

## viennacontemporary celebrates landmark 10th edition which positions Vienna as a top emerging destination for contemporary art

viennacontemporary 2024 closes a strong anniversary edition at Messe Wien which spotlights emerging galleries from the region and beyond



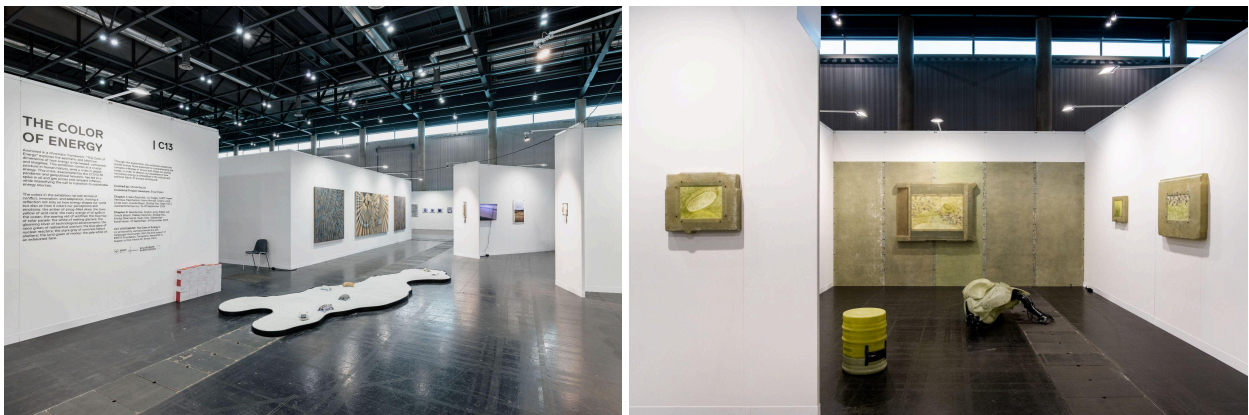
- **viennacontemporary closes a strong 10th edition at Messe Wien Halle D in Vienna with 17,000 visitors over four days, despite challenging weather conditions.**
- **Galleries reported steady sales and great interest from collectors.**
- **The fair succeeded in attracting wide international attention, positioning Vienna as a top emerging destination for contemporary art.**
- **viennacontemporary is looking forward to continuing to spotlight emerging galleries from the region and beyond in the coming years at Messe Wien, Halle D, every second week of September.**

The tenth edition of Austria's leading international art fair, viennacontemporary, in Halle D of Messe Wien, closed yesterday with good sales and excellent visitor numbers. With 98 galleries, 18 of them new gallery participants, six institutions, and around 360 artists represented at the fair, the 2024 edition was the first to

take place under the artistic direction of Francesca Gavin, who set an energetic and uncompromisingly international tone for Austria's leading art fair. Known as a fair for discoveries, viennacontemporary offers a unique opportunity for visitors to explore galleries that cannot be seen at other major international fairs, with a special focus on emerging talent from Eastern Europe and the countries surrounding Austria.

**Francesca Gavin, Artistic Director of viennacontemporary, reflects on her first edition:** *"The quality of the work exhibited at the galleries and the energy and attendance at the fair has succeeded all hopes. Our aim has been to bring attention to the incredible vibrancy of the work in the region and establish Vienna as a city that takes contemporary art seriously. Despite a tough economic climate, the fair has helped to bring attention to deeply innovative and engaged galleries with great success."*

**Markus Huber, Managing Director of viennacontemporary adds:** *"This year's edition of viennacontemporary impressively demonstrated how important a major international fair is for Vienna as an art location, but also for the galleries and artists from neighboring countries and the CEE Region. During this intensive weekend, Vienna was the focus of international attention and was once again able to present itself as a vibrant hub of the art world. We will definitely continue on the positive path we have laid out with this edition."*



For four days during the long weekend, Vienna was the center of the international art scene. Despite challenging weather conditions and floods around the eastern part of Austria, complicating travel and forcing other fairs like Parallel Vienna to postpone, many galleries reported steady sales and high visitor interest. 17,000 visitors made their way to the fair hall, located at Prater Vienna to enjoy the fair exhibition, international talks series, the free kids' program as well as guided tours, and curated sections.

## ATTENDANCE

With over 17,000 attendees over four days, 2024 was one of the most highly attended editions of the fair ever. Strong attendance from major private collectors as well as representatives from local, regional, and international arts organizations highlighted the fair's firmly established reputation as a key event in the art world calendar, and a gateway for global visitors to discover art from the region.

