

PREVIEW BERLIN ART FAIR 2013

For the ninth time, the doors of PREVIEW BERLIN ART FAIR closed on Sunday evening. Together with 77 exhibitors, the organisers can look back on a successful exhibition week. From 19 – 22 September, visitors could view over 200 artistic positions from 35 nations at the art fair, which was held for the first time in the Opernwerkstätten Berlin (Berlin Opera Workshops) in Zinnowitzer Strasse. The new location garnered positive resonance, both from the public and the exhibitors: visitors particularly appreciated the central location of the Opera Workshops in Mitte and its good accessibility. Many of the 16,400 visitors (4,500 on the opening night) used the occasion to come several times to the art fair. With their distinctive roof structure and large skylights, the former painters' halls created a successful ambiance for diverse artistic presentations on solo walls and in white cube stands. The special atmosphere of the art fair was already apparent on the day before the official opening, when over 100 invited collectors toured the premises while the stands were still being set up. Here they had the opportunity to have more in-depth discussions with the artists and gallery owners. Once again this year, the exhibition stands of the PREVIEW BERLIN ART FAIR were supplemented by a wide-ranging supporting programme. In addition to numerous tours and a collectors' seminar, three panel discussions were held on current topics in art and cultural policy together with Artlink Indigenous, the Medienwerkstatt Berlin and the Koalition der Freien Szene (Coalition of the Independent Scene). This year, in collaboration with BERLIN HYP, PREVIEW BERLIN awarded a sponsorship prize to three young artists of the FOCUS ACADEMY. These artists will present their work in the bank's Budapester Strasse foyer showroom: Johan Schäfer of the Academy of Fine Arts Dresden, along with Karolin Back and Jessica Schäfer of the Offenbach University of Art and Design. Under the new cooperation with ikono.tv, five further artists were selected to present their works in the format "Carte Blanche": Jisan Ahn, Frauke Rahr, Ray Malone, Olrik Kohlhoff and Jesper Rasmussen. For the opening night of the PREVIEW BERLIN, "Schwarze Piste #1", Dida Zende and FIT invited visitors into the FIREFITSUNA in a converted fire truck, and the facade of the Opera Workshops was illuminated by Stephan Brenn. A party mood prevailed in the lounge on the ground floor and later at the after-show party in the Prince Charles. club During the entire art fair, the 3-D printers of FabCon 3.D and the Better Future Factory offered a new dimension to the discourse on originals and copies.

In 2013, visitors to the PREVIEW BERLIN ART FAIR were once again given the opportunity to gain insights into innovative works of contemporary art. The exhibitors were pleased with the positive atmosphere, as well as the major interest in the artistic positions.

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Press images are available for downloading at www.previewberlin.com/presse.

PRESS CONTACT

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