

# PREVIEW BERLIN

THE EMERGING ART FAIR

8.10. – 10.10.2010

PORTRAIT | PROSPECTUS

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## ABOUT US

**PREVIEW BERLIN - The Emerging Art Fair** was founded in 2005 as an exposition for contemporary art, with a spectrum spanning from painting to installation. The concept behind **PREVIEW BERLIN** was developed through the initiative of three emerging Berlin galleries and an artist: Galerie Jarmuschek + Partner, KUTTNER SIEBERT, loop - raum für aktuelle kunst and MyVisit, formerly Förderkoje®. The objective of **PREVIEW BERLIN** is to allow sophisticated and challenging contemporary art to be shown at a very early stage on the international art market. **PREVIEW BERLIN** invites emerging galleries and project spaces which have the potential to establish themselves on the international art market or have already gained initial experiences there.

**PREVIEW BERLIN** is always held concurrently with the ART FORUM BERLIN.



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## HISTORY

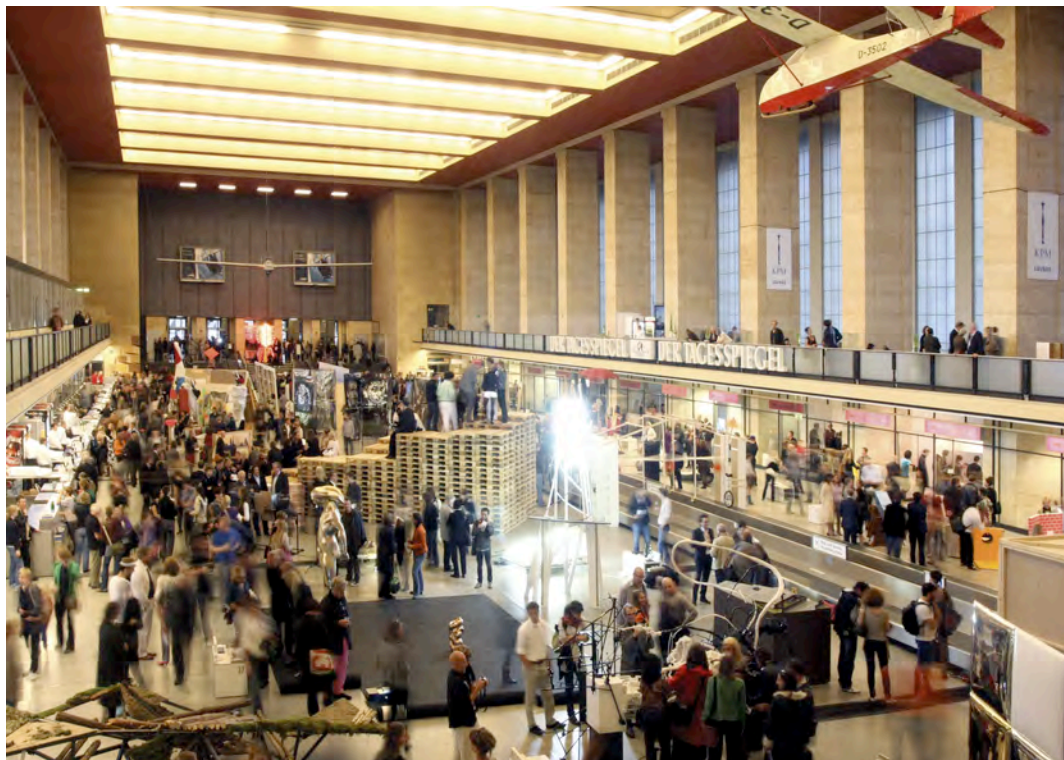
Already in its first year in September 2005, **PREVIEW BERLIN - The Emerging Art Fair** established itself as the Berlin art fair for current artistic positions. Following the first edition, the Handelsblatt called the fair the "Salon for aspirants" and the Berliner Zeitung described it as "the younger, highly promising sister of ART FORUM". It was a successful start in Berlin's "Art Autumn", which features a diverse range of art events held concurrently with the ART FORUM BERLIN, one the most important art fairs in Europe. **PREVIEW BERLIN** was developed as an important component of the Berlin Autumn Art Season and a reaction to the concrete situation in Berlin, with its special artistic production conditions in light of the young international art community.

