

SPARK

ART FAIR VIENNA

INFORMATION

24 – 27 JUNE 2021
MARX HALLE

Opening / 24 June 2021

Preview / 12 – 5 pm

Vernissage / 5 – 8 pm

Fair Days / 25 – 27 June 2021

Öffnungszeiten / 11 am – 7 pm

MARX HALLE

Karl-Farkas-Gasse 19, 1030 Vienna

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ENTRANCE PRICES

€ 12,50

€ 9,00 / Students / Conscripts (25 and under), seniors (over 65s), persons with special needs and their carers – *with valid ID*

HOW TO REACH THE FAIR BY PUBLIC TRANSPORT

Underground U3 (Erdberg – exit Nottendorfer Gasse or Schlachthausgasse – exit Schlachthausgasse)

Tram 18 (St. Marx, Viehmarktgasse), 71 (St. Marx)

Bus 74A (Viehmarktgasse), 80A (Neu Marx)

Train S7 (St. Marx – direct connection to Vienna International Airport)



NEXT EVENTS

24–27 March 2022 / 23–26 March 2023 / 28–31 March 2024

Welcome to the first SPARK Art Fair Vienna

After a period of pandemic-related restrictions, the art world is now experiencing its reawakening. People's desire to enjoy art in person, as well as the opportunity to attend events and engage in lively discussions, are greater than never before.

In Vienna, the newly founded SPARK Art Fair Vienna, taking place at the start of the summer season, offers one of the first opportunities to do so. The city, located in the heart of Europe, with its lively contemporary art scene and its historical significance as an art metropolis, will host a new, innovative fair format from 24 to 27 June.

The first SPARK Art Fair Vienna will focus on individual artists, their current work and their understanding of their work. As a platform for production, the new fair focuses on exclusive solo presentations by the participating galleries. As developers and promoters of artists, the galleries play a key role in the art market.

The SPARK Art Fair Vienna aims to draw attention to the dynamic relationship between production, marketing and distribution of contemporary art and to offer both artists and galleries the maximum space to develop. The concentrated format enables established collectors and budding art lovers to engage in in-depth discussion. Already at its premiere, numerous artists will present previously unpublished works and works created especially for the fair. By offering NFTs (non-fungible tokens) the SPARK Art Fair Vienna will also set accents in the digital sphere.

It has not only been since the pandemic that forces in the art world have been in motion. The globalisation of the contemporary art market is a stark contrast to a strong regional anchoring. Under the pressure of climate change, a change of a different kind will take place in the coming years: International fairs with a strong regional base will continue to grow in importance, especially for established, medium-sized and young, emerging galleries.

SPARK Art Fair Vienna deliberately aims to achieve a balance between such a strong regional base and internationality. The decision to focus on Austria and the surrounding European countries strengthens the market position of the participating galleries and the art presented, while at the same time generating international interest. This is also achieved through the digital format SPARK Studio, as well as our partnership with the global online platform Artsy.

In the coming years, the SPARK Art Fair Vienna will take place at the end of March, offering a platform for high-quality art in Central Europe in the first half of the year.

We would like to thank all our supporters and sponsors: the **Austrian Ministry of Arts, Culture, Public Service and Sport (BMKÖS)** for supporting young galleries, for the digital format SPARK Studio and for inviting international curators, the **Department of Culture in Vienna (MA 7)** for supporting young galleries and the **Vienna Business Agency** for inviting international curators. Thanks also go to Vienna Tourism for their cooperation and to all sponsors, especially the **C-Quadrat Investment Group** and **Alexander Schütz**, for their great commitment and enthusiasm for contemporary art in Vienna.

We look forward to seeing you at the first SPARK Art Fair from 24 to 27 June!

Renger van den Heuvel and the Team of SPARK Art Fair Vienna

SPARK Art Fair Vienna – 71 International Solo Presentations at the Premiere 2021

The innovative fair format for contemporary art starts with 71 solo presentations by 59 galleries and the three curated sections »Perspectives« by Tevž Logar, »Utopia: Post-War« by Sabine Breitwieser and »Interface – Contemporary New Media and Digital Art« by Marlies Wirth. Between 24 and 27 June, established and emerging international galleries and artists can be experienced at Vienna's Marx Halle.

