

PRESS RELEASE from 19 October 2010



**PREVIEW BERLIN - THE EMERGING ART FAIR
8 – 10 October 2010**

PREVIEW BERLIN breaks visitor records in the opening of its 6th Edition

On Thursday October 7th, the sixth edition of PREVIEW BERLIN - The Emerging Art Fair opened its doors in the Hangar2 of Airport Tempelhof. 60 exhibitors from 19 countries displayed the newest trends on contemporary art through the work of more than 200 artists. More than 12.000 visitors turned PREVIEW BERLIN once again into the meeting point of the Berlin art scene. The Eastern European section and the Project Section complemented the general program of the fair.

The sky was clear over the Tempelhof field, and spirits were high inside the hangar. On the first hours of the pre-opening on Thursday morning, the expectations of the organizers and exhibitors participating at this year's edition were fully overwhelmed - more than 3.500 visitors celebrated a stunning start of the emerging art fair. As in previous years, PREVIEW BERLIN presented itself as the international platform for the artistic positions of tomorrow. With 60 galleries from 19 countries PREVIEW BERLIN confirmed its profile as the fair for emerging art and new positions: 50% of the exhibitors were participating for the first time at PREVIEW BERLIN.

The works of the artists presented at the fair attracted not only Berlin-based and German collectors, but also international collectors linked with the fair since its beginning back in 2005. Collectors from Switzerland, Belgium, The Netherlands and Scandinavian countries came with a great appetite for discovery to Berlin's Tempelhof airport and were delighted by the high quality of the artworks on display. One of the youngest and most interesting galleries of Scandinavia, **Galleri Maria Veie** from Oslo, was participating for the first time to an international art fair and convinced with a challenging construction, specially built for the fair booth. At Riflemaker (London) works by **Artists Anonymous** and **William Burroughs** were rapidly scouted by German collectors. At loop - raum für aktuelle kunst (Berlin), the drawings of **Frank Coldewey** were almost sold out at the end of the day. Big success for the artists **Sabine Banovic** (Jarmuschek + Partner, Berlin) and **Tanja Rochelmeyer** (loop - raum für aktuelle kunst, Berlin), whose works were on show for the very first time at an art fair and were avidly purchased by different international collections. Also Martin Mertens (Berlin) and Patrick Heide's (London) joint venture was very successful for the showcased artists: several works by **Katherine Murphy** (Patrick Heide, London) went to a French collection.

Lots of interest for the photography by **Thorsten Brinkmann** (artfinder, Hamburg), who is now having a solo show at the Museum Georg Kolbe in Berlin. At Galleria Rubin's (Milan) booth, visitors were fascinated by the marble sculptures of **Affiliati Peducci/Savini**, with their perfect imitation of rubber and packing polystyrene. Stunning sales record at Geukens & de Vil (Antwerp): **Gideon Kiefer's** anxious drawings and the humorous sculptural objects by **Peter de Meyer** were sold out on the second day of the fair. Galerie Börgmann (Krefeld) registered good sales on works by **Jan Muche** and **Roger Wardin**. Gallerist Kirsten Leuenroth sold a painting by **Johannes Rochhausen** for Euro 20.000 to a German collector, and several works by **Daniel Behrendt** and **Anya Triestram** to international collections. Successful presentations also by the galleries of the Eastern European Focus Section: sold-out of **Mitja Fiko's** paintings on show at Eqrna Gallery (Ljubljana), **Kristaps Gelzis'** black & white paintings at Māksla XO (Riga) got a lot of attention, **Mariusz Tarkawian's** and **Michal Gayerb's** works sold well at PROGRAM (Warsaw). Successful closing of the fair at Galerija Marisall (Zagreb) too, with a complete sold out of works by young Croatian artist **Marin Majic** and reservations on works by **Matko Vecic**, who represented Croatia in the last Biennale in Venice.

The parallel program to this year's PREVIEW BERLIN in the central lounge of Hangar2 was of special interest. Big response had the several guides organized for different groups (for example the **Stoberkreis** and the Berlin **Soho House Club**). The aim behind those guides was not only to offer an overview on the fair's program, but also to foster a dialog between visitors and exhibitors. For instance, the event "Behind the Scenes", with cultural patrons from **CAA (Contemporary Arts Alliance)** and the **Deutsche Guggenheim Club**, offered a view on the fair (still in its set-up) on the evening previous to its opening, being a highly successful kick-off event. Furthermore, a collector's talk was co-organized with the Berlin-based KUNST MAGAZIN, featuring German collector Werner Grub in a live interview.

