

Joburg Art Fair

presented by



an ARTLOGIC event

26 - 28 March 2010

Artlogic offices: 41a Frost Street, Johannesburg, 2092

Sandton Convention Centre, Exhibition Hall #2

Joburg Art Fair 2010

Press release

Fact sheet

www.joburgartfair.co.za

General information:

The third annual Joburg Art Fair, presented by FNB, will once again bring the best African art and design to the Sandton Convention Centre in Johannesburg from the 26th to the 28th of March 2010. The Fair will house 23 art galleries and 11 Special Projects. Tickets to the Fair will be available at the door and prices will remain at R100 for a one-day pass and R200 for a three-day pass.

Galleries:

Galleries participating in the 2010 Fair are: *Afronova Modern and Contemporary, Bailey Seippel Gallery, Brodie/Stevenson Gallery, David Krut Projects, Everard Read Gallery, Gallery AOP, Gallery MOMO, Goodman Gallery, João Ferreira Gallery, Rooke Gallery, Seippel Gallery, SMAC Art Gallery, Whatiftheworld Gallery, ARTCO Gallery, CCA Lagos, Galerie Ames D'Afrique, Galerie Beatrice Binoche, Galerie Peter Herrmann, Gallery Watatu, October Gallery and Omenka Gallery.*

Special Projects:

Featured Artist 2010: Siemon Allen:

Building on their curated exhibition of Robin Rhode's work for the 2008 Fair and Jane Alexander's *Security* at the 2009 Fair, the gordonschachatcollection will facilitate a solo exhibition by Siemon Allen for the 2010 Fair.

Siemon Allen is a South African born, US based artist working in the medium of installation and mixed media. Allen collects, documents, archives and then ultimately displays forms of mass-produced printed media within the public realm. For the Joburg Art Fair, Allen's series of 12 print enlargements of rare South African LP's, entitled *Records*, will be exhibited. Meticulously scanned and enlarged, the work speaks of a filtering of identity through displacement and the contradictory nature of South African identity specifically from the perspective of a South African living abroad. Allen explores the notion that these objects are self-contained carriers of information both in terms of the evidence of use on the vinyl surface as well as within the printed labels dating back to the release of the album.

Alfa Romeo Art Talks in Association with Mail & Guardian:

The Talks Program will be expanded upon for the 2010 Joburg Art Fair in a continuing effort to make contemporary art more accessible to the public. Once again, the Talks will be available to ticket holders at no additional cost and will feature local artists, galleries and international speakers.

Art & Industry:

The overarching theme for 2010 is "Art & Industry". Artlogic has initiated a series of collaborations and Special Projects that reflect the international trend towards collaboration between the arts and the fabrication industries. Artlogic realises the importance of these diverse collaborations as being critical to economic and social development.

The Special Project line-up, which proved to be an integral part of the 2009 Fair, has been structured around this premise.

Grolsch Commissioned artwork:

Secondary sponsor, Grolsch, has commissioned renowned glass artist, Martli Jansen van Rensburg, to produce a glass installation that will be exhibited for the first time at the Fair. Co-owner of *Smelt Glass Studio* in Melville (Johannesburg), Jansen van Rensburg has participated in over 20 exhibitions both in South Africa and internationally. She was a finalist in the ABSA L'Atelier awards in 2004, 2005 and 2007, and has work displayed in private collections in Germany, Scotland, London and Hong Kong.

The installation commissioned by Grolsch for the Joburg Art Fair is entitled *Fluid*. It takes its inspiration from the movement of water and how the elemental nature of glass in its liquid and solid form can mirror the fluidity of this substance.

Design space by Southern Guild:

Trevyn and Julian McGowan from *Source* will again curate the Southern Guild design space for the 2010 Fair, featuring a collection of specially designed, once-off furniture and interior design pieces by 36 of South Africa's foremost contemporary designers and design studios.

St Leger & Viney artist fabric:

In line with this year's theme for the Fair: "Art & Industry", Artlogic has conceptualised a Special Project collaboration between St Leger & Viney and artist, Lawrence Lemaona. Established in 1989 and quickly becoming one of South Africa's foremost suppliers of high-end decorative fabric and wallpaper, St Leger & Viney will use a motif designed specifically for this project by Lemaona. Entitled *Dancers on the Wall*, the fabric will be applied and exhibited in dedicated spaces at the Fair.

Chosen artist: Willem Boshoff:

Pirelli has commissioned a series of granite works by artist Willem Boshoff for the 2010 Fair. These works will be exhibited in a specially designated area.

Art Development:

Artlogic is serious about development in contemporary art. Out of this commitment several projects have been developed for the 2010 Fair.

Screening Stations:

The Joburg Art Fair will provide a unique opportunity for students from various tertiary institutions that specialise in video art and animation to showcase their works at the *Screening Stations*. Video and animation students who would not ordinarily be able to exhibit work within a conventional gallery setting will be given the opportunity to show their work at the Fair.

FUNDA Development Booth:

The FUNDA Community College is based in Soweto and will once again occupy the *Development Booth*, sponsored by Siemens. The project aims to encourage artistic development by exhibiting artworks by selected students.

Artspace Mentorship Program:

The Gauteng Provincial Government (GPG), together with Artlogic, will facilitate a space to display the work of top students from the *Artspace Mentorship Program* who have drawn from the knowledge and experience of more established practitioners in the art world. GPG has featured as a secondary sponsor for the Joburg Art Fair for the second consecutive year.

The Artspace Mentorship Program provides advice and instruction to aspirant artists on how to market themselves and their work, conduct themselves within the gallery setting and gain an edge once out in the art world.

Artist Proof Studio:

Artist Proof Studio continues in its effort to provide talented but financially disadvantaged artists with the opportunity to create and sell prints within the world-class workshop setting that it is renowned for. Artlogic recognises the importance of this non-profit initiative and have included them as a Special Project for the 2010 Fair. Proceeds from sales will go towards bursaries for disadvantaged students.

Modernist booth:

Graham's Fine Art Gallery has been chosen by Artlogic to present a curated Modernist show. As an aspect of the 2010 Special Projects, the gallery will be exhibiting the works of post-war South African artists, for example Walter Battiss, Ephraim Ngatane, Ezrom Legae and Irma Stern.

Lifestyle:

As with the 2009 Fair, various lifestyle sections have been included as part of the Joburg Art Fair 2010. There will be a central Grolsch bar, a vida e caffè and a Meerlust wine lounge. Both PG Glass and PG Bison have contributed materials and design expertise to facilitate the creation of a visually exciting and contemporary space in which to enjoy art. Boekehuis, Bibioteq and Clarke's Bookshop will occupy the Books space at the Fair and will sell the best local and international art and design books. *Business Day's Wanted* magazine have been chosen to curate the Grolsch Lounge with a selection of niche furniture and interior design.

Press events:

Press conference: Thurs, 25th March. 11:00. Mezzanine level, Exhibition Hall #2

Press walkabout: Fri, 26th March, first day of the Fair open to the public. 10:00 for 10:30. Meet at Information desk, Exhibition Hall #2

For more information on any of the features, galleries, artists, etc please check our website (www.joburgartfair.co.za) or contact Matthew McClure (press@artlogic.co.za, +27 (0) 11 482 4459 or +27 (0) 82 446 0747) or Suzie Copperthwaite (suzie@artlogic.co.za, +27 (0) 83 468 0363) to apply for press accreditation. **For gallery or Special Project images, please contact Matthew directly.**

