

SPARK Art Fair Vienna: »Interface« and »Perspectives« Sections

Marlies Wirth and Tevž Logar will be curating the special sections at the spring art fair that will be taking place for the first time at the Vienna Marx Halle from May 6 to May 9, 2021. A total of forty galleries will be selected to present individual artists in the special sections.

One theme, one artistic position. The first SPARK Art Fair Vienna will zoom in on individual artists, their work and their understanding of art. »We want to focus, to create a framework for maximum concentration and in-depth discussion. In a globally networked world there are different approaches to topical concerns and issues,« as Renger van Heuvel, the managing director of SPARK pointed out. The two curated sections on »Interface« and »Perspectives« will be mainly geared to international galleries. While the first section deals with digital forms of expression and processes, the curatorial concept of the second section will offer fascinating insights into topical issues and creative processes in times of crisis. The curators will present a range of artistic strategies and approaches on the basis of 24 selected artistic positions. A further sixteen curated solo presentations will round off the section on post-1945 modern art.

INTERFACE: CONTEMPORARY NEW MEDIA AND DIGITAL ART

The curated section will focus on digital and new media art, addressing the new, exciting possibilities that digital technologies hold in store. This area will appeal to curators, galleries and collectors alike. The new media offer new possibilities. »This young, multidisciplinary and hybrid form of art experiments with different types of artistic expression, forms of representation and perceptual modes.« Marlies Wirth, curator for digital culture at the Vienna MAK – Museum of Applied Art, will select twelve galleries to participate. Confronted with a world of technological advances, scientific discourses and social developments, this new media art is engaged in exploring the radical changes taking place in modern communication.

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

WWW.SPARK-ARTFAIR.COM

PERSPECTIVES: ONE STORY, DIFFERENT TAKES

Different positions, various perspectives, new insights: Reality reveals many different facets, while art opens up spaces for understanding them. In the »Perspectives« section, Slovenian curator Tevž Logar takes up the idea of the Rashomon effect developed by the Japanese cult film director Akira Kurosawa to describe how individuals perceive and interpret one and the same situation in different ways. Logar has invited twelve galleries to present artistic positions that reflect the environment of people working in the arts – be this by a critical exploration of identity, gender relations and economic relations or by reference to power politics and authoritarian positions. Logar is convinced: »Art is indispensable for shaping and understanding life and forms of life. Only this way can we anticipate the political, social and economic consequences of changes.« In view of the global pandemic this is certainly a timely approach.

SPARK ART FAIR VIENNA 2021

The SPARK Art Fair Vienna is a new Austrian art fair of international dimension. Established and emerging galleries will present 85 solo positions from May 6 to 9, 2021. Renowned Austrian galleries and a selection of invited international galleries will make for high-level program and exciting artistic positions. In addition to the two curated sections for international galleries, the fair will expand its spectrum in the section showcasing post-1945 modern art. 16 positions will be shown in individual presentations.

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

WWW.SPARK-ARTFAIR.COM

BIOGRAPHIES

Marlies Wirth (1980) is an art historian and curator based in Vienna, working at the MAK – Museum of Applied Arts, Vienna. As the Curator for Digital Culture she has a key role in the programming of the VIENNA BIENNALE and heads the MAK Design Collection. She curates exhibitions in the fields of art, design, architecture, and technology, such as *UNCANNY VALUES. Artificial Intelligence & You* (2019), *ARTIFICIAL TEARS* (2017), and the new MAK DESIGN LAB. She is one of the curators of the international travelling exhibition *Hello, Robot. Design between Human and Machine* and was co-director for the 12th Global Art Forum («I am not a Robot») in Dubai and Singapore (2018). In 2019 she was the curator of the Official Austrian Contribution to the XXII Triennale di Milano. She was nominated curator of the Austrian contribution to the London Design Biennale 2021. Focusing on conceptual art and cultural anthropological contexts of artistic production, she also develops independent exhibition projects and writes texts and essays for publications.

Tevož Logar (1979) works as an independent curator, editor and writer. His recent curatorial project *When in Doubt, Go to a Museum* showcases works of art from five distinguished private collections of contemporary art. Logar has curated or co-curated a number of group and solo exhibitions, including the Slovenian Pavilion at the 55th Venice Biennial, exhibitions and projects in New York, Montreal, Geneva, Beirut, Budapest, Łódź and Berlin. For the 58th Venice Biennial in 2019, he worked with the Pavilion of the Republic of North Macedonia as a curatorial consultant. From 2009 to 2014, he was the artistic director of the Škuc Gallery in Ljubljana. Logar is a co-founder of the Ulay Foundation (2014) in Amsterdam where he is presently a member of the Advisory Board. In 2014, he was nominated for the Gerrit Lansing Independent Vision Award (Independent Curators International) in New York. He lives in Rijeka, Croatia.

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

WWW.SPARK-ARTFAIR.COM

»New media bring forth new options. This young, multidisciplinary and hybrid art form experiments with artistic possibilities of expression, representational forms and modes of perceptions.«

Marlies Wirth, curator of the »Interface« section

»Art is indispensable for shaping life and forms of life and understanding. It helps us to grasp the bigger picture and how things are interconnected. This is the only way we can anticipate the political, social and economic consequences of change.«

Tevož Logar, curator of the »Perspectives« section

»We want to focus, to create a framework for maximum concentration and in-depth discussion. In a globally networked world there are diverse approaches to topical issues and concerns.«

Renger van den Heuvel, managing director of SPARK Art Fair Vienna

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

@sparkartfair / #sparkartfair

FOR INQUIRIES

Joshua Köb

press@spark-artfair.com

IMAGES

Tevž Logar-SPARK Art Fair Vienna.jpg

Tevž Logar, curator of the »Perspectives« section

Copyright: Jaka Babnik. Reproduction free of charge for reports on the SPARK Art Fair Vienna. Picture credit must be cited.

Marlies Wirth-SPARK Art Fair Vienna.jpg

Marlies Wirth, curator of the »Interface« section

Copyright: Marcella Ruiz Cruz. Reproduction free of charge for reports on the SPARK Art Fair Vienna. Picture credit must be cited.

MAY 6–9, 2021 / MARX HALLE

KARL-FARKAS-GASSE 19, 1030 VIENNA

WWW.SPARK-ARTFAIR.COM