Many national and international representatives from major art institutions were welcomed to the fair, from the likes of **Haus der Kunst**, Munich; the **Italian Pavilion of the Venice Biennale**, Venice; **Camden Art Centre**, London; **Kim? Contemporary Art Centre**, Riga; **ARoS Aarhus Art Museum**, Aarhus; **miart**, Milan; **Art Brussels**, Brussels; **Tbilisi Art Fair**, Tbilisi; **S.M.A.K.**, Gent; **Art Düsseldorf**, Düsseldorf; and **BRAUNSFELDER**, Cologne.

viennacontemporary also welcomed patrons and private collectors from across Austria and internationally including Belgium, Switzerland, Poland, Germany, and the UK.

The Talks Programme platformed leaders from across the art and culture sectors. Speakers included **Irena Popiashvili**, Dean of the School of Visual Art, Architecture, and Design at Free University of Tbilisi; **Katalin Erdódi**, Co-curator of the 3rd Biennale Matter of Art in Prague (2024) and incoming Director of Trafó House of Contemporary Arts Budapest (2025); **Marta Czyz**, Curator of the Polish Pavilion at the 60th Venice Biennale, **Nicola Ricciardi**, Director of miart in Milan; **Eric Schlosser**, Art Director of the Tbilisi Art Fair; **Ingrid Moe**, Head of International at the MUNCH Museum in Oslo; **Galila Barzilai-Hollander**, a renowned collector from Belgium; **Eugenio Re Rebaudengo**, collector and founder of ARTUNER, London; London-based Art Advisor **Maria-Theresia Mathisen**, **Philippe Batka**, Curator of Art Collections at Vienna Insurance Group; and **Alisa Schubert**, Energy and Climate Officer of Green Deal Ukraine. Other notable speakers for the STATEMENT section of the Talks program included Vienna-based **Monika Figaj**, Climate and Just Transition Expert; **Stefan Sattler**, renewable energy expert for the City of Vienna; and **Sithara Pathirana**, Program Director of the Klima Biennale.

## SALES REPORTED ACROSS THE MARKET

Visitor interest translated into good sales numbers for many of the participating galleries. A diverse range of sales demonstrates the strong interest and support for contemporary art across a wide international and regional audience.

**Charim Galerie** reported strong sales of several works by **Xenia Hausner** (priced at €20,000 per work) and **Eiko Gröschl** (ranging from €2,800 to €7,000), mainly to Austrian collectors, as well as great international interest in **Stephen Willats**, **Eva Beresin** and especially **Ulay**, whose early work was a discovery. **CRONE** sold three works by **Josef Beuys**, **Nikolas Gansterer**, and **Clemens Kraus**, respectively, resulting in total revenue in the mid-five-digit range. **KROBATH** saw very successful sales, closing deals on works by **Fritz Panzer**, **Elisa Alberti**, and **Josef Bauer**. **JECZA** sold four paintings by **Anita Schmid** (priced between €2,800 and €7,000) to collectors from India, the USA, Vienna, and Dubai; additionally, a painting by **Molnár Zoltán** was sold for €17,000, alongside two drawings (priced between €3,000 and €4,500) to Austrian and Swiss collectors. **ELEKTROHALLE RHOMBERG** sold three works by German artist **Julian Heuser** to international collectors, each priced between €5,000 and €20,000. **Galerie nächst St. Stephan** sold a large-format work by **Herbert Brandl** to a collector in the south of France. Another large-format work by **Katharina Grosse** was nearing a sale to a French collection at the fair's close. **Einspach & Czapolai Fine Art** sold two works by **Muntean Rosenblum** to an Austrian collector for €16,000 each. **Smolka Gallery** expressed satisfaction with the sale of a large painting by **Walter Vopava**.

**acb** (from the curated CONTEXT section) sold two works by **Ujj Zsuzsi**. **Kai Middendorff** reported the sale of three works by **Bruno Gironcoli** and four paintings by **Ekrem Yalçındağ**. **eastcontemporary** sold one sculpture and two drawings by **Mila Panic** for approximately €8,000, as well as an installation by **Anastasia Sosunova** for €13,000 to a private Polish collection. **Galerija VARTAI** sold nine works by **Monika Radziunaite**, two of which were sold at the fair and the remainder through viennacontemporary parter's Artsy, totaling €11,500, as well as two works by **Donata Minderyté** for €7,000. **Karpuchina Gallery** sold five drawings by **Josef Bolf** for €2,300 each and three sculptures for €9,900 by **Sabina Knetlová**. **Pinksummer** sold two works by **Plamen Dejanoff**. **Sarieva / Gallery** sold a large painting by **Dimitar Genchev** for over €6,000 to a collector from the Middle East. Additionally, objects by **Maria Nalbantova** were sold to buyers from Belgium and Austria, while several drawings by **Denitsa Todorova** found their way to collectors from Austria, Switzerland, and France. The gallery also noted visits from friends and collectors both within and outside Austria, including many from its home country Bulgaria. **Persons Projects** sold two works by **Santeri Tuori** and two by **Nana Hänninen**. **WHOISPOLA** sold two paintings by **Jędrzej Bieńko** for €14,500 to Polish collectors. **Window Project** reported significant sales of works to Austrian and Swiss collectors.

