

## PREVIEW BERLIN – THE EMERGING ART FAIR 2011

PRESS CONFERENCE ON THURSDAY, 8 SEPTEMBER 2011 AT 12:00

Following the turbulent developments of Berlin's art fair landscape in 2011, and even in its proverbial "perilous" seventh year, PREVIEW BERLIN – The Emerging Art Fair is looking forward to an internationally oriented group of exhibitors that follow the "emerging" principle, promising an exciting art fair for all those seeking new discoveries in the contemporary art scene.

From September 9 to 11, an upcoming generation of galleries and project spaces from 15 nations will present the most ambitious positions of their programmes in Hangar2 of the former Tempelhof Airport. In addition to the 61 exhibitor concepts, the runway has been cleared for two new projects this year. With VIDEO ART BOX by Fresh Paint and FOCUS ACADEMY, the focus of the exhibition discourse has been placed squarely on the interface between art production and the art market.

### VIDEO ART BOX by Fresh Paint

VIDEO ART BOX by Fresh Paint presents contemporary video art from Israel and marks the beginning of a partnership between PREVIEW BERLIN and FRESH PAINT Tel Aviv – two art fairs that have dedicated themselves to emerging art. The programme presents video art that has never been shown in Germany before, and provides insights into a wide-ranging and internationally acclaimed Israeli video art scene with its characteristic evocative and low budget works.

In a panel discussion between the directors of the PREVIEW BERLIN and FRESH PAINT, the potential for cooperation between the two art fairs, the similarities and differences of the event concepts and their effects on each local art scene will be debated.

The project has been conceived and realised in cooperation with schir – art concepts, Berlin.

### FOCUS ACADEMY

With FOCUS ACADEMY, PREVIEW BERLIN is turning toward art academies and their students in a new format. Developed from the enhancement of PREVIEW BERLIN's art fair concept, FOCUS ACADEMY centres directly on students at the moment of their transition from training to artistic independence, leading to a platform for a new generation of young and promising artists who present their work for the first time to a broad public.

In 2011, this concept, which pushes the new artistic generation to the next level – in line with PREVIEW BERLIN's profile as an interface between artists and the art market – will be expanded for the first time to include several universities. In its next editions, PREVIEW BERLIN will develop a platform in which the art university students and exhibition spaces will be able to compare their state of production, education and mediation with that of other art academies. This platform will also enable them to make new contacts or refresh existing cooperations.

The PREVIEW BERLIN 2011 includes work by students of the Bauhaus University in Weimar, the Muthesius Academy of Fine Arts and Design in Kiel, and the Academy of Fine Arts in Nuremberg presented at the stands of marke.6, Umtrieb – Galerie für aktuelle Kunst and MyVisit.to.

## OVERVIEW OF PREVIEW BERLIN

### PRESS CONFERENCE

Thursday, September 8, 2011  
12 noon

### PROFESSIONAL PREVIEW

Thursday, September 8, 2011  
2 – 6 p.m.

### OPENING RECEPTION

Thursday, September 8, 2011  
From 6 p.m.  
Admission to the opening is free

### OPENING HOURS

Friday, September 9, to  
Sunday, September 11, 2011  
1 – 8 p.m. daily

### LOCATION

Flughafen Berlin Tempelhof  
Hangar2  
Columbiadamm 10  
12101 Berlin

### PRESS KIT

Press photographs and press texts are available as downloads at [www.previewberlin.com/press](http://www.previewberlin.com/press)

### PRESS CONTACT

If you 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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### ACCREDITATION

Please accredit for the press conference at [presse@previewberlin.com](mailto:presse@previewberlin.com).

All texts free for publication.  
Copies are kindly requested.

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