

## VOLTAshow 01

### THE NEXT GENERATION ART FAIR, Basel 2005

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**New Art fair fills the niche between Art Basel and Liste. A broad spectrum of galleries from Europe, Japan, Canada, Mexico, and the US guarantees the audience a great art programme.**

In June 2005 the VOLTAshow will be introduced to the Basel audience. The new fair guarantees an exciting range of contemporary art by bringing together a broad spectrum of artists and galleries from Europe, Japan, Canada, Mexico, and the US.

The VOLTAshow – founded by Friedrich Loock (**Wohnmaschine**, Berlin), Ulrich Voges (**Voges + Partner**, Frankfurt), and Kavi Gupta (**Kavi Gupta**, Chicago) – is part of the emerging movement of non-profit project fairs made by galleries for galleries. Thus the VOLTAshow responds to the exhibitors' need for lower costs in order to present the newest work while still delivering on the audience's demand for high quality.

The exhibitor list includes Zach Feuer (**Zach Feuer Gallery / LFL**), Becky Smith (**Bellwether**) and David Risley (**David Risley Gallery**), the founders of two of the other most exciting alternative fairs in the world—NADA Miami and the Zoo Art Fair, London—as well as the other stellar galleries which share a similar vision but a very distinctive programme. These are **Foxy Production**, **Roebing Hall**, and **Spencer Brownstone Gallery** from New York; **Black Dragon Society** and **The Happy Lion** from LA; **the AGENCY contemporary** and **f a projects** from London; **Hervé Loevenbruck** from Paris; **Milliken**, Stockholm; **Torch**, Amsterdam; **Thomas Rehbein Galerie**, Cologne; **nicolas krupp contemporary art gallery**, Basel; **Espacio Minimo**, Madrid; **Galeria Enrique Guerrero**, Mexico City; **Artcore/Fabrice Marcolini**, Toronto; and **Taro Nasu Gallery**, Tokyo – all established galleries that choose as their mandate to work with emerging artists.

Organized to run parallel to the renowned Art Basel and LISTE, the VOLTAshow is an art fair for the next generation based on a spirit of commitment and cooperation that will contribute further to the scene enjoyed by international collectors and art enthusiasts alike. As the director of Art Basel Samuel Keller recently commented, "we see no competition ... but rather a compliment towards the allure of Art Basel."

For the visitors, the VOLTAshow ferry shuttle will connect the Voltahalle, the Museum für Gegenwartskunst and LISTE – while the tram will bring them to/from the main fair.

Date: June 14-19, 2005 daily 1pm to 9pm

Address: Voltahalle, Voltastrasse 27, CH – 4056 Basel

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