

PREVIEW BERLIN ART FAIR 2012

In its eighth edition, the PREVIEW BERLIN ART FAIR will be expanding its dynamic profile: In Hangar2 of Berlin's former Tempelhof Airport, established galleries will now show their promising artistic positions alongside international newcomers. For the first time ever, there will also be solo walls, with a focus continuing to be placed on emerging artists. This survey allows the PREVIEW BERLIN to reflect what makes the Berlin art landscape so unique from an international perspective, allowing the latest trends to be visualised.

From 13 to 16 September, 57 international galleries, 11 project spaces and 8 art academies from 14 countries will take part in the PREVIEW BERLIN. In spacious white-cube stands, in project areas and on about two dozen solo walls in Hangar2, ambitious positions from Germany, Europe and beyond will be presented. As a plug-in, the format FOCUS ACADEMY will be held with an expanded scope, offering space for graduates of art academies and universities.

In addition, the VIDEO PREVIEW SCREENING offers selected artists the opportunity to present their video works to an urban audience at the Sony Center Berlin.

BERLIN ART WEEK

This year, the PREVIEW BERLIN will be held for the first time within the framework of the newly launched BERLIN ART WEEK (11.-16.9.2012), uniting under one umbrella the exhibition format abc – art berlin contemporary as well as the most important institutions of contemporary art in Berlin (National Gallery, Society of Friends of the National Gallery, KW, Berlinische Galerie, Neuer Berliner Kunstverein [n.b.k.], Neue Gesellschaft für Bildende Kunst [NGBK] e.V., c/o Berlin, Haus der Kulturen der Welt and Akademie der Künste). With the BERLIN ART WEEK, participants' profiles will be sharpened, synergies created and energies pooled to strengthen confidence in Berlin as an art location.

DIE AUSSTELLER

This year's exhibitors offer outstanding insights into the international art world, from Australia to Japan. More than half of all exhibitors will be participating in the PREVIEW BERLIN ART FAIR for the first time.

We would like to draw particular attention to the gallery LEM-Art from Colombia and Terreno Baldio Arte from Mexico. From Turkey we will welcome Daire and Riff Art Projects.

We are pleased that participants from Eastern Europe will also be represented this year. In addition to Maksla XO from Riga, which will exhibit a larger-than-life fluorescent sculpture, the Warsaw-based Program Art Gallery and Starter Gallery, as well as Nasui private collection & gallery from Bucharest, will present their latest artistic positions. As part of the art fair's supporting programme, a discussion on the topic "The Soft Power of the Art Market" will take place under the direction of Nasui. The artist group fame will crash the ASPN Gallery booth with a VW Golf 1. Postwurf.org will hijack an art collection, smuggling a remote touchscreen terminal into it.

The participating artists come from over 20 nationalities. One-third come from Germany and about one-third live and work in Berlin.

FOCUS ACADEMY

With the FOCUS ACADEMY, the PREVIEW BERLIN has been turning to art universities since 2009 in a new format. In 2012, the graduates of eight German art academies will participate. The intention is to offer these artists the opportunity to show their work to a large art community at the moment of transition from university studies to artistic independence, allowing them to gain initial experience on the art market. In addition to the Bauhaus University Weimar, the Muthesius Academy of Fine Arts and Design Kiel and the Academy of Fine Arts Nuremberg, all of which were already represented at the art fair last year, Burg Giebichenstein Halle, the Art University Kassel, the Berlin University of the Arts, the HfG Offenbach and the Berlin Weißensee School of Art will participate in the 2012 FOCUS ACADEMY.

LEGO® Art Box by PREVIEW BERLIN Projects

The LEGO® Art Box, initiated by PREVIEW BERLIN Projects in collaboration with LEGO® and supervised by Aufbau Haus on Moritzplatz, has been conceived as a platform for discourse and an experimental workshop for artists and creatives who want to explore LEGO® bricks as an artistic medium. In the summer of 2012, the class of Prof. Karsten Konrad (UdK Berlin) successfully presented the results of their LEGO® workshops in two exhibitions. These will be shown to an international audience at the PREVIEW BERLIN ART FAIR 2012.

PREVIEW VIDEO SCREENING im Sony Center Berlin

In addition, the PREVIEW BERLIN ART FAIR will offer a popular presentation platform for video art. Supported by the Sony Center Berlin, participating galleries have the opportunity to show selected artist works to an urban audience on a 28 square metre-large LED video wall at Potsdamer Platz.

PREVIEW ILLUMINATION BY STEPHAN BRENN

During the opening of PREVIEW BERLIN ART artist Stephan Brenn illuminates at nightfall the façade and the route to Hangar2.

PREVIEW BERLIN-T-Shirt 2012

Since its first edition every year PREVIEW BERLIN features a young designer who creates the exclusive PREVIEW BERLIN T-Shirt which is worn by the fair staff and our Art Guides. This year we invited Elle Jansen alias Hit-in.TV who has been inspired by the eighth anniversary of the fair and combines this number to a fresh and playful design.

PREVIEW BERLIN-Tasche 2012

This year we developed the PREVIEW BERLIN bag in collaboration with Modulor Projekte. Bagjack produced the bags using old and used truck and mesh tarps. Each bag has a special color print and is therefore an unique piece.