



## ARTmART 2015

2015 November 18.-22.

Venue: Künstlerhaus

Part of Vienna Art Week

ARTmART is an exhibition and as well as art market.

More than 2500 artworks by 250 artists for at a unit price of 80€ for only one week!

Young, contemporary, international art: look, exchange, meet - and buy!

ARTmART is an art market for newcomers and collectors, meeting place for artists and new buyers as well as an international network. For the selection of participating artists we rely on curators (the multipli-curators-pool and the jury), thereby ensuring the quality of the artistic positions.

ARTmART is based on the successful concept of the Greek cheapart exhibitions. Through the intensity of this event, its **high numbers of visitors** and the **public attention** generated, **new audiences are enthused for contemporary art**. **The notion of owning or even collecting art is disseminated. Who has never bought art before often begins here.** The aroused amount of curiosity created becomes evident in the enormous sales volumes, resulting in **thousands of new works in Viennese apartments** which illustrate the **lasting impact**. With many artists being present during exhibition-hours a platform for direct encounter is installed. ARTmART presents the young Viennese art scene. Resulting from the careful selection of artists (by the multipli-curators recruited in offspaces, institutions, freelancers or teaching at the art-universities) there is a **high potential for discoveries**, which is also appreciated **by professionals from the art-scene**. The personal presence of the artists, the overwhelming choice and the direct sales are attractive for visitors and artists alike. ARTmART is a catalyst for young art production. The artists get acquainted with new art enthusiasts, enter an exchange about their works, **trade works with other artists**, and are able to establish contacts through our **growing network of international partners**.



## What ARTmART does:

- **Low threshold**, free admission and the large variety attract a **wide audience**
- Many art enthusiasts experience themselves as **first time buyers** or even collectors - an expansion of the art audience takes place
- **Collectors discover new positions** for themselves
- Contacts with galleries and curators are made
- Young artists try themselves in sales-situations, are able to test new series of works on an **egalitarian market**. Emerging new art (often previously successful in the system of grants, prizes, and scholarships) can enter sales as a further economic foothold
- Direct contact with collectors and interested persons is established and sustained through the **presence of aquired art in buyers homes**
- From the moment of entering their contact details into the reservation-list (before buying a piece) **buyers receive information about upcoming exhibition activities of the artist** (leading to studio visits, extension of invitation lists of artists, attendance of exhibitions, and **in the long run often also the purchase of other works at market prices**)
- Income for artists by selling many ARTmART works
- **Artistic exchange among the participants through the exchange of artworks**
- The special situation of the exhibition requires and encourages participants to test new ideas or series of works, developing specific concepts
- Parameters of the art field (in particular, the art market) are put up for discussion
- **International networking** initiated (group exhibitions and collaborations) by exchange of contacts and works among the participants



With previous ARTmARTs in 2007, 2008, 2010 it was demonstrated how to establish an entry market for fine arts beyond traditional and existing sales opportunities. As an experimental intervention into existing market structures ARTmART is an exhibition of the young art scene and at the same time an unusual producers fair. With the sale, as one of the pillars of the economic survival of artists, ARTmART responds to (and supports) the emergence of new interest groups and audiences for contemporary art.



ARTmART attempts to counter the economic struggles encountered by young artists – who may have a high amount of exhibition activity, but lack effective market presence. For one week all artworks being exhibited are available at the same price: 80€. The strategic staging of ARTmART and **involvement of established artists** creates a social meeting place for artists and the public in one of the prime Viennese venues in the very center of the city. Here artists, collectors and interested people are encouraged to speak about art in a low key manner. Aside

from fast money for artists, a sustained interest for art is created. ARTmART allows young artists with „undeveloped“ income to earn money for their work via direct sales (in some cases for the first time in their career) without affecting their possibilities on the established art market.