With the third edition in 2007, **PREVIEW BERLIN** established itself as a pioneering fair on the grounds of the historic Berlin Tempelhof Airport. For the fifth edition in 2009, the fair moved to the unique main hall of the former airport, and developed a special fair concept. Entitled LESS REGRESS / MORE CONGRESS, **PREVIEW BERLIN** used a new fair concept envisioning a curated show without the classic booth wall construction.

This variation was born as a reaction to the growing need for a stronger conceptual discussion in contemporary art. More than 10,000 visitors and enthusiastic press comments – the Tagesspiegel praised **PREVIEW BERLIN** as "the hub of Berlin's autumn fairs" – confirmed its success.

For the sixth edition of **PREVIEW BERLIN**, a novel fair concept will once again be developed, growing out of the past years' experiences. New challenges have been presented by both the fair's new location – one of the airport's hangars – and a new booth construction concept, designed by students of architecture and design. This not only includes artistic aspects but also the integration of ecological features within the overall fair concept.

Image: **PREVIEW BERLIN 2009** in the main hall of the historic Berlin Tempelhof Airport. © Jens Liebchen



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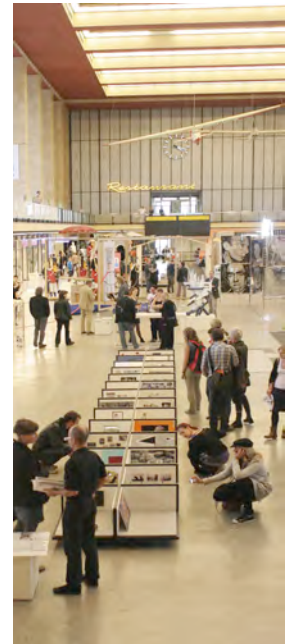
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## THE EXHIBITORS

The **PREVIEW BERLIN** features

a) new galleries and project spaces, which possess the potential to establish themselves on the international art market or which have already gained initial experiences on the international art market.

b) established galleries, which are looking for a suitable platform for the presentation of the young artists they represent.



## PRESS COMMENTS

“PREVIEW BERLIN clearly goes a step beyond ART FORUM (...) Here the quality of the artworks provides an opportunity for communication. The fair organizers make a virtue out of the crisis: instead of pursuing immediate sales, people can first come together and have a conversation. A nice approach.”

[Neues Deutschland](#)

“The fifth edition of PREVIEW BERLIN has proven itself to be a fair where quality does count. (...) The appealing mixture of must-see work and subtle restraint makes PREVIEW the hub of the Berlin art fair season.”

[Der Tagesspiegel](#), one of Germany's most popular newspapers

„PREVIEW BERLIN began as a satellite fair in the shadow of ART FORUM BERLIN – but has now become a well-established element of the Berlin art scene.”

[Berlinatnight.de](#)

„Art calls the shots here.”

[FAZ](#), Germany's leading newspaper.

“PREVIEW BERLIN has once again positioned itself as an ambitious fair catering to the next generation, or emerging art”.

[artnet](#), most popular online magazine about contemporary art

„PREVIEW BERLIN is one of the most interesting art events in Europe.”

[BENTO Magazine](#)

„PREVIEW BERLIN shows rising art stars in the main hall of what was once Berlins legendary Tempelhof airport.”

[The New York Times](#)

“...PREVIEW BERLIN does not appear to be an experimental field distanced from the market, but rather ART FORUM's younger, promising sister.”

[Berliner Zeitung](#)



## EXHIBITOR STATEMENTS

„PREVIEW BERLIN has become an international art fair that reflects the city's progressive art scene. Collectors, art professionals, artists and gallerists all agreed that the fair had taken another leap forward in a new and inspiring location with focus on a more international program.“

*Jesper Elg, Galerie V1, Kopenhagen*

"The PREVIEW BERLIN was a wonderful experience for us. In view of the location, participation is an exciting project. The space provided a moving background for the fair; it generated major interest and turned the fair as a whole into an unusual art event.“

*Hannes Uhlemann, Galerie Hunchentoot, Berlin*

"Our first PREVIEW participation was a positive experience, which created renewed awareness for our branch location among visitors while also bringing in new contacts."

