

ART MARKET ! BUDAPEST

ART MARKET BUDAPEST 2019
INTERNATIONAL CONTEMPORARY ART FAIR
OCTOBER 3–6, 2019; BUDAPEST, HUNGARY

**BUDAPEST IN THE FOCUS OF THE INTERNATIONAL ART WORLD:
THE REGIONAL LEADER CONTEMPORARY ART FAIR WELCOMED
EXHIBITORS FROM FIVE CONTINENTS AND A LINEUP OF
INTERNATIONAL STARS**

A record number of applications had been received for Central and Eastern Europe's foremost and one of Europe's most prominent art fairs, enabling Art Market Budapest to welcome its over 25 thousand visitors with a much appreciated selection at the fair's ninth edition between October 3–6, 2019. As a measure of extraordinary interest, the event featured thousands of artworks by more than 500 artists, brought together by over 100 exhibitors from 25 countries of five continents. In 2019, as its guest of honor, Art Market Budapest placed the contemporary art scene of Russia into the focus of attention. As an accompanying program of international significance, the fair hosted a multi-day event entitled *Third Paradise Budapest 2019*, led by world-renown artist Michelangelo Pistoletto. Eastern European art was given special emphasis, as well as the art of photography: the fair's onsite satellite fair, Art Photo Budapest, secured its position as the only international photography fair in Central and Eastern Europe, dedicating an entire exhibition hall to this popular art form.

Art Market Budapest 2019 attracted an unprecedented number of applications by international exhibitors, enabling the event to offer the general public an international art experience of exceptional quality on the one hand, and to establish Budapest as one of the foremost cultural centers in Europe and the art capital of the region.



The unique exhibition halls and outdoor park of the recently renewed Millenáris Park provided exceptional comfort and experiences for exhibitors and visitors alike. Thanks to the fair's more than 100 exhibitors, the venue's over 6,000-sqm exhibition space made thousands of artworks by over 500 artists available to the interested audience as well as to potential buyers. Exhibitors at Art Market Budapest 2019 arrived from Australia, Austria, China, the Czech Republic, France, Germany, Greece, Hungary, Israel, Italy, Japan, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, South Africa, Spain, Switzerland, Turkey, the UK, the United Arab Emirates and the USA.

ART.RUS festival presented Russia as guest of honor

Art Market Budapest welcomed Russia as guest of honor in 2019. Initiated and coordinated by the fair, a complex art festival is organized each year as a satellite event to Art Market Budapest. This event aims to introduce the artistic output of a specific country or region with a rich cultural scene through a series of cultural programs. As the leading international art fair of Central and Eastern Europe and the most significant international platform focusing on contemporary art of the region, Art Market Budapest intends to showcase a rich selection of high-quality art from former socialist countries to art connoisseurs and the wider public.

This is part of the reasons for which Russia was selected as this year's guest of honor, while another reason is that the highly diverse and high-quality contemporary Russian art scene is unduly underrepresented in the world's exhibition venues and art fairs. As part of the ART.RUS art festival, Art Market Budapest as well as other art venues in Budapest played host to a series of programs organized around an extensive selection of works, providing a rich and deep introduction to the peculiar world of Russian contemporary art, and making Budapest a home away from home for an unrivalled list of Russian artists.

In the exhibition halls of Art Market Budapest, over hundreds of square meters of a dozen exhibition booths, works by more than 50 Russian creators were on display, including high profile artists such as the art collectives AES+F and Blue Noses. The most prominent member of the lineup was legendary **Oleg Kulik**, the world's best-known living Russian artist, whose breathtaking series of photographs, previously featured at the Venice Biennial, were on display, while the artist also made a personal appearance at the fair to present his performance created specifically for Art Market Budapest, marking a truly unique addition to the program.



Highlights of the festival included the exhibition entitled COLLECTING RUSSIAN featuring a selection of works by stars of the Russian art scene from private collections worldwide, as well as an exhibition curated from the collection of the State Russian Museum and Exhibition Center Rosphoto and the solo show of Ivan Plusch, a leading figure in the emerging generation of Russian artists.

