

For immediate release – September 14th, 2009

PREVIEW BERLIN - THE EMERGING ART FAIR
25th – 27th September 2009
Opening: 24th September 2009, 6 – 10 p.m.

www.previewberlin.de

LESS REGRESS / MORE CONGRESS – NEW PERSPECTIVES FOR AN ART FAIR

Since 2005, PREVIEW BERLIN- The Emerging Art Fair has been held in tandem with ARTFORUM BERLIN. This year, the fair organizers have developed a new concept as a reinterpretation of the conventional art fair form, entitled LESS REGRESS / MORE CONGRESS. This year, as mentioned in the previous press release, the fair will not present the art works in conventional stalls. Rather, only sculptural approaches and those based on installation will be included in the new concept, which the organizers hope will spark discussion about new ways to present art within the art fair context.

The LESS REGRESS / MORE CONGRESS concept was developed as a response to the specific situation presented by the new venue, the main hall at Tempelhof. Based on the idea of foregoing the conventional art fair layout, the concept presents a challenge to the exhibiting galleries: each gallery may exhibit a maximum of two artists. A detailed list of participating galleries and artists can be found at www.previewberlin.de.

The new concept is intended to foster communication within the fair. The space where the fair is being held will appear more open, thus providing a space for conversations and discussions among exhibitors and visitors; in addition, the concept enables visitors to discover formal and other relationships among the individual works of art themselves, constituting a new level of relation made possible by the lack of dividing walls.

By foregoing the conventional fair layout, the grid structure composed of aisles, walls and narrow passages also disappears. Since this structure usually determines the layout of exhibitor booths and also serves to guide visitor traffic, installing the works according to the new concept also presented a challenge to the fair organizers. A 1:25 scale model of the main hall was made to facilitate a truly curated installation and each gallery was asked to produce a scale model of each artwork they planned to exhibit. This enabled the organizers to accurately distribute art works and passageways in a miniature version of the real event, resulting in a distribution of works that looks more like a curated exhibition than a conventional fair. The model of the main hall, including the art models within, will be displayed on the upper level during the fair.

As a way to preserve some aspects of the conventional art fair concept, PREVIEW BERLIN decided to adopt a new presentation system: the PREVIEW GUIDES. Young art history students will have the opportunity to cooperate directly with artists and galleries and to engage in meaningful discussion of the art works with visitors to the fair. Moreover, a fair module was designed exclusively for PREVIEW BERLIN to meet the specific needs of the new concept. The module functions as a way for visitors to orient themselves, a place to sit, and a surface the galleries can use to present relevant information. Within the open concept of the exhibition, the modules make it possible for visitors to move through

the fair in a structured way, while also serving as places for communication within the dynamic exhibition area. This special furniture piece was produced in a limited edition of 47, one for each of the exhibiting galleries.

This year, the porcelain manufacturer *Königliche Porzellan Manufaktur Berlin* is once again providing a special form of support to PREVIEW BERLIN: the KPM Lounge. Located on the upper level on the left side of the main hall, KPM will serve coffee, tea and cake to all visitors. The porcelain service itself is an especially tasteful contribution to the new fair venue: exclusively for PREVIEW BERLIN, KPM will serve all refreshments on Urania dishware. This dinner service was created in 1938 by Trude Petri, who was influenced by the design concepts of the Bauhaus and the New Objectivity movement. Urania thus serves as a bridge between the 90th anniversary of the Bauhaus, being celebrated this year, and the 1930s, when Tempelhof airport was constructed. As a contemporary complement to this historic dinner service, KPM also presents a limited edition of porcelain pistols, which the company commissioned from artist Yvonne Lee Schultz. Inspired by the classical design of James Bond's Walther PPK, the pistols promise to generate interest among collectors of contemporary art.

Fair Dates:

25th – 27th September 2009

Daily 1– 8 p.m.

24th September 2009: General Opening 6 – 10 p.m.

Admission

Day Ticket: 10 Euro; Students and children: 6 Euro

Catalogue: 10 Euro

Venue:

Berlin Tempelhof Airport

Main Hall

Platz der Luftbrücke 5

D-12101 Berlin

Contact:

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