Each presentation one artist: at the first SPARK Art Fair Vienna, an innovative fair format will experience its premiere. Unique for an art fair with an international format and renowned galleries, only solo presentations will be shown – total of 71, with 34 of them in the three curated sections. »We want to offer galleries and artists as much space as possible and thus emphasise the important role they play in the art market. After all, they provide the new and exciting – the art we are privileged to experience in the collections and museums of today and tomorrow,« says Renger van den Heuvel, Managing Director and Founder of SPARK Art Fair Vienna, explaining the idea behind the concept.

MAXIMUM CONCENTRATION ON ART PRODUCTION

The concentrated presentation form of the SPARK Art Fair Vienna puts the respective artist in the centre. Their exclusivity is a benefit for everyone: the individual artists receive full attention for their current work, the galleries are perceived even more strongly in their role as developers and promoters, and the interested public gains deeper insights into artistic creation. »We focus and thus create the framework for maximum concentration and intensive engagement. We are proud that numerous previously unpublished works created especially for the fair will be presented at SPARK as early as 2021,« Renger van den Heuvel is pleased to say.

DIGITAL, INTERNATIONAL, HISTORICAL

A total of 34 solo presentations will be presented in the three curated sections »Perspectives« by Tevž Logar, »Utopia: Post-War« by Sabine Breitwieser and »Interface – Contemporary New Media and Digital Art« by Marlies Wirth. Digital art forms, film, dance and photography will also be on display.

In the »Perspectives« section, curator Tevž Logar explores the idea of the Rashomon effect developed by Japanese cult director Akira Kurosawa. The eight selected international galleries present artists who reflect the artistic working environment. In view of the global pandemic, an extremely topical approach.

The section »Utopia: Post-War«, curated by Sabine Breitwieser, is dedicated to the open and multiple narratives of post-war art. The section includes 14 solo presentations by local and international galleries that have close relationships to the artists. In addition, there is a comprehensive programme of experimental films and dance choreographies, which changes daily for the duration of the fair.

In the section »Interface – Contemporary New Media and Digital Art«, curated by Marlies Wirth, artists address our current »digital culture«. The section brings together twelve artists from the world of digital art and media art. The title stands for artistic work as an interface, the visualisation of the digital and direct communication with the audience.

INTERNATIONAL CLASS, REGIONAL BASIS

The fair is clearly committed to the regional focal points of Central Europe, Austria and Vienna and deliberately focuses on the balance between a strong regional base and internationality. »Together with the galleries, we want to further develop the local market in the coming years and thereby generate a global fascination with new art,« explains Renger van den Heuvel. From 2022, the spring fair in Vienna will fill a gap in the international art fair calendar, creating a further opportunity to reach art-lovers and to show and sell high-quality art.

During the days of the fair, co-operations with the city's most important museums and art institutions – Albertina, Bank Austria Kunstforum, Belvedere, Kunsthalle Wien, Kunst Haus Wien, Kunsthistorisches Museum Wien, Leopold Museum, MAK, mumok and Secession – will ensure contemporary Vienna can be enjoyed in full. During the event and also subsequently, the digital format SPARK Studio and the online edition at Artsy will offer further interesting insights into the programme of the fair.

PERSPECTIVES

The section »Perspectives« symbolically refers to Kurosawa's idea of the Rashomon effect. This term relates to a specific situation in which an event is interpreted or described differently by the people involved. Invited galleries present artistic positions that seek to reflect on the working environment of artists, whether through critical questioning of identity, or in relation to established power structures. The focus of this section can be understood – especially in view of the new world order after the pandemic – as an act of symbolic resistance and at the same time testifying to a sense of time and space.

