

Introducing CONTEXT

The new section **CONTEXT** presents important positions from the late 20th century that have shaped Austria's contemporary art scene.



In its tenth anniversary edition, *viennacontemporary* introduces **CONTEXT**. Curated by Pernilla Holmes, the new section will showcase solo presentations of nine innovative artists from the late 20th century, some of which have been overlooked in the past, others who have played a key role in shaping the contemporary art scene as it is today.

viennacontemporary Artist Director, Francesca Gavin, who has initiated the new section, describes her motivation behind the idea: *"Contemporary art has grown out of an incredible heritage. This section of late 20th-century solo presentations makes connections between the innovation of today with the invention and rich history of art in Austria and the rest of central and Eastern Europe."*

"Internationally, the art community is evolving and re-examining art history through new more inclusive lenses, uncovering a wealth of amazing artists who were once overlooked on the basis of gender, ethnicity, location, education, and more. It's an exciting time as former barriers to entry in art collapse and important artists finally get their due", says Pernilla Holmes, curator of this year's inaugural edition of **CONTEXT**.

Accordingly, **CONTEXT** features work by artists who thoroughly deserve their rediscovered acclaim. Six of the nine artists featured are women, several of whom were among those defining performative, avant-garde practices that challenged traditional ideas of femininity and liberated female desire from the confines of morality. Others challenged the limits of what was considered 'high art' as defined by their male peers.

Also included are artists who were celebrated in their time and are well-known at home, but less so on the international stage despite their forward-looking art historical innovations. Collage and abstraction are a key part of art history today – but these artists were among early proponents of these cutting-edge techniques and we are thrilled to shine a light on their practices as we reconsider whose stories are told today.

The section CONTEXT is the newest addition to the already established curated sections ZONE1 – highlighting ten emerging, young artists under 40 years with a strong connection to Austria – and VCT STATEMENT, a program linking pressing socio-political issues with artistic practices. The curated sections are presented from 12-15 September 2024 in Messe Wien, Halle D, alongside around 100 established and emerging exhibitors, with a strong focus on the surrounding regions and bridging the art worlds of the West and East.

Artist List of CONTEXT:

Kosara Boksan | [Gallery RIMA](#), Orshi Drozdik | [Einspach Gallery](#), Inge Dick | [Galerie Sturm & Schober](#), Vlasta Delimar | [galerie michaela stock](#), Kiki Kogelnik | [Galerie bei der Albertina Zetter](#), Arnulf Rainer | [Galerie Ruberl](#), Zsuzsi Ujj | [acb](#), André Verlon | [Hieke Kunsthandel](#), Max Weiler | [W&K – Wienerroither & Kohlbacher](#)

Curator Pernilla Holmes: Art advisor, curator, and writer Pernilla Holmes has been Director of art advisory and cultural strategy firm Wedel Art since 2010, spearheading a range of special projects including curating exhibitions with artists such as Theaster Gates, Shara Hughes, Sam Gilliam, and Frank Bowling. Pernilla has an MA from the Courtauld Institute and has written extensively on art in catalogs and for such publications as the Financial Times, World of Interiors, and ARTnews, as well as giving lectures and talks on a variety of subjects around the world, including hosting a series on how to collect with Frieze, one on one artist interviews and moderating and sitting on panel discussions on subjects such as Artworld Disruptors, Art under the Radar and New Trends in Collecting.

ABOUT ZONE1

Since 2015, the exhibition format presents ten artists under the age of 40, who either live, work, or have received their education in Austria. With a keen focus on nurturing and promoting young artistic voices, ZONE1 2024, curated by Bruno Mokross offers a glimpse into the future of the Austrian art landscape. With ten solo exhibitions of artists who live or have lived in Vienna and are represented by local and international galleries, curator Bruno Mokross wants to examine what attracts international artists to Vienna and how the living conditions here affect their art.

Artist List of ZONE1: Minda Andrén | [Zeller van Almsick](#), Eliza Ballesteros | [fiebach, minninger](#), Albert Dietrich | [City Galerie Wien](#), Sarah Fripon | [COMMUNE](#), Evy Jokhova | [3+1 Arte Contemporânea](#), Nanna Kaiser | [Shore Gallery](#), Alex Macedo | [GIANNI MANHATTAN](#), Noushin Redjaian | [Galerie Ernst Hilger](#), Robert Sebastian Schachinger | [Windhager von Kaenel](#), Georg Thanner | [house of spouse](#)

Curator ZONE1: Bruno Mokross works as an artist, curator, and software developer in Vienna. He runs the independent exhibition space Pech and is one of the founders and main organizers of Independent Space Index, the network and eponymous festival of Viennese project spaces.

