

PRESS RELEASE for 29 September 2009

**PREVIEW BERLIN – THE EMERGING ART FAIR
25 – 27 September 2009**

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PREVIEW BERLIN closes the doors on its 5th edition

More than 10,000 visitors made their way to Tempelhof Airport over the weekend. PREVIEW BERLIN – The Emerging Art Fair and this year's concept for the fair, LESS REGRESS/MORE CONGRESS, were positively received by the press and the participating galleries, garnering enthusiastic praise from both.

Like a sort of sleeping beauty, the gigantic main hall of the airport awoke from its slumber to find itself recalled to life as art's royal chamber. With more than 3,000 visitors on opening day and over 10,000 in total, PREVIEW BERLIN was surprisingly well-attended. In this year that has been more than difficult for the art market, PREVIEW BERLIN succeeded not only in attracting the interest of the press and art enthusiasts, but also achieved impressive sales. At the conclusion of the fair, total sales stood at well over 200,000. Danish gallery Charlotte Fogh Contemporary, which exhibited the enchanting miniature worlds created by artist duo **Hesselholdt & Mejlvang**, reported extraordinarily good sales. The fair organizers are very happy with the result, as are the participating galleries. "We came with no sales expectations whatsoever. It was more important to us simply to be here in Berlin and be part of the new art fair concept," said Verena Dollenmaier from the Berlin-based **Galerie Axel Obiger**. "Here at PREVIEW, we presented our program to a larger public and made many new contacts."

While important art world figures such as **Hans Peter Adamski** could be found at Tempelhof on opening day, the weekend proved more attractive to institutions. Dr. Ursula Zeller of the **Zeppelin Museum in Friedrichshafen** and Dr. Meret Cobarg of **Kunstsammlung Neubrandenburg** exchanged impressions with the exhibitors.

Last minute sales were being made right up until the doors were closed on the last day of the fair; included in these were two works by **Michael Nitsche**, represented by Galerie Michaela Stock from Vienna, and a piece by **EVOL**, exhibited by Berlin's own **WILDE Gallery**. Private collections picked up several of **Nándor Angstenberger's** work shown by The Coop Gallery. **Dmitry Kawarga's** interactive sculpture, exhibited by Barbarian Art Gallery from Zurich, also created quite a stir, as did **Stefan Doepner's** installation for the Slovenian gallery ACE Kibla.

PREVIEW BERLIN – The Emerging Art Fair closed its doors yesterday as an indispensable part of Berlin's fall art season. Energetic preparations are already underway in anticipation of the 6th edition in 2010.

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