



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

Press release 15.12.2015

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Two ART fairs taking place in the Anniversary Year

Others would just celebrate their 20th anniversary. In contrast, Johanna Penz, foundress and director of the ART Innsbruck, wants to do much more than that. Therefore, she will organize two art fairs in the anniversary year of 2016 and starting from 2017, there will be an ART Innsbruck Complementary each spring.

Thus, moving to the large pavilion earlier this year was only the beginning of a wide-range relaunch and further advancement of the Innsbruck art fair. Just now, in the upcoming 20th year of the ART Innsbruck, Johann Penz, foundress and director of the first and biggest art fair in West Austria, plans to conduct even two ART fairs: the Anniversary ART Innsbruck from 28 to 31 January 2016 and then the 21st ART Innsbruck, which will take place from 1 to 4 December 2016. That is because in the future, says Penz, the large ART Innsbruck will always take place in December. "By doing so, we will finally be able to benefit from the Christmas sales", explains Penz. "For us this is a brilliant coup," states Penz, radiant with joy. In fact, artwork is always a perfect gift to suite everyone's taste. Actually, her exhibitors have been enthusiastic about the idea right from the start. "And I am sure that our regular customers will also accept the new event delightedly."

This date castling offers the fair manageress the opportunity to fulfil her long-cherished wish, which she can now realize without limitation for the first time. In any case, Penz plans to conduct two art fairs per year beginning with the anniversary year 2016. For the first time in spring 2017 and in addition to the regular ART in December, Penz will call a new compact art fair format, the ART Innsbruck Complementary, into being. As the name suggests, the Complementary will be a compact supplement to the regular fair. "We would like to give our exhibitors the opportunity to present themselves once again with novelties or with highlights tailored to the visitors from Innsbruck." Furthermore, this format opens up excellent possibilities in attracting new exhibitors, whether established galleries or newcomers, explains Penz. "That is because a compact art fair like this offers a unique opportunity to all those, who know the ART Innsbruck only by hearsay, in becoming more familiar with our concept, our service and in particular with the art fair location Innsbruck. Moreover, these people have the chance to meet our visitors within a smaller framework and to purchase art objects even at little expense. The Complementary is designed to contribute to the medium-term rejuvenation and renewal of our fair portfolio."

The Anniversary fair, which opens its gates for the first time in the evening of 27 January 2016 and will continue until 31 January 2016 inclusively, has been completely sold out for weeks now. The fair manageress states that once again she managed to attract some of the most

interesting and internationally successful galleries to Innsbruck, which is also a perfect incitement for her future development plans.

The advance sale of the ART tickets has already started as well. For the first time, Tyrolean art friends have the possibility to purchase their tickets using the Ö-Ticket system.

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Every year in spring, international visual arts and antiques from the 19th, 20th and 21st centuries are presented at ART Innsbruck.

90 exhibitors including gallery owners and art dealers from 10 nations will be exhibiting paintings, original graphics, sculptures, photography, new media, antique furniture, carpets, glass, porcelain and other treasures.

Image material for download at www.art-innsbruck.com → 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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Nominated for the Bank Austria Art Prize 2013

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