Great interest was also shown on the discussion on the fair's format, always in the spotlight in every edition of the fair. This year the discussion was brought up into short-duration seminars with the Ludwig-Universität from Munich and the UCLA Los Angeles. These guides and talks proved to be successful, as the visitors

were spontaneously involved into a direct conversation with the artists and exhibitors. This all helped to generate a great atmosphere throughout the entire days of the fair.

The fair organizers are already working on a new fair concept, a development started early this year with a seminar with the students of stage design at the TU Berlin. This new concept pursues to emphasize the communication and the interaction between the gallerist, the collector and the artwork, pushing those to the forefront.

2010 exhibitor list

AUSTRIA:

Galerie Michaela Stock, Vienna

BELGIUM:

GEUKENS & DE VIL, Antwerp

Galerie Zuid, Antwerp

CROATIA:

Galerija Marisall, Zagreb

FRANCE:

Galerie Ilka Bree, Bordeaux

GERMANY:

artfinder Galerie | Mathias Güntner, Hamburg

Galerie Börgmann, Krefeld

Braubachfive, Frankfurt/Main

Galerie Deschler, Berlin

dieschönestadt, Halle

Galerie Robert Drees, Hanover

Galerie Patrick Ebensperger, Berlin

FB 69 Galerie Kolja Steinrötter, Münster

Galerie Hartwich Rügen, Sellin

heliumcowboy artspace, Hamburg

Galerie Hengevoss-Dürkop, Hamburg

Galerie Hunchentoot, Berlin

Jarmuschek + Partner, Berlin

Kunsthaut Erfurt, Erfurt

Kunststiftung des Landes Sachsen-Anhalt, Halle

Galerie Leuenroth, Frankfurt/Main

loop – raum für aktuelle Kunst, Berlin

maerzgalerie, Berlin/Leipzig

Marke.6, Weimar

Galerie Maurer, Frankfurt/Main

mbf-kunstprojekte, Munich

Martin Mertens, Berlin

MyVisit.to, Berlin

Nusser&Baumgart, Munich

RASCHE RIPKEN, Berlin

Scotty Enterprises, Berlin

Galerie Heike Strelow, Frankfurt/Main

Umtrieb-Galerie für aktuelle Kunst, Kiel

Wagner + Partner, Berlin

WENDT+FRIEDMANN, Berlin

Wilde Gallery, Berlin

Zweigstelle Berlin, Berlin

GREAT BRITAIN:

Patrick Heide Contemporary Art, London

Riflemaker, London

Charlie Smith, London

HUNGARY:

ACB GALERIA, Budapest

IRELAND:

Kevin Kavanagh Gallery, Dublin

ITALY:

Antonio Colombo Arte Contemporanea, Milan
Francesco Pantaleone Arte Contemporanea, Palermo
Galleria Rubin, Milan

JAPAN:

G/P gallery, Tokyo

LATVIA:

Maksla XO, Riga

NETHERLANDS:

Galerie Bart, Amsterdam
MKgalerie, Rotterdam

NORWAY:

Galleri Maria Veie, Oslo

POLAND:

Program / Foundation for Promoting Contemporary Art, Warsaw

SLOVAKIA:

KROKUS GALLERY, Bratislava

SLOVENIA:

ALKATRAZ GALLERY, Ljubljana
Equrna Gallery, Ljubljana

SPAIN:

Art Nueve, Murcia
Galería Full_Art, Sevilla
Rosa Santos, Valencia
Pilar Serra Gallery, Madrid

SWITZERLAND:

Galerie Bernhard Bischoff/videokunst.ch, Bern
WIDMER+THEODORIDIS contemporary, Zurich

USA:

Mixed Greens, New York

Contact:

Creixell Espilla-Gilart, Show Manager & PR
PREVIEW BERLIN - THE EMERGING ART FAIR
c/o Zentralbüro
Karl-Liebknecht-Strasse 7
D-10178 Berlin
Tel +49 (0)30 49 80 55 17
Fax +49 (0)30 49 80 55 18
creixell.espilla@previewberlin.de

Further information at:
www.previewberlin.de