

# ART. FAIR



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## **ART.FAIR and BLOOM – two fairs, many facets**

Since its foundation in 2003 by Andreas Lohaus and Walter Gehlen, Cologne's fall art fair has steadily continued to develop. The change in venue from the Expo halls to the Staatenhaus was only one of many changes.

Last year BLOOM, the creative industries art show, joined in as the first fair for artists from the creative industries directed by gallery owner Yasha Young. Now both fairs are gearing up together for their second round.

### **Nine times ART.FAIR**

ART.FAIR has not only been *the* art event during the Rhineland fall in past years, it has also made itself an international name as Germany's third largest art fair.. That has been made possible with the help of its protagonists – the exhibitors.

Such an international as well as varied group of participants has helped the ART.FAIR in being successful this year too: 25 galleries are from abroad. Of the 85 exhibitors, more than a third are new entrants. Loyal big names round it out. A group of long-time exhibitors completes the picture.

For the first time, ART.FAIR is on the upper floor of the Goldsaal of the Cologne Staatenhaus as well. In contrast to the past years, the fair offers even more space with this third hall. Hence 25 additional galleries can present themselves with room to spare. In the Goldsaal, there are established positions such as, for example, the BRENNECKE Gallery, the Kunsthandlung Osper and the Terminus Gallery. The wide space with its open booth structures offers the opportunity of fully engaging in the arts much like in a museum.

This year ART.FAIR will also be presenting selected positions of the 20<sup>th</sup> century. In addition to big names in Pop Art and established greats like Gerhard Richter, Georg Baselitz, Norbert Bisky and Stephan Kaluza, ART.FAIR is placing a special focus on young talents.

ART.FAIR will also make use of the unique ambience of the Staatenhaus for attractive fringe events. They range from a fashion show to live music and parties. During all of the fair days, a lightwriting event by the internationally known art troupe Lichtfaktor will be held. It is powered by CITROËN.

Behind the columns – where the exhibition hall opens in a concave toward the Rhine – BLOOM - the creative industries art show. extends itself as it did last year.



## **BLOOOM – there is more than just one art market**

Set as a tender plant in fall 2010, BLOOOM immediately unfolded its full blossoms. With around 60 entrants this year, it is unique worldwide. The globalized art market calls for a new way of thinking. Instead of competing with each other, the challenge today is to build bridges and to develop synergies.

BLOOOM renders pioneering work in the constantly changing art scene. The directors of ART.FAIR and BLOOOM have dedicated themselves to the intensification of the relationships and the cooperation between the different creative branches by placing the activities of the exhibitors in the foreground.

Everyone who is here has something special to offer – be it new interdisciplinary gallery concepts, work from an artist's collective, results of product, graphics and light designers where marketing is not a priority or fashion labels who are not only looking for their target groups at fashion events.

For the exhibitors who often escape standard classifications, BLOOOM offers a unique platform and in doing so, meets with positive resonance with a young, demanding public. Because it is only natural that in addition to the booths, there is free exhibition space at the end of the southern wing where the individual work of a sculptural and installative type of art are presented.

In the nationally held innovation competition "365 Places in the Land of Ideas", BLOOOM received the award as "Selected Landmark" in the framework of the vernissage. The competition was carried out by the location initiative "Germany – Land of Ideas" in cooperation with Deutsche Bank.

Additionally the special exhibition of BLOOOM Award by WARSTEINER finalists' is integrated into BLOOOM. The competition is oriented to young artists and creative professionals from Germany and the Netherlands. The award's ceremony will take place in the framework of the vernissage. The Warsteiner Brauerei – a BLOOOM partner from the very beginning – is to be thanked.

**Please send us proof of publication.**

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