



Press release 31.08.2015

20th ART Innsbruck
International Fair for Contemporary Art and Antiques
28 – 31 January 2016, Fairground Innsbruck

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20th Anniversary of the ART Innsbruck

As in the past, in the anniversary year of 2016 the founder and operator of the ART fair, Johanna Penz, is also relying on innovation: besides the main fair, which in future will always take place in December (1 to 4 December 2016), for the first time there will be a compact supplementary event in spring, called ART Innsbruck Complementary (11 to 14 May 2017).

The energetic 'trade fair maker' declared her courageous desire to expand at this year's 19th ART Innsbruck. "The ART Innsbruck has grown up and is fully fledged now; therefore, it is high time we promote this successful art fair at the heart of the Alps more aggressively," said Johanna Penz at the opening evening of the ART Innsbruck in February this year.

By moving to the large hall A at the Innsbruck exhibition centre and extending the exhibition portfolio by adding prestigious art and antiquities from the 19th century, she sent out a distinct message and gave her exhibitors and the growing number of ART visitors a taste of the upcoming anniversary year and her future plans. In addition to the original event, which in future will always take place in December, the ART Innsbruck is now giving birth to a compact spring edition, namely the ART Innsbruck Complementary. The ART Innsbruck has always been a year-round venture right from the start and the brand has become present in the city throughout the year, not least through herself, explains Penz. Therefore, it is only logical to create an additional suitable forum for the brand. Furthermore, Penz will set her main event already in the anniversary year 2016 in December."

Meanwhile, the preparations for the 20th edition of the Innsbruck art fair are already running well underway. Besides the regular exhibitors like Gallerie Depelmann (Langenhagen), which already participates for the 20th time at the ART Innsbruck, Gallerie Hosp (Nassereith) and the Gallerie Augustin (Innsbruck/Wien) there will be interesting new exhibitors like Kunsthandel Möller (Neu-Isenburg), Gallerie Peter Hardt (Radevormwald), Lena Roselli Gallery (Budapest) or Antichità Gasperetti Trento. The response has been marvellous and the relaunch is proving effective. "By moving into the new main hall A at the Innsbruck fairground and near to the newly erected, enormously impressive exhibition centre entrance, we have been able to reinforce our successful brand and upgrade it significantly for the exhibitors as well as for our visitors," says Penz.

The fact that this will be a great and special show is already certain too. "We will bring an opalescent and truly iconic anniversary exhibition exclusively to Innsbruck," remarks Penz. She and her long-time partner in organising special shows, the Innsbruck gallery owner Clemens Rhomberg, are bringing 'Mel Ramos: Pin-Up Girls' into the Alpine city – an

exhibition, which was shown in the Ludwig museum to mark the 80th birthday of this star of pop art. "I am really glad that we were able to land this coup", says Penz. "Since pop art has been one of the bestsellers at the ART right from the beginning, this exhibition is kind of a reference to the huge number of pop art fans among our visitors." Those who know Ms. Penz and the ART Innsbruck well suspect that the fair organiser will offer a lot of more pop art at the anniversary venture. "Yes, we will let things go off with a bang," she admits with a smile. "We owe this to ourselves, our exhibitors and our visitors who have been faithful to us with their enthusiasm over the years."

International contemporary art and antiques from the 19th/20th/21st centuries are presented at ART Innsbruck. 90 exhibitors including gallery owners and art dealers from 10 nations exhibit paintings, original graphics, sculptures, photography, new media as well as antique glass, porcelain and other treasures.

Image material for download at www.art-innsbruck.at → Press

Time: 28 – 31 January 2016

Opening times: Thu – Sat 11:00 – 19:00, Sun 11:00 – 17:00

Location: Main hall A - Messe Innsbruck, Entrance East, Claudiastrasse 1 (NEW!)

More information:

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