ZONE1 takes place with the kind support of BMKOES – Federal Ministry Republic of Austria Arts, Culture, Civil Service and Sport

ABOUT VCT STATEMENT: ENERGY

The special program VCT STATEMENT was first initiated by the leading Austrian contemporary art fair *viennacontemporary* in 2022 when the Russian attack on Ukraine confronted the team with the question of what an art fair can do to address and highlight social and political problems. Since then, VCT STATEMENT has become a regular program highlight that links sociopolitical phenomena with the art world, supports conversation, and highlights artistic awareness. 2024, VCT STATEMENT circles the pressing issue of Energy. In two high-end international panel discussions titled *Nexus Thinking*, in cooperation with ERSTE Foundation, and the special exhibition *The Color of Energy*, curated by Mariela Baciak and co-produced by Salzburger Kunstverein, the special program of *viennacontemporary* aims at fostering meaningful dialogue on sustainability through the lens of artists.

VCT STATEMENT ENERGY: *The Color of Energy*
Co-Produced with Salzburger Kunstverein

Artist List VCT STATEMENT:

Chapter I: The Color of Energy: Sara Bezovšek, Liv Bugge, Judith Fegerl, Veronika Hapchenko, Katrin Hornek, Sophie Jung, Linda Lach, Ursula Mayer, Shubigi Rao, Guan Xiao | *viennacontemporary*, 12–15 September 2024

Chapter II: The Color of Energy: Bertille Bak, Sophie Jung, Edson Luli, Ursula Mayer, Oleksiy Radynski, Shubigi Rao, Emilija Škarnulytė, Guan Xiao | *Salzburger Kunstverein*, 21 September–24 November 2024

Curator VCT STATEMENT: *The Color of Energy:* Mirela Baciak (1987, Warsaw) is a curator in the field of visual arts whose practice is guided by the notion of hospitality as a process that captures one's ethical relation to the unknown and the strange. Since July 2023 she has been the director at Salzburger Kunstverein, where she just revealed her first exhibition program under the title *Chronic Contradictions*. Between 2019 and June 2023 she served as curator at *steirischer herbst festival* and worked at *Public Art Munich 2018*. She has held residencies and fellowships worldwide, contributing to exhibitions and research projects. Baciak earned an MA in Critical Studies from the Academy of Fine Arts in Vienna and co-founded the AAC | Austrian Association of Curators in 2023.

VCT STATEMENT takes place with the kind support of ERSTE Foundation

Supported by Trampoline, Association in Support of the French Art Scene, Paris

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About viennacontemporary

Austria's leading fair for contemporary art, viennacontemporary, gathers established galleries and exciting newcomers to present artworks alongside curated special exhibitions. viennacontemporary is renowned for its unique focus on the emerging scenes of Central and Eastern Europe and a dense supporting program of performances, guided tours, and high-profile VIP events. Taking place in the spacious Halle D of Messe Wien, the event will host thousands of professionals, artists, collectors, visionaries, and communities, inviting them to experience international encounters and the rich diversity of contemporary art, for the tenth year in a row.

Location: Messe Wien Halle D, Trabrennstraße 7, 1020 Vienna

Dates: 12–15 September 2024

Press Conference: Thursday, 12 September 2023, 10:00 – 11:00 am, Messe Wien, Halle D

Press Preview, guided by Francesca Gavin: Thursday, 12 September 2023, 11:00 – 12:00 am

Press Images: www.viennacontemporary.at/press

Opening Hours:

Preview: Thursday, 12 September: 12:00 - 9:00 pm (with VIP Pass only)

Vernissage: Thursday, 12 September: 4:00 - 9:00 pm (with VIP- and Vernissage Pass)

Public Days: Friday, 13 September - Sunday, 15 September: 11:00 - 7:00 pm (Sunday: 11:00 - 6:00 pm)

Free admission for children under 14 and Kulturpass holders. Students under 27 years receive free admission on September 13, 2024.

viennacontemporary is organized by

VC Artfairs GmbH

Siebensterngasse 46/1/44

1070 Vienna

www.viennacontemporary.at

SPONSORS AND PARTNERS

Main Partners: ERSTE Foundation, BDO

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STATEMENT with the kind support of ERSTE Foundation

ZONE1 with the kind support of Federal Ministry for Arts, Culture, the Civil Service and Sport (BMKOES)

Prize Partners: Lukowa Group, Queer Art Spaces Vienna, Vienna Collectors Club, viennacontemporary | Bildrecht SOLO Award

Online Partner: Artsy

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