»Art is indispensable when it comes to shaping and understanding life and ways of living. Looking at the world through the prism of art acts as an antidote to the numbness we feel, due to violence which dominates our everyday lives. Art allows people to see the bigger picture and recognise how things are interconnected, thereby helping to anticipate changes and their political, social and economic consequences. The section serves as a narrative link between galleries and individual artistic practices, defining social and political frameworks that enable us to contemplate the possibility of initiating change.«

Tevž Logar, Curator Section »Perspectives«

Tevž Logar works as independent curator, editor and writer. Logar has curated numerous 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 was curatorial advisor to the Pavilion of the Republic of North Macedonia. 2009 to 2014 he was artistic director of Škuc Gallery in Ljubljana. Logar is a co-founder of the Ulay Foundation (2014) in Amsterdam and is a member of their advisory board. In 2014 he was nominated for the Gerrit Lansing Independent Vision Award for international independent curators in New York. Tevž Logar lives in Rijeka, Croatia.

PERSPECTIVES

Dürst Britt & Mayhew (Den Haag, NL) / **Jacqueline de Jong**

Galerie Frank Elbaz (Paris, FR/Dallas, US) / **Michael Horsky**

kubikgallery (Porto, PT) / **Gil Madeira**

LETO (Warsaw, PL) / **Radek Szlaga**

lítost gallery (Prague, CZ) / **Botond Keresztesi**

Gregor Podnar (Berlin, DE) / **Anne Neukamp**

SODA gallery (Bratislava, SK) / **Lucia Tallová**

SUPRAINFINIT (Bucharest, RO) / **Alessandro Teoldi**

UTOPIA: POST-WAR

The curated section »Utopia: Post-War« is dedicated to the open and multiple narratives of post-war art. The section includes 14 solo presentations by local and international galleries who have close ties with the selected artists. Special features, including experimental film and dance from the post-war period, will round off the exhibition and address other distribution channels. This section does not claim to offer a complete overview of the art from this period – something that would not be possible even if the focus were just limited to Austria. In a time dominated by a global pandemic, the exhibition aims to throw a spotlight on the work of individual artists, rather than relying on canons of work or systematic approaches.

The section offers four comprehensive daily programmes of experimental films and dance choreographies. Films by the likes of Maria Lassnig, Kurt Kren, VALIE EXPORT and Hans Scheugl can be seen, all kindly provided by sixpackfilm. One section is dedicated to post-war dance. Among others, choreographies by Samuel Beckett, Tatsumi Hijikata, Pina Bausch as well as the recordings *In the Name of the Holocaust* by John Cage and Merce Cunningham, which were rediscovered in the course of the research, will be shown. Sabine Breitwieser selected the choreographies after an interesting exchange with the French choreographer and dancer Jérôme Bel. A selection of works from the exhibition *Everybody dances. The Cosmos of Viennese Dance Modernism* (2019 to 2020 at the Theatermuseum Vienna) will be shown in collaboration with Andrea Amort, an expert in Austrian dance modernism.

»Much as we are still experiencing the aftermath of the Second World War and gaining new insights into it, the way we view the art of this period is in flux. While the attempt to capture and reflect on the events, destruction and trauma was initially concentrated on a few countries, this has long since become a global project. The same applies to the art of this period, which first reflected the deep shock felt in society and then evolved to create new forms of art, networks and utopias.«

Sabine Breitwieser, Curator »Utopia: Post-War«

Sabine Breitwieser is currently a 2020/2021 Getty Scholar at the Getty Research Institute in Los Angeles and a curator and author based in Vienna. 2013 until 2018 she held the position of Director at the Museum der Moderne Salzburg. Previously, from 2010 until 2013 she served as chief curator of the Media and Performance Art department at the Museum of Modern Art in New York. From 1988 until 2007, she was the founding director and chief curator of the Generali Foundation in Vienna. She has lead and curated more than 150 monographic and thematic exhibitions throughout Europe and the United States and has also had around 100 works and numerous essays published. In 2012, Sabine Breitwieser received the Yoko Ono Lennon Courage Award for the Arts in New York.