## GALLERY VOICES

**Kurt Kladler from Charim Galerie commented:** *"The synergies with Vienna's institutions have meant that we have been able to send customers to the Albertina for exhibitions by our artists. In general, the fair has shown great commitment and we have received good feedback. Young art in particular met with great interest from our collectors."*

**Andreas Huber from CRONE says:** *"viennacontemporary is now back on track. Despite the adverse weather conditions, there was a great deal of attention. We were also able to achieve several sales, which is very pleasing in the current difficult situation on the art market."*

**Kai Middendorff from the eponymous gallery adds:** *"The team of viennacontemporary is great, and I would like to see this quality of service at all fairs. The hall and lighting are excellent, the lightness is palpable. We are particularly pleased to have a strong connection to Austria with our artists Ekrem Yalçındağ who studied under Hermann Nitsch, and Christine Gironcoli, who is still largely unknown in Austria. It is about time to put her in the spotlight as the great artist she is, instead of seeing her only as a famous artist's wife."*

**Vesselina Sarieva from Sarieva / Gallery enjoyed the good mood at the fair:** *"We joined forces with the other galleries, it was a really friendly atmosphere. And we are happy to have sold works from all three artists exhibited at our booth."*

**Timothy Person from Person's Project says:** *"We felt we did really well in terms of the slumping market. The move to the new space was the right move and the quality of the fair was really good. The solo projects were great."*

**Julia Korzycka and Agnieszka Fajerek from eastcontemporary, who took part for the first time, shared:** *"We are very lucky to have received so much interest. We will definitely be back next year!"*

**Tamuna Arshba from Windows gallery concluded:** *"This edition was very much successful! We have been participating for five years and this year has been exceptional in sales and meeting new people. And I hope that next year will be even better – I look forward to it."*

## ART PRIZES

A record number of art prizes were awarded at the fair, supporting and putting the focus on emerging artists and galleries alike. Prizes were awarded to eight artists: **Irene Fenara** and **ZERO...** are awarded the new **LUKOWA Acquisition Prize**; **Davide Allieri** and **Galerie Hubert Winter** are awarded the *viennacontemporary* / **Bildrecht SOLO Award**; **Frederik Marroquin**, **Siggi Sekira**, and **Megan Tatem** are awarded the **Queer Art (Community) Prize**; **Anastasia Sosunova** with **eastcontemporary** and **Philipp Fleischmann** with **Wonnerth Dejaco** are awarded the **Queer Art (Gallery) Prize**; and **Noushin Redjaian** with **Galerie Ernst Hilger** is awarded the **VCC x viennacontemporary Collectors Prize**.

*"We are delighted to have received the LUKOWA prize for the work by Irene Fenara that formed our first participation at viennacontemporary. We are proud that the work of an Italian artist is now part of this international art collection, confirming our aim of bringing attention to the young Italian art scene,"* **says Edoardo Pontecorvi, Director of ZERO...**, whose artist Irene Fenara has won the LUKOWA Acquisition Prize, resulting in the purchase of three of her works.

**Awarded the viennacontemporary x Bildrecht Solo Award, artist Davide Allieri (Galerie Hubert Winter) says:** *"It has been a truly great pleasure to receive this award in collaboration with Galerie Hubert Winter"*

*Winter. We designed the booth as a special site-specific project; not merely with an objectual and commercial approach. The award confirms the strong relationships we have established. Vienna is an experimental city with an international vision and responds well to innovations. I find Vienna deeply immersed in an important international art scene, with its great museums and influential galleries."*

**Awarded the VCC x viennacontemporary Collectors Prize for an emerging artist in ZONE1, artist Noushin Redjaian (Galerie Ernst Hilger) says:** "I'm very grateful for the prize and I'm touched that it was an all-female jury who selected me. I felt like they truly understood my work." Gallerist Karoline Hilger adds: "As a gallery, the prize is something that makes you stand out. We were approached by many visitors who had read about the award. I find it an excellent idea to exclusively devote it to young artists from ZONE1"

Frederik Marroquin, Siggi Sekira, and Megan Tatem were awarded the *Queer Art (Community) Prize*, resulting in a presentation of their art at viennacontemporary. The *Queer Art (Gallery) Prize* was awarded to two galleries: eastcontemporary with Anastasia Sosunova, and Wonnerth Dejaco with Philipp Fleischmann.

