

Press release

Düsseldorf, Germany, 23 October 2017

ART DÜSSELDORF presents its fair highlights and event program

The first edition of ART DÜSSELDORF will be held from 17 – 19 November (preview on Thursday, November 16). Around 80 established and young galleries from 21 countries will present modern and contemporary art (1945–2017) in the halls of the former factory complex Areal Böhler.

ART DÜSSELDORF will feature 80 established and young galleries, with nearly 60% from Germany and the Benelux. For **Beck & Eggeling** (Düsseldorf), the Italian video-pioneer Fabrizio Plessi is creating an installation especially designed for the fair, which will feature 12 LED screens and stand next to the life-sized sculptural ensemble *30 Standing Figures* by the late Magdalena Abakanowicz. Taking up the whole booth at **Galerie Brigitte Schenk** (Cologne), Klaus Fritze is creating *Der Zuwachs fällt der Hauptsache zu II* (2017), an elevated hunting blind to stimulate a change of perspective and conversation about criteria and structures of order and selection.

More large-scale installations include the large wallpaper installation, *The Cast and Crew of the Old Revolutions* (2017) by Marcel Dzama, displaying the sketches of some of his costume designs and characters of his films and drawings. The piece is currently exhibited at La Casa Encendida in Madrid but available for sale at **Sies + Höke** (Düsseldorf). Another large wallpaper installation that featured in the *Viva Arte Viva* exhibition in Venice this year will be presented by **ChertLüdde** (Berlin). The five-meter-long *ABETARE* (2015) by Petrit Halilaj features scans of an Albanian school book.

KOW (Berlin) will only show video art by Hiwa K, Clemens von Wedemeyer, Tobias Zielony and Mario Pfeifer, while **Liang Gallery** (Taipei) will also show works of the same medium by Taiwanese artists Chen I-Chun and Hsu Chia-Wei.

Galerie Boisserée (Cologne) will focus thematically on work created after 1950 a.o. with an early gouache piece by Joan Miró, and **Levy Galerie** (Hamburg) will spotlight pop art with paintings and mixed media by Werner Berges and Allen Jones. At **Meessen De Clercq** (Brussels) nature plays a central role in the works of Thu Van Tran, Claudio Parmiggiani, Chaim van Luit and José María Sicilia.

Galleries from the region will share booths with international galleries. Düsseldorf-based **Max Mayer** is collaborating with **Misako & Rosen** from Tokyo to present the artists Richard Aldrich and Ei Arakawa, who regularly collaborate. **Linn Lühn**, also from Düsseldorf, and **CANADA Gallery** from New York will show together new works by Kunstakademie Düsseldorf alumni Florian Baudrexel and Christoph Schellberg.

There is a strong representation of artists who are from or live in Germany or the Benelux. **Galerie Thomas Zander** (Cologne) will show photographs of Düsseldorf by Candida Höfer and photo works by Jürgen Klauke, and **Bartha Contemporary** (London) will display new sculptures by Mike Meiré. Highlights at **Rodolphe Janssen** (Brussels) include

new works by Gert & Uwe Tobias as well as Sanam Khatibi, while **Tim Van Laere** (Antwerp) will present Adrian Ghenie, Kati Heck and Jonathan Meese.

“References”

