

PRESS RELEASE from 7 September 2010



PREVIEW BERLIN - THE EMERGING ART FAIR
8 – 10 October 2010
Opening: 7 October 2010, 6 – 10 p.m.

www.previewberlin.de

After last year's successful edition in the main hall of Tempelhof Airport, **PREVIEW BERLIN – The Emerging Art Fair** is once again moving to Hangar2 for its sixth edition. 60 exhibitors from 19 countries were accepted for the **PREVIEW BERLIN 2010**, and will provide an outstanding overview on the art of our time. This year's fair concept, which was developed out of the experience from the last five years, is considered to be both a summarisation of previous fair concepts and proclamation of a new fair format for 2011.

Hailed by the *Tagesspiegel* in September 2009 as the "hub of Berlin's autumn art fairs", the **PREVIEW BERLIN** has advanced to become the crucial event of the Berlin fair week. Last year, more than 10,000 art enthusiasts visited the fair for sculpture and installation in the monumental main hall of Tempelhof Airport.

PREVIEW BERLIN – the platform for promising Berlin-based, national and international galleries as well as independent art spaces – celebrated its first edition in 2005. The fair is directed by two gallerists and one artist: **Kristian Jarmuschek** (Galerie Jarmuschek + Partner), **Rüdiger Lange** (loop – raum für aktuelle kunst) and **Ralf Schmitt** (MyVisit.to).

The directors consider this year's focus on art from Eastern European countries to be an important enrichment of Berlin's fair week – an element which had been missing until now.

"Berlin is one of the most important gates to Eastern Europe. Many Eastern European artists have found a second home in Berlin," explains **Ralf Schmitt**. "Berlin, as a creative capital in Europe, can no longer ignore the influence that can clearly be felt in the city due to artists from these countries," adds **Rüdiger Lange**. "There are up-and-coming art scenes and high-quality art in these countries. Our task as an international fair for emerging art is it to seek out and present these trends," **Lange** continues.

Similar to the 2007 and 2008 editions, the **PREVIEW BERLIN** will once again be held in Hangar2 of Tempelhof Airport this year. The return to the hangar is based on a conscious organisational decision to stimulate and promote further developments with respect to the fair concept. "The 2009 edition in the main hall of the airport helped us lead a discussion on the art fair format at an optimal level," explains **Kristian Jarmuschek**. "To foster this discussion, we found it necessary to ensure a booth layout in 2010 which reflects the experience gained over the last five years. Not least because in 2011 we plan to present an absolutely new and innovative fair concept. In order to implement innovations, one must first recapitulate and recombine previous experiences," adds **Jarmuschek**. This led to the birth of the 2010 fair concept: a mixture of classical exhibition booths and project areas without walls, available for the free development of individual installations and sculptures by individual artists or group works by several artists. "The projects represent the bridge to the 2009 fair concept," **Ralf Schmitt** confirms.

A total of 60 exhibitors will be included in the **PREVIEW BERLIN 2010**. With participants from 19 countries, it will be the most international edition of the fair to date.

Under the focal point of Eastern Europe, several galleries and project spaces will be presented, including **Galerija Marisall** from Zagreb, **Māksla XO** from Riga, **PROGRAM Gallery** from Warsaw, **Krokus Gallery** from Bratislava, **Alkatraz Gallery** and **Equrna** from Ljubljana and **ACB Galeria** from Budapest.

The following exhibitors will also present projects at the **PREVIEW BERLIN**: **Galerie Bernhard Bischoff/videokunst.ch** from Bern, **Galería Full_Art** from Sevilla, **Galerie Hartwich Rügen** from Sellin, **marke.6** from Weimar and **Francesco Pantaleone Arte Contemporanea** from Palermo.

More than 200 artists will show the latest trends in contemporary art production at the **PREVIEW BERLIN**, making the **PREVIEW BERLIN** the meeting point for an international community of curators, collectors, gallery owners, artists and art enthusiasts.

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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

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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, Ljubliana
Equrna Gallery, Ljubljana

SPAIN:

Art Nueve, Murcia
Galeria 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

Valid as of: 2 September 2010 – subject to modifications

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Fair dates:**8 – 10 October 2010**

Daily 1 – 8 p.m.

7 October 2010: Opening: 6 - 10 p.m.

Tickets

Day ticket 10 euros, reduced 6 euros

Catalogue: 10 euros

Venue:

Berlin Tempelhof Airport

Hangar2

Columbiadamm 10

D-12101 Berlin

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