Besides the partnership of prestigious international and Russian galleries and private collectors, the program of the ART.RUS festival was realized in cooperation with such major Russian institutional partners as the GARAGE Museum of Contemporary Art in Moscow (founded by **Roman Abramovich**), the STATE RUSSIAN MUSEUM and LUDWIG MUSEUM in Saint Petersburg and the State Russian Museum and Exhibition Center ROSPHOTO.

MICHELANGELO PISTOLETTO: Third Paradise Budapest 2019

As a rare treat of the international art world, legendary **Michelangelo Pistoletto** did not only have his works displayed at Art Market Budapest but he was also available for visitors of the fair personally; in cooperation with him as well as with the foundation he created, Art Market Budapest presented Third Paradise, a project inspired by Pistoletto's artistic manifesto, as a multi-day complementary program of this year's fair.



Michelangelo Pistoletto is a living legend of the global art scene: he is among the most celebrated living Pisto artists in Europe, his works can be found in all major collections in the world, he was a key figure in the influential art movement *Arte Povera*, and as the creator of his famous "Mirror Paintings", he is well-known and sought-after in art markets all over the world. In 1998, creating the foundation called Cittadellarte – Fondazione Pistoletto, he established a complex space which runs programs that reflect Pistoletto's artistic manifestos focusing on the interrelations of society and culture.

Cittadellarte has partnered with Art Market Budapest to create a program of international significance, entitled THIRD PARADISE BUDAPEST 2019. Using art as a tool, this complex, festival-like series of exhibitions and programs aimed to consider the questions of the sustainability of human existence and urban living, and of the preservation of the environment. As part of this major program, supported by E.On and associated with the company's international Energy Globe Award ceremony, Pistoletto's famous large-scale work *The apple*

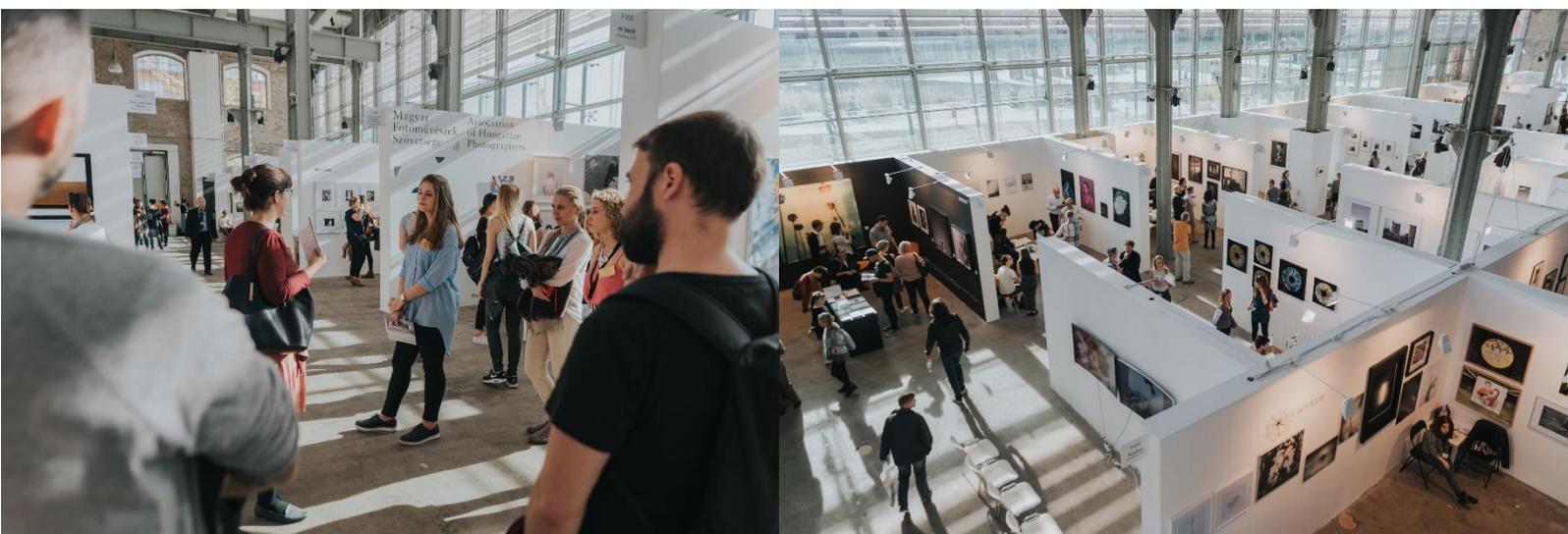
made whole again, also used as a symbol of Third Paradise, was on display at the fair location during Art Market Budapest.