**Gerhard Prügger from Queer Art Spaces Vienna comments on the importance of their award:** "I am very happy with the outcome. Through the prize we have reached people who before that had no idea what 'queer' is".

**Victoria Dejaco from Wonnerth Dejaco added:** "For Galerie Wonnerth Dejaco, the work of our artists is at the forefront. Our focus is on formal language and art historical developments, feminism, queer theory, and anti-racism. The fact that our focus on queer positions is recognized with this prize is a welcome confirmation of our interests - but for us, it is a matter of course. That's why we're passing the prize on to Philipp Fleischmann."



## THE CURATED SECTIONS: ZONE1, CONTEXT, and VCT STATEMENT: *The Color of Energy*

A standout feature of this year's *viennacontemporary* were the three curated sections of the fair. The popular ZONE1 section showcased emerging artists with ties to Austria, offering a glimpse into the future of the local art scene. VCT STATEMENT: *The Color of Energy* presented a timely two-part exhibition exploring energy production and the climate crisis—made even more relevant by the extreme weather conditions in Vienna during the fair. *The Color of Energy* will debut its second chapter this Friday at Salzburger Kunstverein. The newly introduced CONTEXT section revisited renowned 20th-century artists alongside lesser-known contemporaries, sparking a thought-provoking dialogue on who gets written into history and why.

**Bruno Mokross, Curator of this year's ZONE1, summarizes:** *"It was a new, enriching experience to work within this framework. A section that offers young artists a platform to deliver individual presentations is extremely well received by the audience. It is an important format that makes a lot of sense in its conception."*

**Pernilla Holmes, who curated the inaugural edition of CONTEXT:** *"It's been such a joy to see the public response to the artists of the CONTEXT section. These are radical, groundbreaking artists from the 1960s, 70s, 80s and 90s - each with powerful personal and sociopolitical stories, and some from tumultuous times in Central and Eastern European countries, that resonate in the region and internationally. I also loved seeing the threads connecting them to the much younger artists shown throughout the rest of the fair. Thank you to the fabulous galleries that remain deeply dedicated to these important artists. I encourage anyone to research these artists further – and to take advantage of the great cultural landscape of Vienna!"*

**Mirela Baciak, Director of the Salzburger Kunstverein, who curated this year's VCT STATEMENT exhibition:** *"The Color of Energy was an exciting display of how art fairs can embrace thematic exhibitions, offering timely perspectives that truly engaged visitors. There was a great deal of interest from attendees, and it's inspiring to see such a dynamic response to the topic of the show. I look forward to Chapter II, which opens this Friday, 20 September, at Salzburger Kunstverein."*

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**SAVE THE DATE: *viennacontemporary* 2025, 11-14 September, Messe Wien, Halle D.**

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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.

**About Francesca Gavin**

Artistic Director Francesca Gavin has 20 years of experience in contemporary art and culture as a curator and writer. She is Editor-in-Chief and co-founder of EPOCH Review, a contributing editor at Twin and Beauty Papers, and has regularly contributed to Financial Times HTSI, Frieze, Cura, Blau, Artnet among numerous other publications. Gavin has written ten books on contemporary art including Watch This Space, 100 New Artists and Hell Bound: New Gothic Art. She co-curated the Manifesta11 biennial in Zurich and has curated exhibitions internationally at institutions including Fundação de Serralves, Somerset House, Palais de Tokyo, Site Sheffield and Mu, Eindhoven. Her monthly radio show Rough Version on NTS Radio ([www.nts.live](http://www.nts.live)) has been running for over 8 years, looking at the relationship between contemporary art and music.

**Shuttle Bus to VCT STATEMENT: The Color Of Energy**

The exhibition circling questions of energy production and climate crisis continues:

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

The Salzburger Kunstverein has organized a shuttle bus to the opening of The Color of Energy.

**Friday, 20 September**

**3:00 pm | Vienna (Operngasse 6, 1010 Vienna) - 6:30 pm | Salzburg (Salzburger Kunstverein)**

**Return journey**

**10:00 pm | Salzburg (Salzburger Kunstverein) - 1:30 am | Vienna (Operngasse 6, 1010 Vienna)**

Secure a place on the tour by sending an e-mail to [yenikler@salzburger-kunstverein.at](mailto:yenikler@salzburger-kunstverein.at).

**Location: Messe Wien Hall D, Trabrennstraße 7, 1020 Vienna**

**Dates: September 12-15, 2024**

**Press Photos: [www.viennacontemporary.at/press](http://www.viennacontemporary.at/press)**

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**VCT STATEMENT takes place with the kind support of ERSTE Foundation**

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

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