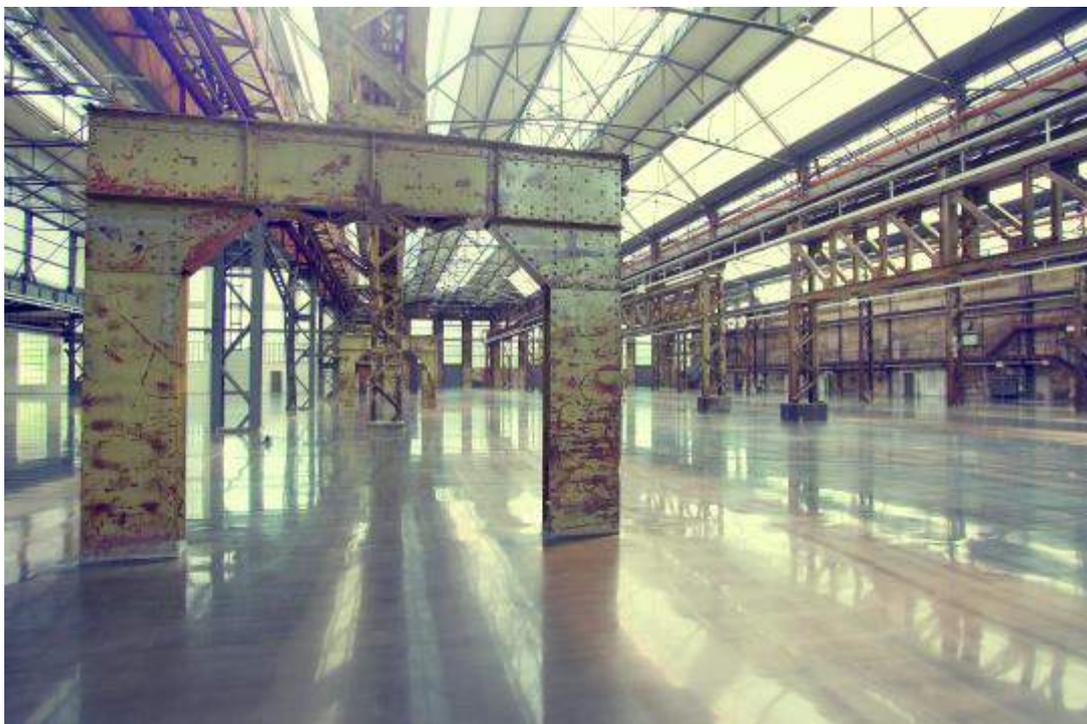
Highlighted as standout booths called “References” across the fair, galleries will juxtapose contemporary artworks with an outstanding masterpiece created before 1945. **MAM Mario Mauroner Contemporary Art Vienna** will present a booth curated around Paul Klee’s watercolor *Edelklippe* (1933, when Paul Klee lost his professorship at Kunstakademie Düsseldorf), which displays a visionary place of shelter to prisoners and refugees, with works by the gallery’s Austrian artists Philipp Mentzingen and Herbert Brandl as well as the British sculptor Tony Cragg. **Michael Werner Kunsthandel** (Köln) spotlights the painting *Reclining Nudes* (ca. 1939) by Francis Picabia. The avantgarde artist uses references as part of his artistic strategy and his work in turn was referenced by Sigmar Polke, who also is amongst the represented artists at the gallery’s booth. **Die Galerie** (Frankfurt) is dedicating their booth to a solo show of Roberto Matta and **Galerie Bastian** (Berlin) to Robert Rauschenberg.

Düsseldorf’s mayor Thomas Geisel on the first edition of ART DÜSSELDORF:

“In addition to being a state capital, Düsseldorf is also a capital of Germany’s art market. That makes me all the more excited about ART DÜSSELDORF: With an impressive selection of the most exciting and influential galleries, it brilliantly rounds off our cultural offering alongside the art academy and a stimulating museum landscape.”

Walter Gehlen, co-director of ART DÜSSELDORF:

“We are excited to welcome visitors and outstanding galleries from all over the world to the first edition of ART DÜSSELDORF. The Rhineland is a very relevant region for the art market with strong standing in contemporary art history, which is going to come alive through ART DÜSSELDORF.”



The halls of Areal Boehler in Duesseldorf © Areal Böhler

ART DÜSSELDORF mobile App

PRNCPL is a new technology platform for the art industry, created by the team behind curiator.com, which was acquired by MCH Group in 2016. The primary focus of PRNCPL is to help art fairs manage their data, and to create the best possible digital experience for its galleries, collectors and visitors.

ART DÜSSELDORF, being part of the MCH Group family, will be the first art fair to partner with the new platform and will launch its official mobile app on 2 November 2017, powered by PRNCPL.

The app uses the latest IR (image recognition) technology to instantly display an artwork's information simply by photographing. Within less than a second, the visitor will be represented with a hi-res image of the artwork that they can favorite, download or share with a friend or on social media.

BLOOM Award by WARSTEINER

For ten emerging artists, it has now become clear: They are presenting their works to a large audience during ART DÜSSELDORF. At the award ceremony on November 17 at 6 pm, the three winners of the BLOOM Award by WARSTEINER will be announced. A prize will additionally be awarded in the new special category 'music video'.

#urbanana

The #urbanana award ceremony will be held at 5 pm on 17 November. Tourismus NRW in cooperation with CREATIVE.NRW are using the #urbanana award to recognize tourism-oriented projects from the creative economy for the first time. Along with the presentation of the award's six recipients — each of whom will receive 4,000 euro — and impulse talks by North Rhine-Westphalia's secretary of commerce, Andreas Pinkwart (to be confirmed), and Norbert Kettner, managing director of WienTourismus, the project #urbanana will also be introduced. It will be the first time that the Ruhr Valley and the Rhineland cities of Düsseldorf and Cologne present themselves together as a creative urban jungle.

Talks programme and tours

On Saturday, 18 November, Dominikus Müller, writer and journalist, will host four individual talks under the umbrella theme "Autonomy and Agenda" to discuss the relationship between art and politics amid questions about identity politics, social fragmentation and the rise of a new right wing.

On Sunday, 19 November, Tobias Flessenkemper, international expert in culture and governance, will chair two panel discussions about the cultural economy in the metropolitan region of the Rhineland and its role in European and international cultural policy. Panelists will be announced soon.