**Established artists use ARTmART to test series and new forms for their ideas.** This results in the creation of an **egalitarian temporary communication platform** between them and a broad field of positions that are still emerging. **ARTmART is the art of seduction.** This temporary offer of a low-cost work of art has become an accepted method to attract new collectors and interested persons. Through the massive sales, the exhibition extends directly into the living rooms of the buyers creating a sustained interest for artists and their further work. **Neo collectors becoming ambassadors of the art they decided for towards the guests in their homes.** Through the collected contact details artists are able to stay in touch with buyers, keep them updated and invite them to their activities. What starts out as „bargain hunt“ or just the search for a „beautiful piece“ will often turn into genuine interest for the work of an artist, as proven by prolonged contact and studio visits in the months and years after the exhibition. Due to ARTmART's wide range of visitors, artists have the chance to expand their reach beyond their usual spheres. ARTmART offers the possibility of communication outside of their common discursive networks, creating an opportunity to evaluate the works social impact and accessibility. Through the exceptional price of ! 80€ a new audience is encouraged to consider collecting contemporary art.

**In addition to selling, the artists can also easily directly trade works amongst each other** due to the standard unit price. As a one-week meeting place for artists ARTmART results in numerous cooperation projects and international exhibitions over the years. The ARTmART / CHEAPART network has been successful in making a range of young Austrian and international artists visible beyond the ARTmART exhibitions, and supports these activities within its own micro-economy.

The context of an unusual market situation evokes discourse on economic aspects of contemporary art production in a spirit of inclusion, incorporating views and positions of a wide array of participants. This discourse is not isolated from presence or practice of the artists.





By removing established hierarchies and price differentials, and presenting the artworks equally in the salon hang (also sometimes called „Petersburg hanging“) of the exhibition: **common mechanisms of the art system are temporarily overturned**. ARTmART commits to disseminating forms and ideas responding to restrictive market strategies and policies of scarcity, **challenging more limiting economic models for intellectual production**. ARTmART confidently raises the question of new (income-) opportunities for young artists and provides an independent social and economic platform. Through this temporary strategic intervention, their budget but also their standing in other artistic contexts are strengthened.

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**At the three ARTmART exhibitions 2007, 2008, 2010  
artist groups from the following countries participated:**

Greece, Austria, Finland, Romania, Germany, Serbia, Lithuania ... and individual artists from other countries

**SELECT PROJECTS - which have emerged from cheapart / ARTmART**

(With each ARTmART having 250 participants (2007, 2008, 2010) and four-digit numbers of exchanged works it is likely, that many further cooperations, participations in exhibitions, etc. occurred which the organizers haven't registered):

**Complete exhibitions which have emerged from ARTmART:**

2009: „Flavors of Austria“, the art foundation, Athens

2010: „Austria la vista, Baby“, the art foundation, Athens

2011: exhibition ‚CIRCUS OF DELIGHTS‘ - Maria Tsimbourla & Martha Tsiara, Studio Sylvie Proidl

2011: „Δ μ μ μ / Zählung des Blicks“, the art foundation, Athens

2012: „SIGA-SIGA“, CAMP, Athens

2012: „boiling point“, Künstlerhaus, Wien

2013: „Great Balls of Austria“, CAMP, Athens

2014: „(a)-formal-ities“, cheapart gallery, Athens

2015: „placebo“, cheapart gallery, Athens

**Exhibition participations that have evolved from ARTmART:**

Artists at art fairs:

2007 Christian Rupp, Art Athina

2008 Roman Pfeffer, Art Athina

2011 Wendelin Pressl, Art Athina

2011: Fiona Rukschcio Art Athina

2007: „Trauma Queen“, Mediterranean Hotel, Athens - participation of 7 ARTmART participants from Austria, Finland and USA.

2010: Wendelin Pressl bei „D/RAFT – ~~XXXXXX~~“, Action Field Kodra, Thessaloniki

2010: „Olive Press“, Crete, involvement of 5-ARTmART participants from Austria and Romania

OpenArt Residency, 2008 in Eretria in Greece with the participation of 9 Austrian artists.

2008: Dimitris Halatsis und Christian Rupp, Performancefestival MOPE08 in Finnland

2007: „Bioforms II“, cheapart Gallery, participation of 5 Austrian artists.

2006: Flag-Project for the 4th European Social Forum in Athens

2007: flags project, community Ravelsbach, Austria