UTOPIA: POST-WAR

acb Gallery (Budapest, HU) / **Agnes Denes**

Charim Galerie (Vienna, AT) / **Ingrid Wiener**

Galerie Martin Janda (Vienna, AT) & Gregor Podnar (Berlin, DE) / **Gorgona**

KÖNIG GALERIE (Berlin, DE) / **Ulay**

Christine König Galerie (Vienna, AT) / **Nancy Spero**

Galerie Konzett (Vienna, AT) / **Joseph Beuys**

KOW (Berlin, DE) / **Anna Boghiguan**

Galerie Krinzinger (Vienna, AT) / **Marina Abramović**

LAYR (Vienna, AT) / **Stano Filko**

ONLY PHOTOGRAPHY (Berlin, DE) / **FotoForm**

OstLicht. Galerie für Fotografie (Vienna, AT) / **Nan Goldin**

Galerie Elisabeth & Klaus Thoman (Innsbruck, AT/Vienna, AT) / **Walter Pichler**

Ulysses (Vienna, AT) / **Maria Lassnig**

W&K WIENERROITHER & KOHLBACHER (Vienna, AT) / **Zoran Music**

INTERFACE – CONTEMPORARY NEW MEDIA AND DIGITAL ART

The section »Interface – Contemporary New Media and Digital Art« focuses on digital and new media art – an area of interest to curators, institutions, galleries, and collectors alike. This theme addresses the new and exciting possibilities of digital technologies.

Contemporary art, in the context of so-called »new media« and »digital art«, is so much more than one might assume at first glance. The possibilities that arise with digital technologies are far from exhausted. Especially in the red-hot area of NFTs (non-fungible tokens) and blockchain, many new options are emerging for visual artists and thus also for galleries, fairs and art institutions.

The interface is part of a system that supports communication. It describes the physical boundary between different states of a medium and is simultaneously the communicative interface between digital and analogue spaces. In this respect, the title of the artwork serves as the interface, the visualisation of the digital and the direct communication with the audience. Interface shows artistic positions that address and transform our current »digital culture«. The works may have originated in the digital, but end up taking analog form or vice versa.

»The art market is still very strongly oriented towards the analogue, object-related and tangible. Digital art, however, does not have to be intangible. This section presents exciting artists whose work reveals new perspectives on digital and media art and is intended to inspire the fair audience to engage with these artistic approaches.«

Marlies Wirth, Curator »Interface – Contemporary New Media and Digital Art«

Marlies Wirth is an art historian and curator at the MAK – Museum of Applied Arts, in Vienna. As a curator for Digital Culture she is involved in the conception of the VIENNA BIENNALE and heads the MAK Design Collection. She curated exhibitions such as: *UNCANNY VALUES. Artificial Intelligence & You* (2019), *ARTIFICIAL TEARS* (2017), and the new MAK DESIGN LAB. She is a part of the curatorial team of the touring exhibition *Hello, Robot. Design between Human and Machine* (A cooperation of Vitra Design Museum, MAK and Design Museum Gent) and was co-director for the 12th Global Art Forum (I am not a Robot) in Dubai and Singapore (2018).

