videos from the Collection of Erste Group at the >VIENNAFAIR 2010<

Erste Bank, as in previous years, enables the focus on CEE in the course of the >VIENNAFAIR< by supporting the participation of the Central Eastern and South-Eastern European galleries as the main sponsor.

In addition to that Erste Bank will be present in the course of the >VIENNAFAIR 2010< daily from 5 p.m. to 7 p.m. with films and videos by the following artists from its collection: Josef Dabernig, Carola Dertnig, VALIE EXPORT, Tomislav Gotovac, Tibor Hajas, Sanja Ivekovic, Natalia LL, Dalibor Martinis, Dorit Margreiter, Hans Scheirl, Rasa Todosijevic, Peter Weibel and Arthur Zmijewski. This presentation was curated by Georg Schöllhammer.

Furthermore, Erste Bank and the foundation ERSTE Stiftung will present in the departure lounge at the >VIENNAFAIR 2010< (Congress Center Messe Wien hall A, Messeplatz 1, 1020 Wien) on Friday, 7 May 2010 at 5.30 p.m. to the talk

“Something you should know: Manifesta 8”. Zdenka Badovinac, director of the Moderna Galerija in Ljubljana will talk with the curators of the Manifesta 8: Vit Havranek, tranzit.cz, Dora Hegyi, tranzit.hu, Boris Ondreicka, tranzit.sk and Georg Schöllhammer, tranzit.at.

Performance Nite at the >VIENNAFAIR 2010<

On the second fair day, Friday, May 7, 2010, the >VIENNAFAIR< will be open for the first time until 9 p.m. From 6 p.m. to 9 p.m. performances under the heading „Performance Nite at >VIENNAFAIR 2010<” will be taking place in hall A. The visitors are offered the possibility to experience live performances on different sites of the >VIENNAFAIR 2010<, sites

which the artists will develop specifically for the >VIENNAFAIR 2010<. The Performance Nite will be started by the band Midi Marsch Musik Kapelle at 6.30 p.m. After that, changing every 30 minutes, performances by Carola Dertnig, Christian Falsnaes, Marlene Haring, Josef Dabernig and Jiří Kovanda will follow. From 4 p.m. onwards visitors can purchase a reduced after-work ticket.

International experts discuss Vienna as a cultural metropolis and film as an artform and collectible

“The >VIENNAFAIR< is of immanent importance for Vienna as cultural metropolis and art market venue. As last year, departure as the creative agency of the City of Vienna has this year again striven at contributing to the appeal of the >VIENNAFAIR< with the design and sponsoring of the discussion programme and the gallery project “curated by_vienna 2010 / art&film”. This creates an increased international attention for the fair as well as for Vienna’s art and gallery scene. I am very pleased about the continuation of this very successful cooperation”, states Christoph Thun-Hohenstein, manager of departure wirtschaft, kunst und kultur gmbh.

Based on the exhibition “Lives and Works in Vienna”, Christoph Thun-Hohenstein, manager departure wirtschaft, kunst und kultur gmbh, Gerald Matt, director of the KUNSTHALLE wien, artist Carola Dertnig who lives in Vienna and New York, Xenia Kalpaktsoglou, co-director, Athens Biennale, Sabine Schaschl, director, Kunsthaus Baselland, Basel (CH), and Viennese gallery owner Karol Winiarczyk, will all shed a light on the contemporary art scene in Vienna.

Under the heading “Vienna as Hub” in another group Gülsen Bal, head of project development and programmes, Open Space, Vienna, Mark Rappolt, editor, ArtReview, London and the artists Lisa Ruyter and Martin Guttman, who both live in Vienna and New York, will all discuss the potential of Vienna as a “metropolis” of contemporary art.

On the occasion of the gallery project that is taking place at the same time as the >VIENNAFAIR<, “curated by_ vienna 2010 / art&film” Mathias Poledna, artist, Los Angeles and Vienna, Julien Bismuth, artist, London and New York, Eric de Bruyn, researcher and curator, Amsterdam, and Amy Yoes, artist, New York will speak with Elisabeth Fabrizi, head of exhibitions, British Film Institute, London, in the discussion “Art and the Moving Image” about the interest visual artists take in the moving image and its forms of representation.

The range of artistic works which are making use of the film image today or which are pointedly relating to it is addressed by Pierre Bismuth, artist and Oscar awardee for the best script, Brussels, Jessica Hausner, film director and author, Vienna and Michael Rush, museum director, curator, author and art critic, New York, in the discussion “Artists as Auteurs”.