*Torsten Reiter, maerzgalerie, Leipzig/Berlin*

"With our special position as a foundation, we received thoroughly positive feedback from visitors, artists and other foundations on our decision not to present ourselves as a 'normal' gallery. The reaction to the artistic work of Marc Fromm was likewise very positive. We all enjoyed participating in your event very much and would be very pleased to work with you once again."

*Kristin Saage, Art Foundation of Saxony-Anhalt, Halle/Saale*



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## FACT SHEET

### Location

Hangar in Tempelhof Airport

### Date

8 - 10 October 2010

Opening: 7 October 2010

### Booths

60 booths, each 30 sqm

### Participation fee

6,500 Euro (net price)

### Number of visitors

10.000 visitors in 2009

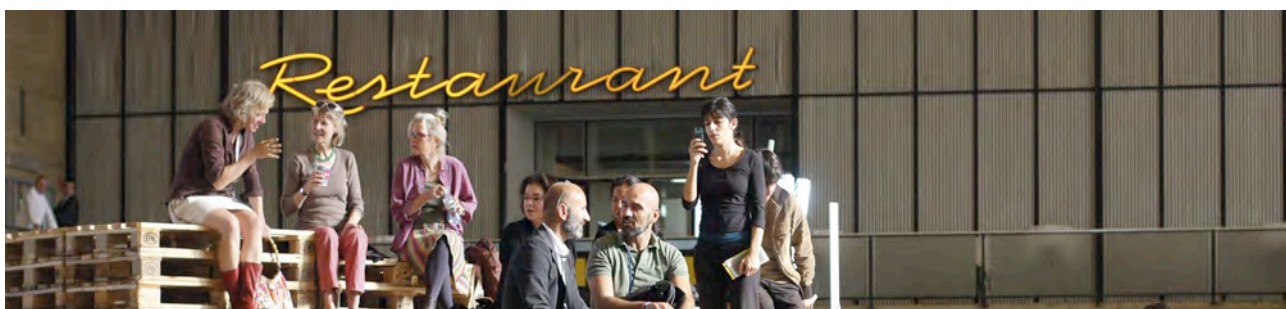
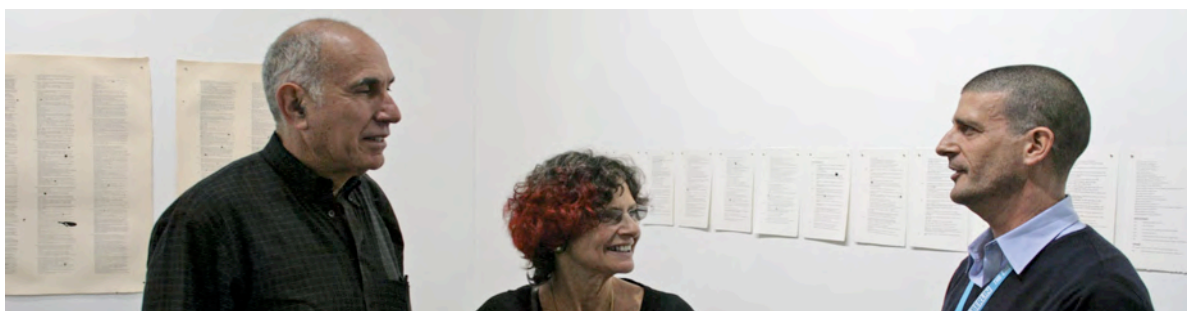
### Visitor profile

70% trade experts, 30% regular visitors

60% from Germany, 25% from European countries, 10% from the USA, 5% international

### Target groups

Trade experts: collectors, curators, museum specialists, art dealers; trend scouts, distinguished public figures, journalists, cultural patrons



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## CONTACT

Creixell Espilla-Gilart Show Manager & PR  
creixell.espilla@previewberlin.de

Silke Schnellhardt, Production Manager  
silke.schnellhardt@previewberlin.de

PREVIEW BERLIN  
c/o ZENTRALBÜRO  
Karl-Liebknecht-Str. 7  
D-10178 Berlin  
Tel: +49(0)30. 49.80.55.17  
Fax: +49(0)30.49.80.55.18

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