PHOTOGRAPHY and CENTRAL EUROPE stayed in focus

ART PHOTO BUDAPEST was founded in 2014 as a section of Art Market Budapest dedicated to the art of photography, and since then it has grown to be a satellite event of the fair and a highly regarded part of the international photography scene, a well-known and attractive highlight in the international calendar of art photography. As the sole international art photography fair in Central and Eastern Europe, its successfully completed edition further raised its profile as well as the role of Budapest as a newly emerging international center of photography.

Art Photo Budapest presented no shortage of treats for the ever-growing audience of art photography: as an example, the photographic works of legendary opera tenor **José Cura** made their art fair debut in Budapest. The broad artistic content of Art Photo Budapest covering all genres of photographic art also included the selection **BAUHAUS CONTEMPORARY**, already featured in Basel along with Art Basel this year, and it travels on from Budapest to Rome and other locations to raise international awareness of the role Hungarian artists such as László Moholy-Nagy played in the Bauhaus movement.

As one of the region's leading contemporary art platforms of global significance, it is decidedly considered the mission of Art Market Budapest to prominently feature, and increase the visibility of art from Central Europe. Therefore, the earlier successfully introduced **VISEGRAD CONTEMPORARY** program was extended this year to also involve Serbia besides the Czech Republic, Hungary, Poland and Slovakia. This program provides an opportunity for exhibitors from these five countries to present an internationally unparalleled amount of works in the fair's exhibition halls. As part of this Central European focus, the **NEW VISEGRAD PHOTOGRAPHY** exhibition engaged art universities from the above countries to place the youngest generation of Central European photographers in the focus of attention: this groundbreaking collection of photographic works was launched on a tour at Art Photo Budapest 2019, and during the next year it will be on display in all of the region's capitals as well as in a number of Western European cities.



BUDAPEST: a new international art industry meeting place

For the duration of Art Market Budapest, the city of Budapest yet again became an attractive hub of the international art industry, an urban meeting place offering high-quality artistic content and a scenic and attractive environment to visitors. Based within the unique infrastructure of the old industrial buildings of Millenáris Park, Art Market Budapest is a special artistic attraction, in part thanks to its ongoing strategic partnership with CAFe Budapest Festival, one of Europe's most innovative contemporary art festivals.

Beyond the already mentioned major players, the fair and the onsite INSIDE ART international art industry conference hosted a number of distinguished guests in Budapest, including Aleksandar Bogdanovic, Montenegro's Minister of Culture; Alexander Borovsky, Head of the Ludwig Museum and the Department of Newest Trends in the State Russian Museum in Saint Petersburg; Vuyisile Mshudulu, Deputy Mayor of Johannesburg and director of the Johannesburg Art Gallery; Lois Lammerhuber, Director of Festival La Gacilly Baden Photo, the world's largest outdoor photography festival; Anne Vierstraete, Director of Art Brussels – among others.

“This is a special meeting place, and this year, we have put particular emphasis on increasing the number of encounters and their fruitfulness at Art Market Budapest. The fair is much more than just another professional art industry gathering: indeed, based on the number of our visitors and exhibitors, each edition of Art Market Budapest serves as a venue for millions of encounters among audience members, art lovers, and our guests, exhibitors, partners in the space of just a few days. According to reactions we have received from so many of our guests and exhibitors, the reason why they return regularly is because this fair has a soul.” – pointed out Art Market Budapest Founding Director Attila Ledényi, referring to the significance of the fair's uniquely welcoming atmosphere.

Thank you for your attention.

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