

ZOO ART FAIR



VOLTA^{show}02

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CONTEMPORARY AFFAIR

ZOO ART FAIR

I
13–15 October 2006
12 – 8.30 p.m.

I
London Zoo
London

VOLTAShow03

I
11–17 June 2007
1 - 9 p.m.

I
Ultra Brag
Basel

Zoo Art Fair and VOLTAShow announce a unique collaboration between two art fairs that will draw on each other's expertise and experience.

VOLTAShow is an international art fair that presents the vision of contemporary commercial art galleries of global repute whose artists represent new and relevant positions for curators and collectors alike. Conceived to bridge a gap between Basel's pre-existing fairs, VOLTAShow showcases mature galleries who choose as their mandate to work with the most exciting emerging artists.

Zoo Art Fair is a non-profit, sponsored fair that identifies and supports emerging contemporary art talent by presenting young commercial and non-commercial organisations on the international platform, made possible by the success of the Frieze Art Fair. Exhibitors include galleries, project spaces, artist collectives, curatorial groups and publications. Sponsors include established private collectors, galleries, arts businesses and public funding.

The collaboration begins with an international section at London Zoo selected by the VOLTAShow and Zoo Art Fair. Having focused in its first two years on the local London and UK emerging art scene, the Zoo Art Fair in 2006 will draw on VOLTAShow's consolidated knowledge of the international scene, expanding to include 15 international commercial and non-commercial arts organizations under 6 years old. Exhibiting alongside 30 emerging UK organizations, the Fair will once again offer visitors a considered introduction to the next generation of art professionals and an in-depth survey of their emerging markets. Young organisations from Berlin, Los Angeles and Mexico City will be invited this year. The focus on cities rather than individual galleries will result in a more representative view of each scene as well as supporting it as a whole. Each city has been selected for its vibrancy and idiosyncrasy and the persistence they show in establishing themselves as contemporary cultural centres.

In exchange the Zoo Art Fair will co-curate the VOLTAShow's Solo Presentation/Special Projects section at Ultra Brag in 2007, presenting another aspect of the global art market in order to engender dialogue around developing scenes. It will extend the VOLTAShow's ambition to promote emerging artists, and to create interchange and intersection between galleries from around the globe. It will also offer innovative and exciting work in a more comprehensive context. The subject and nature of the presentation will be announced in the New Year.

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INTERNATIONAL FOCUS

Berlin

Cheap rent and the availability spaces have been attracting international artists to the city for over ten years. Along side the spread of artist studios a fresh crop of young galleries and project spaces has sprung up across the city, encouraged by the success of regular events such as the Berlin Biennale.

Los Angeles

LA has long since been a haven for artists with key figures such as Michael Ascher/Paul McCarthy/Chris Burden and Ed Ruscha leading the way. But only relatively recently has a flourishing gallery scene developed. Since the emergence of LA's Chinatown as a centre for the artistic community in the late 1990's together with the local art schools supplying a critical mass of art producer and the appearance of forward-thinking organisations such as Hammer Projects, LA has become one of the most vibrant and individual contemporary art scenes in the world.

Mexico City/Guadalajara

Following the success of resident artists such as Gabriel Orozco and Francis Alys, galleries such as Kurimanzutto and the establishment of the Jumex Collection, the art scene in Mexico has maintained its presence internationally. This has provided a solid base for young galleries, enabling the emergence of artist run spaces and commercial galleries and the continuing promotion of Latin artists internationally.