In addition to that, under the heading “Collecting Movement“, Haro Cumbusyan, collector, London and New York, Joao Fernandes, director of the Museo Serralves, Porto, Berta Sichel, director of the Moving Image Department of the Reina Sofia National Art Centre, Madrid, and Paul Willemsen, director, Argos Centre for Art and Media, Brussels, will speak about the increasing significance of time-dependent art in collections.

And finally, a special programme feature will be the talk “Where Do We Stand Today?” of the Canadian artist AA Bronson, co-founder of General Idea and the art publishing house Printed Matter, and Frank Wagner, curator and author, Berlin, about the artistic approach to AIDS and its consequences on Queer theory.

To enable as many interested persons as possible to participate in the discussions, departure wirtschaft, kunst und kultur gmbh provides a limited number of free admission tickets. After a personal registration at the e-mail address viennafair_panelprogram@departure.at visitors can collect their departure panel passport at the VIP counter of the >VIENNAFAIR 2010<.

Austrian Art Institutions at the >VIENNAFAIR 2010<

Not only for ZONE1 but also for the information section of the >VIENNAFAIR< the cooperations with museums and art institutions are successfully continued. One checkpoint of the >VIENNAFAIR< are the Lower Austrian art institutions which will present their activities under the common heading lower austria contemporary and which surprise every year with their extraordinary stand design. Apart from Air Krems / Lower Austria, Karikaturmuseum (caricature museum) Krems, kunst im öffentlichen raum niederösterreich (art in the public space lower austria), KUNSTRAUM NOE (art space Lower Austria), Kunsthalle Krems, NÖ Landesmuseum (county museum Lower Austria), Art/Brut Center Gugging, Hermann Nitsch Museum in museum centre Museumszentrum Mistelbach also the Arnulf Rainer Museum is part of this. An extensive programme with work-signings and performances completes the presentations of the Lower Austria art institutions. Also, the Art University Linz, University of Applied Arts and Kulturkontakt Austria will present their programmes at the >VIENNAFAIR 2010<. The >VIENNAFAIR< has designed a special VIP collectors' programme in cooperation with the following museums and art institutions – amongst these are: Albertina, Augarten Contemporary, Belvedere, Jüdisches Museum Wien (Jewish Museum Vienna), KUNSTHALLE wien, Leopold Museum, Liechtenstein Museum and the museum of modern Art MUMOK Museum moderner Kunst Stiftung Ludwig Wien and the Arnulf Rainer Museum.

The Art Venue Vienna as Point of Attraction for International

Art Collectors: The Special Programmes of the >VIENNAFAIR 2010<

By means of a specially developed programme during the fair and by means of museum visits and special guided tours the >VIENNAFAIR< will bring again app. 200 international art collectors to Vienna and will create with this an important basis for the economic success of the participating galleries. "I am especially pleased that we could win this year a number of

young Austrian and international art collectors for a visit at the >VIENNAFAIR 2010<. This is a clear sign that we were able to initiate a sustainable development here”, confirms Reed manager Matthias Limbeck the success of the collectors’ programme. The City of Vienna sponsors the international VIP collectors’ programme as usual.

Sponsors of the >VIENNAFAIR< 2010:

Main Sponsor

ERSTE BANK

Further Sponsors & Supporters

departure Wirtschaft, Kunst and Kultur gbmh, Vienna Chamber of Commerce, Vöslauer, Wein Burgenland, Illy Café, Kattus Sekt, Echo Media Verlag

Patrons

BMUKK Austrian Federal Ministry for Education, Arts and Culture, Culture Department of the City of Vienna

Important: Press information and photos can also be retrieved from the internet at www.viennafair.at abrufbar. May we also remind you to not forget citing the source of the photo/s you may want to use.

For further Press & PR Information please contact:

Reed Exhibitions Messe Wien/Presse & PR:

Manager: Paul Hammerl

Jasmin Medani, phone: +43 (0)1 727 20 - 2421

E-mail: jasmin.medani@messe.at

Stephanie Raidl, phone: +43 (0)1 727 20 - 2420

E-mail: stephanie.raidl@messe.at

Christina Werner, w.hoch.2wei, phone: +43 (0)1 524 96 46-22

E-mail: werner@kunstnet.at