INTERFACE – CONTEMPORARY NEW MEDIA AND DIGITAL ART

Gallery AAAA (Vienna, AT) / **Malte Zander**

Sabrina Amrani Gallery (Madrid, ES) / **:mentalkLINIK**

Die Angewandte (Vienna, AT) / **Martina Menegon**

artmark galerie (Vienna, AT) / **Christian Cap**

KÖNIG GALERIE (Berlin, DE) / **Jeremy Shaw**

Kunst & Denker Contemporary (Dusseldorf, DE) / **Banz & Bowinkel**

max goelitz (Munich, DE) / **Niko Abramidis & NE**

Gabriele Senn Galerie (Vienna, AT) / **Michael Riedel**

Galerie Michaela Stock (Vienna, AT) / **Sandro Đukić**

Untitled Projects (Vienna, AT) / **Jonas Lund**

Galerie Johann Widauer (Innsbruck, AT) / **Oliver Laric**

Zeller van Almsick (Vienna, AT) / **Tilman Hornig**

PARTICIPATING GALLERIES & SOLO PRESENTATIONS

/ MAIN SECTION

Sabrina Amrani Gallery (Madrid, ES) / **Alexandra Karakashian**
Artelier Contemporary (Graz, AT) / **Peter Kogler**
Charim Galerie (Vienna, AT) / **Eva Beresin**
Galerie CRONE (Vienna, AT/Berlin, DE) / **Clemens Krauss**
Croy Nielsen (Vienna, AT) / **Birke Gorm**
Galerie3 (Klagenfurt, AT) / **Veronika Dirnhofer**
EXILE (Vienna, AT) / **Nschotschi Haslinger**
Galerie Ernst Hilger (Vienna, AT) / **Oliver Dorfer**
Lukas Feichtner Galerie (Vienna, AT) / **Zsolt Tibor**
Galerie Martin Janda (Vienna, AT) / **Nilbar Güreş**
Jecza Gallery (Timisoara, RO) / **Tincuta Marin**
Galerie Kandlhofer (Vienna, AT) / **Karl Karner**
Georg Kargl Fine Arts (Vienna, AT) / **Jakob Lena Knebl**
Kisterem (Budapest, HU) / **Kitti Gosztola**
Knoll Galerie (Vienna, AT/Budapest, HU) / **Ákos Birkás**
Christine König Galerie (Vienna, AT) / **Thomas Reinhold**
Galerie Konzett (Vienna, AT) / **Frederick Steinmann**
Galerie Krinzinger (Vienna, AT) / **Jonathan Meese**
Galerie Krobath (Vienna, AT) / **Gerwald Rockenschaub**
Galerie Rudolf Leeb (Vienna, AT) / **Mira Klug**
MARTINETZ (Cologne, DE) / **Sophia Süßmilch**
Mario Mauroner Contemporary Art (Vienna, AT/Salzburg, AT) / **Christina Zurfluh**
Galerie Meyer Kainer (Vienna, AT) / **Heimo Zobernig**
Galerie nächst St. Stephan Rosemarie Schwarzwälder (Vienna, AT) / **Luisa Kasalicky**
Galerie Wonnerth Dejaco (Vienna, AT) / **Thea Moeller**
PSM (Berlin, DE) / **Nadira Husain**
Galerie Raum mit Licht (Vienna, AT) / **Ernst Koslitsch**
Gabriele Senn Galerie (Vienna, AT) / **Hans Weigand**
Galerie Steinek (Vienna, AT) / **Fabian Erik Patzak**
Smolka Contemporary (Vienna, AT) / **Kaja Clara Joo**
SOPHIE TAPPEINER (Vienna, AT) / **Irina Lotarevich**
Galerie Elisabeth & Klaus Thoman (Innsbruck, AT/Vienna, AT) / **Johannes Wohnseifer**
VIN VIN (Vienna, AT) / **Ida Szigethy**
Galerie Sophia Vonier (Salzburg, AT) / **Julia Brennacher**
Galerie Hubert Winter (Vienna, AT) / **Lawrence Weiner**
W&K WIENERROITHER & KOHLBACHER (Vienna, AT) / **Kurt Kocherscheidt**
Zeller van Almsick (Vienna, AT) / **Edin Zenun**

SECTION »PERSPECTIVES«

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PARTNERS



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Our thanks go to the Austrian Ministry for Art, Culture, Public Service and Sport (BMKÖS), the Department of Culture in Vienna (MA 7), Vienna Business Agency and the Department of Tourism in Vienna, for their support and cooperation.

ENQUIRIES

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IMAGES

SPARK-Art-Fair-Vienna-Marx-Halle-1.jpg

The first SPARK Art Fair takes place from 24 to 27 June at Vienna Marx Halle.

SPARK-Art-Fair-Vienna-Marx-Halle-2.jpg

At the fair, both established and upcoming galleries will show 71 solo presentations, 34 of which will be in three curated sections.

SPARK-Art-Fair-Vienna-Marx-Halle-3.jpg

In addition to well-established artists, the first SPARK Art Fair will provide the opportunity to discover new, up-and-coming talented artists.

SPARK-Art-Fair-Vienna-Marx-Halle-4.jpg

SPARK Art Fair Vienna aims to achieve a balance between a strong regional focus and internationality.

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