ART DÜSSELDORF will host tours and an extensive VIP program. More details [here](#).

www.art-dus.de

Notes to editors

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Listings:

Dates: November 17-19

Address: Areal Böhler, Hansaallee 321, 40549 Düsseldorf

Website: www.art-dus.de

Opening hours:

Press breakfast on Thursday, November 16, 10am – 12pm

Preview (by invitation) on Thursday, November 16, 12 – 4pm

Opening night on Thursday, November 16, 4 – 8pm

Friday, November 17, 12 – 7pm

Saturday, November 18, 11am – 7pm

Sunday, November 19, 11am – 7pm

Tickets available at www.art-dus.de and at the fair:

Opening night:

Advanced sales: €52 / €47 (reduced)

At the door: €55 / €50 (reduced)

General admission:

Advanced sales: €22,50 / €17,50 (reduced)

At the door: €25 / €20 (reduced)

2-day-ticket advanced sales: €30

2-day-ticket at the door: €35

ART DÜSSELDORF

ART DÜSSELDORF will establish itself as a new and innovative platform for collectors, gallerists and curators. By selecting Düsseldorf's Areal Böhler as the venue of ART DÜSSELDORF, the fair has positioned itself at the junction of the Rhineland and the Ruhr Valley: in the heart of a metropolitan region that has ten million inhabitants and is, with regard to art and culture, at the center of one of Western Europe's most vibrant regions.

MCH and Regional Art Fairs

The MCH Group, which has its head office in Basel (Switzerland), is a leading international live-marketing group with a comprehensive network of services spanning the entire exhibition and event market. It includes the exhibition companies in Basel, Lausanne and Zurich as well as different companies in the field of "Live Marketing Solutions". It organises and hosts some 90 exhibitions, including the world's leading events of Baselworld and Art Basel in Basel, Miami Beach and Hong Kong. In 2016, it launched an initiative to build up a new portfolio of regional art fairs in major locations of art in order to expand the services it offers and to strengthen the internationalisation of its product portfolio. MCH Group will work with its local partners

to strengthen the regional art markets. Since September 2016 MCH Group has owned a majority stake in India Art Fair as well as a minority stake in ART DÜSSELDORF since February 2017. Further information:

> [MCH Group](#)

> [MCH Group / Regional Art Fairs](#)

BLOOM Award by WARSTEINER

The BLOOM Award by WARSTEINER is Germany's largest open international competition for emerging artists. The prize supports young artists from around the world and helps them to gain a foothold in the art market. The primary focus is on their sustained advancement: Along with trips to prominent international art fairs and events, the winners receive additional support through mentoring programs. Over 2300 artists from 90 countries applied this year. Because the competition is open to all forms of expression, the special exhibition of the finalists reveals an exciting artistic diversity.

Alain Bieber (journalist, author, curator) and **Uwe Flade** (film and music-video director) are represented in the jury for the first time this year. Museum head **Prof. Stephan Berg** is joining us for the second time this year. These three jurors are joining the three other permanent members of the jury. **Catharina Cramer** (patron and managing partner of the Warsteiner Group), **Yasha Young** (director and curator of Urban Nation) and **Walter Gehlen** (codirector and artistic director of Art Düsseldorf) have formed the core of the BLOOM Award by WARSTEINER Jury since the very beginning.

LEXUS – exclusive mobility partner for ART DÜSSELDORF

Founded in 1989, Lexus is known worldwide for its reliable product quality and progressive design, and will be ART DÜSSELDORF's exclusive mobility partner. Lexus is the first and the only manufacturer of luxury vehicles until this day to offer an efficient full-hybrid engine in all of their product series. Several models will be exhibited at ART DÜSSELDORF. Furthermore, besides showing innovative art, Lexus will exclusively present the fifth model generation of the luxury-class sedan LS which is the brand's flagship. The new Lexus LS is the symbol of a powerful, independent identity and it represents a typically Japanese interpretation of luxury vehicles. The new model will be launched in the beginning of next year, but visitors of ART DÜSSELDORF will have the unique opportunity to experience the new sedan by Lexus beforehand. They will be the first to discover an exciting new side of Lexus.

After-show meeting point: Lido Malkasten

The Lido Malkasten is this year's after-show meeting point for the ART DÜSSELDORF. On July 4, the Malkasten am Hofgarten, which can look back on a rich tradition, opened its restaurant and the bar Lido im Malkasten. In close collaboration with the artist Rosemarie Trockel, they created an open-plan space that has made an interesting place into something unique. Rosemarie Trockel designed a carpet composition specifically for the Lido im Malkasten: Based on her world-famous knit paintings, it measures an impressive 400m². The restaurant and bar offer modern interpretations of international cuisine in a relaxed atmosphere: The underlying principle is mixing and sharing. The team surrounding chef Florian Ohlmann has made it their goal to inspire guests to engage in experimentation and trying things out and to make the Malkasten the meeting point for communications and the arts in Düsseldorf.