

**SPARK ART Fair Vienna:
Austria's new art fair**

In 2021 the art year will begin for the first time from May 6 to 9 in Vienna. Austrian galleries, together with international galleries, will be showing around 85 solo presentations.

A new beginning for art! With the SPARK Art Fair Vienna a new Austrian art fair of international dimension is being launched. In the spring, to mark the beginning of the art year, the fair will provide strong impulses for the local gallery scene and the future of Vienna as an art site. The fair will give not only established, but also young, up-and-coming galleries a chance to show around 85 solo presentations. About half of the participants will be Austrian galleries and they will be complemented by a top-notch selection of international galleries. Individual sections will be devoted to emerging galleries, new media and post-1945 modern art. The SPARK Art Fair Vienna sees itself as a dynamic platform for galleries, as an intermediary between supporters and scouts of emerging art, artists, experts, a committed community of collectors and visitors interested in art.

»With its focus on individual presentations, an attractive digital format including the international audience, its open, visionary architecture and the entire spectrum of post-1945 art, the SPARK Art Fair Vienna will set new standards in quality and strategy«, as initiator and managing director Renger van den Heuvel proudly summed up the new project. Especially in the first half of the year, not just Vienna, Austria, but also the neighboring countries, were lacking the impetus to reach persons interested and to provide a platform for showing and selling high-quality art. Quality and consistency are expected to ensure that in the coming years demand for art is increased, dynamic target groups are developed and global collectors are drawn to Vienna as an art site. International guests unable to make it to Vienna will be able to gain interesting insights and find possibilities to communicate with galleries and artists through a targeted digital format and online VIP events. Thanks to the SPARK Art Fair Vienna, in the future the art world will turn its gaze to the Austrian art market in the springtime.

6-9/5/2021 / MARX HALLE
KARL-FARKAS-GASSE 19, 1030 VIENNA

WWW.SPARK-ARTFAIR.COM

PREMIERING IN 2021 – A STRONG SIGNAL FOR THE ART WORLD

Organizing a safe fair will send a strong signal to the international art world. The first SPARK Art Fair Vienna will take place in May 2021, taking into account the Covid-19 situation in May 2021 and the guidelines issued by the Austrian federal government. In cooperation with the relevant authorities we will develop a comprehensive Covid-19 prevention strategy. Concrete details on the final safety strategy will be announced shortly before the SPARK Art Fair Vienna opens.

INFORMATION

Preview & Vernissage / May 6, 2021

Fair days / May 7–9, 2021

LOCATION

MARX HALLE / Karl-Farkas-Gasse 19, 1030 Vienna

www.spark-artfair.com

Instagram / Facebook / Twitter

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FOR INQUIRIES AND ARRANGING INTERVIEWS

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