

PRESS RELEASE for 26 September 2009

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

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An impressive launch: PREVIEW BERLIN takes off during the Berlin art fair week

PREVIEW BERLIN opened the doors of its fifth edition last Thursday. After two years of being held in Hangar 2, the fair has moved to the main hall of Tempelhof airport. This year's concept, LESS REGRESS/MORE CONGRESS, dispenses with the conventional art fair layout and places the artworks themselves at the centre of the exhibition. More than 3000 registered visitors visited the art fair on the opening day alone.

On 24 September, PREVIEW BERLIN – The Emerging Art Fair, opened its doors at Tempelhof airport; this time, it was art enthusiasts who were to be "processed" and not airline passengers. More than 3000 registered guests arrived in the first few hours and meandered around the exhibited sculptures, which are the real protagonists of this year's fair. The organizers hope that the concept "LESS REGRESS/MORE CONGRESS" will give rise to new ideas and dialogue regarding the future of the art market. The fair, which was truly curated in the full sense of the term, resembles an exhibition more than a commercial event. Bern-based gallerist **Bernhard Bischoff's** overall impression was that "This year, the atmosphere in the fair reminds me of a well-visited museum." Bischoff is exhibiting an installation by artist **Dominic Eichler** and found that "The visitors are very interested and we've definitely made some good contacts over the last few days."

Sales are still being made despite the much-discussed financial crisis. k.u.k. gallery, based in Cologne, sold **Robert Kunec's** installation to a Belgian collection. In the installation, entitled *1/1 Suicide Bomber*, the artist rendered the body parts of a human figure as life-size parts of a toy, such as those that children construct themselves from prefabricated parts that come attached to one another in a grid, but must be popped out and assembled. The Hartwich Rügen gallery was also pleased that an American collection purchased a sculpture by **Michael Johansson**. Several collections showed interest in **Marcel Bühler's** sculpture, *Not Done Yet*, exhibited by Cream Contemporary. Galleria Rubin sold two wooden sculptures by **Gehard Demetz** to private collections. Representatives of the **Richard von Weizsäcker Foundation** admired the sculptures by **Iris Kettner**, exhibited by Galerie Römerapotheke, based in Zurich.

Characterized as the "hub of the autumn art season in Berlin" by the *Berliner Tagesspiegel* newspaper, PREVIEW BERLIN is attracting the attention of both private and public collections. The fair was well-attended by curators from many art museums, such as **Kunstmuseum Schwerin**, **Schloss Blücher** and the **Moritzburg Collection** based in Halle; Dr. Niels Olsen, the director of the **Kunsthalle Emden**, also attended. Jürgen Lucius, who sits on the curatorial board of the **Friends of the National Gallery association** (*Verein der Freunde der Nationalgalerie*) in Berlin, was also spotted. Friedrich Wilhelm von Rausch, managing director of the **East German bank foundation**, **Sparkassen-Stiftung**, Ingrid Roosen-Trinks of the **Montblanc Stiftung foundation** and representatives of **Sotheby's Europe** discussed their impressions with the exhibitors.

The fair has and continues to exceed gallerists' expectations: "It's more about substance and quality. Viewers have to take the time to explore, you can't just rush through this fair" said **Kolja Steinrötter**, who is exhibiting work by two of Katharina Fritsch's star students from the Kunstakademie Münster. Berlin collector **Paul Maenz**, Belgian curator **Stef van Bellingen**, and his German colleague, **Felix Vogel**, as well as many other notable representatives of the international art world, all took the time to explore.

Alongside the regular fair events, such as guided tours, PREVIEW BERLIN is offering workshops for children through Sunday, the last day of the fair.

Fair dates:

25 – 27 September 2009

1 p.m. – 8 p.m. daily

Admittance:

Day-Ticket: 10 Euro; students and children: 6 Euro

Catalogue: 10 Euro

Venue:

Tempelhof Airport, Berlin

Main Hall

Platz der Luftbrücke 5

D-12101 Berlin

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