

PREVIEW in REVIEW

Berlin, 25.10.2011

PREVIEW BERLIN presents itself as self-assured trade fair in Berlin's autumn art season and is also developing a perspective for 2012.

It's a well-known fact that the Berlin art market is constantly changing. But in 2011, Berlin's entire art landscape was radically reformed. The most drastic change – the omission of the Art Forum – was disconcerting. But it also brought new challenges and opportunities for the players in Berlin's autumn art season. PREVIEW BERLIN presented itself in its seventh edition as the Berlin art fair format, a fact that was widely attested.

PREVIEW BERLIN's profile has stood the test of time: young national and international galleries and project spaces show their most promising emerging positions. In conceptualising the art fair, its directors, Kristian Jarmuschek, Ruediger Lange and Ralf Schmitt, place an emphasis on their experience with the mechanisms of Berlin's art scene. For the upcoming 2012 edition, they intend to create a platform that established galleries can also be affiliated with. The main objective of the PREVIEW BERLIN 2012 is to use this special profile to strengthen Berlin as an art marketplace. The art fair will thus illustrate even more precisely what makes Berlin's art landscape so unique from an international perspective.

The emerging art fair achieves stability through regular revision and enhancement. This can be clearly seen in the "Focus Eastern Europe" project, which fostered the participation of Eastern European galleries last year. The auspicious result: a flood of galleries from these nations applied for inclusion this year. Two new plug-ins were also added in 2011. The cooperative project between Fresh Paint, Tel Aviv and PREVIEW BERLIN started with Israeli curators and collectors travelling to Berlin for a panel discussion with the directors of the partner fairs. The VIDEO ART BOX by Fresh Paint took centre stage in the main area of Hangar2. Here the Tel Aviv art fair presented German premieres of video works by Israeli artists. With FOCUS ACADEMY, PREVIEW BERLIN is turning to art universities and their students for a new format. In this year's fair, works were shown by students from the Bauhaus University in Weimar, Muthesius Academy of Fine Arts and Design in Kiel and the Academy of Arts in Nuremberg.

To meet the demand for continuous improvement and also the expectations of the art market in 2012, PREVIEW BERLIN is changing its structure. A new, independent jury will be integrated, consisting of innovative protagonists from the art world, but excluding gallerists from voting power. Given this prominent advisory board, discussions will once again focus on analysing the most convincing artistic positions – the basis for acceptance into the exhibit. In this way, confidence will be regained in Berlin as an art market location.

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If you should 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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