



Press release, 1 February 2016

20th ART Innsbruck

International Fair for Contemporary Art and Antiques

28 to 31 January 2016, Exhibition Hall A, Fairground Innsbruck

Anniversary ART sees excellent sales and new visitor record

Around 19,000 visitors over four days, including 4,000 on the open evening alone and positive and enthusiastic feedback from the approx. 90 exhibitors. The day after the 20th ART Innsbruck, which closed its doors on Sunday at 17:00, the foundress and Director of ART Innsbruck, Johanna Penz, looked back on a very successful anniversary event.

“Sunday was the most heavily visited day of ART and this was reflected in an excellent appreciation of the artwork and a positive buying mood among our loyal customer base. You could not ask for a more perfect conclusion to this anniversary trade fair: happy art buyers and beaming exhibitors. We can now channel our enthusiasm into organising the next ART which will take place from 1 to 4 December,” says Penz. The ART had to be dismantled in record time due to the tight window between the trade fair dates: “We only had 17 hours before the handover but our team managed it brilliantly,” says Penz, visibly proud of her well-rehearsed team. But this time she too received lots of appreciative feedback, praise and compliments for her work.

Even state governor Günther Platter, who had to withdraw from the opening ceremony due to illness, dropped by for a lengthy visit to ART on Friday afternoon and passed on his enthusiasm through his office. “You have to congratulate Johanna Penz and her team. 20 years of development work, 20 years of persistent advertising and negotiating and all, I assume, irrespective of time constraints. Johanna Penz has spent the last 20 years keeping up-to-date with the times and the art market and as such has managed to secure the comparatively small ART Innsbruck a position on the international art market. Over the last 20 years, ART Innsbruck has grown to become a small yet refined cross-regional brand in its own right. This benefits the dealers and galleries who attend the fair; it benefits art enthusiasts and collectors; it benefits the artists who find an audience here; and it benefits art as a whole and enables it to assert its place in society. Johanna Penz certainly deserves thanks and recognition for this! I would like to wish the 20th ART Innsbruck every success and a long and prosperous future”.

“That’s great to hear,” Penz admits. Over the years she has had to develop a thick skin, as she always says, “because otherwise you wouldn’t be able to withstand the upsets and know-it-all attitudes you encounter along the way. It is often said that **critical feedback is the breakfast of champions** but after 20 years, you sometimes get a champagne breakfast or special brunch instead,” Penz smiles.

The Lions Club also celebrated the art enthusiast who has been providing her home club, the Lions Club Innsbruck Goldenes Dachl, with a forum for art charity campaigns at ART for many years. During the exhibitor evening, her club friends surprised her with a Melvin Jones Fellow, the highest accolade

of the Lions Club International Foundation which is bestowed on deserving members who have pursued the social aims of the foundation. "An unbelievable honour, I can't really get my head around it," says Penz. "But I also see it as a sign and encouragement to keep on pursuing this route".

ART Innsbruck presents international contemporary art and antiques from the 19th, 20th and 21st centuries. 90 exhibitors including gallery owners and art dealers from 10 nations exhibit their paintings, original graphics, sculptures, photography, new media, antique glass, porcelain and other treasures.

Trade fair days: 28 – 31 January 2016

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

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

For more information:

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Nominated for the Bank Austria Art Prize 2013

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