

## PREVIEW in Review

As co-initiator of the Berlin Art Week, the PREVIEW BERLIN ART FAIR 2012 presented itself in its eighth edition with a solid, wide-ranging program of contemporary artistic positions

From 13 to 16 September 2012, the eighth PREVIEW BERLIN ART FAIR was held in Hangar2 of Berlin's former Tempelhof Airport. It registered a new attendance record of 17,000 visitors. Opening simultaneously with numerous partner events and challenging exhibitions, PREVIEW BERLIN was held for the first time in 2012 under the newly created umbrella of the Berlin Art Week. Berlin once again showed its diversity, reflecting the heterogeneity of the German capital as a cultural location. By combining their strengths, the Berlin Art Week partners and especially the PREVIEW BERLIN were able to reinforce Berlin as an art marketplace.

The PREVIEW BERLIN ART FAIR program was strengthened in its eighth edition. Many foreign and German galleries have been exhibiting their most promising artistic positions at the fair for several years now.

International art market players gathered again this year at Tempelhof Airport, backed by new arrivals. The interest in galleries from Eastern Europe continued unabated, and together with positions from overseas, brought insights into art markets from South America to Japan. 57 galleries, 11 project spaces and 8 art universities from a total of 14 countries took part this year. The galleries LEM-Art from Colombia, Terreno Baldio Arte from Mexico, Michael Reid from Australia, Frantic from Japan and Daire and Riff Art Projects from Turkey were among the most exciting PREVIEW BERLIN ART FAIR newcomers. Participating artists came from more than 20 nationalities. One-third came from Germany and another third live and work in Berlin.

The format Focus Academy, which has grown every year since 2009, included eight German art universities in 2012. In addition to the Bauhaus University in Weimar, the Muthesius Academy of Fine Arts and Design in Kiel and the Academy of Fine Arts in Nuremberg, which were already represented last year at the art fair, the Burg Giebichenstein University of Art and Design in Halle, the Kassel Art Academy, the Berlin University of the Arts, the Offenbach University of Art and Design and the Berlin Weissensee School of Art also exhibited their students' work at the PREVIEW BERLIN. It remains a major objective of the organizers to expand this area in the future, allowing young artists initial experiences on the art market in a well-timed manner.

This year, Berlin Hyp and the PREVIEW BERLIN ART FAIR awarded a joint art prize for the first time ever. This award aims to promote young artists and art university graduates each year. Berlin Hyp gave the two winners the opportunity to exhibit their works in the bank's showrooms. The prize was awarded in 2012 to Adrian Navarro from the gallery MAERZ contemporary and Sara Möbius, who exhibited at the PREVIEW BERLIN ART FAIR as a graduate of the Burg Giebichenstein University of Art and Design in Halle.

Supported by the Sony Center in Berlin, seven participating galleries presented selected works of their artists to an urban audience on a 28 sq. m LED video wall at Potsdamer Platz. For the opening of the PREVIEW BERLIN ART FAIR, Stephan Brenn illuminated the facade and the path to Hangar2 at sundown.

PREVIEW BERLIN ART FAIR can look back on a very exciting and successful edition. The second edition of Berlin Art Week is being planned for 2013 with a good deal of energy – both supporting and forming an integral part of Berlin's art scene, and thus promoting and strengthening Berlin as a whole.

„Im Rausch der Kunst.... herausragende Arbeiten, freundliche und interessierte Besucher, kommunikative Kollegen, qualifizierte Helfer und Macher. Kurz es war ein Erlebnis.“ (An art frenzy ... outstanding work, friendly and interested visitors, communicative colleagues, qualified assistants and people of action. In short, a true experience.) Andreas Kuhn, Kuhn & Partner

“...a PREVIEW of emerging galleries in a graspable scale with an airport-caliber ambitions. Gorgeous space, family ambience, decent sales!” Rodion Trofimchenko, Frantic Gallery

„I came 16,000kms to attend Preview Berlin and I greatly enjoyed the art fair. I met collectors, made sales and laughed a great deal.“ Michael Reid, Michael Reid at Elizabeth Bay

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If you require further text or image material, or would like to arrange an interview with the directors of the PREVIEW BERLIN, please contact our press office:

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