

Preview Berlin – The Emerging Art Fair
September 24 - 27, 2009
Opening September 23, 2009
www.previewberlin.de



Tempelhof Airport closed - Preview Berlin opens up new perspectives for emerging art not only in Berlin



A positive atmosphere and the good spirits of the participating art dealers, artists, professionals and viewers at Airport Tempelhof speak for the fourth round of Preview Berlin - The Emerging Art Fair. Over 4000 visitors attended the professional preview and the opening celebration that took place in Hangar2. By Sunday, November 2, a total of 13,000 visitors had been counted. This represents an increase in visitor traffic compared to 2007 and confirms Preview Berlin as the fair format for the Berlin art scene and the international art market.

A professional organization, selected international galleries, which present ambitious, young art, still in its early stage, and a lived communication platform for gallery owners, collectors, artists, professionals, and art lovers, makes Preview Berlin so unique.

Dominikus Müller (artnet Magazin) states: "This satellite fair is less a Sécession des Refusés than it is a salon of aspirants, of promising and emerging young galleries, some of which are only a year old. (...) Similar to London where the Zoo Art Fair has established itself as a functioning and ambitious extension to frieze - Preview Berlin has also been successful in linking itself to Berlin's main art fair, Art Forum, thus setting itself noticeably apart from the remaining field of competing satellite fairs."

The clear and consistent structure of Christian Pabst's fair architecture mirrored the professional booth design by the galleries and the quality of the chosen artistic positions. Dolliger Art Project from Tel Aviv speaks highly of the significance of the exhibited works and the impressive fair location and intends to apply again next year without fail.

Gabriela Eigensatz, Director of Culture and Education of the Swiss Embassy in Berlin, praised the diversity of the participating galleries. The young artist's run space Stedefreund was impressed by the lively exchange and interaction with an educated art public.

Participants consistently took positive stock of the fair: Gallery Ivan from Bucarest successfully attracted the attention of collectors Susan and Michael Hort from New York, a reception for the young Romanian painter Oana Farcas has been scheduled there. Martin Mertens from Berlin sold pieces by Miriam Vlaming within minutes after the opening.

The new Video Art Box was consistently well visited. The Side Program, such as Performance Art Day or the curated Blue Room Series, was regarded highly by experts and visitors alike and is also in planning for next year. At Preview Berlin - The Emerging Art Fair, 57 Galleries from 13 different countries were presented in 2008.

In 2009 the fair will also be located at Tempelhof Airport.

Save the date: September 24 to September 27, 2009, Opening September 23.

PREVIEW BERLIN - THE EMERGING ART FAIR

Dorothee King, Public Relations, Tel +49 (0)151 53 97 40 54, dorothee.king@previewberlin.de

Detailed information on Preview Berlin 2008, list of exhibitors, press images and the Preview Berlin Blog at www.previewberlin.de