

# FNB Joburg Art Fair

**23-25 September 2011**

## **Press release**

**23 August 2011**

It's been a long wait for the fourth FNB Joburg Art Fair since it has been moved from April to September. Artlogic director Ross Douglas says: "The team is very excited about this year's event. By moving the Fair to September we hope to contribute to what is becoming an art season in the city". This year's FNB Joburg Art Fair takes place on the entrance level of the Sandton Convention Centre from 23 to 25 September 2011.

With so much time to plan, Artlogic has curated a host of new Special Projects that promise to offer new and regular visitors an art extravaganza. Twenty three galleries will be showcasing the work by their artists, some old favorites and some newcomers. The galleries are selected by a panel of judges to present contemporary African art as it exists locally, on the continent and in the rest of the world.

Some of South Africa's top wine estates are being introduced to the Fair and local favourite Mastrantonio food services will be delighting the audience with their culinary expertise. The intention is to make sure the experience of viewing all 4000 square metres of art is comfortable and enriching.

This year's event will see the launch of the FNB Art Prize. Chief Marketing Officer of FNB, Bernice Samuels says that the bank is thrilled to introduce the FNB Art Prize this year and adds: "It is long overdue that we give our artists the financial recognition due to them. We hope all artists will see this as our endorsement of their valued contribution to our cultural fabric." Participating galleries have been asked to submit an artist and the panel of judges have chosen 3 finalists whose work will be displayed inside the Fair. The finalists for the 2011 FNB Art Prize are Athi-Patra Ruga, Cedric Nunn and Nirveda Alleck. Please visit [www.fnbjoburgartfair.co.za](http://www.fnbjoburgartfair.co.za) for more information on these three finalists. A winner will be announced on the opening night, 22 September. The FNB Art Prize winner will receive R100 000 cash.

Alfa Romeo is once again a sponsor of the increasingly popular Alfa Romeo Art Talks program which takes place inside the Fair and is free to ticket holders.

The Goethe Institut is adding richly to our international guest list by facilitating the visit of Tate Modern Director Chris Dercon to this year's Fair. Look out for Dercon's keynote address as part of the Alfa Romeo Art Talks on Saturday 24 September. Dercon's talk is entitled *Audiences: How much do we really care*, in which he will consider the way art institutions engage their publics.

Once again, Artlogic and the Gauteng Provincial Government (GPG) have created a successful partnership to offer visitors to the Fair the opportunity to see work by artists working in some of South Africa's top art development spaces. Testifying to their vision for the province GPG is a secondary sponsor enabling the Fair as a whole to take place and so make this event annually sustainable. GPG presents *20 Fine Years* showcasing the work of artists from The Bag Factory and Artist Proof Studio. The *20 Fine Years* project has involved the

participation of 20 artists to contribute to a portfolio of 20 works. GPG also presents the work of artists in the Artspace Mentorship program as a repeat of this successful project from 2010.

Each year Artlogic partners with an art institution to celebrate the work of one artist as the Fair Featured Artist. This Special Project allows visitors to see a solo exhibition by this artist and so engage in a larger body of work than what one might find in gallery booths. This year Artlogic, Gallery Art on Paper and Art Source present *Transitions Multiples* by Paul Emanuel. The exhibition forms part of Emanuel's critically acclaimed *Transitions Project*, which asks questions around the performance of masculine identity in post colonial society. The exhibition consists of large lithographs and a short film.

Pirelli will reveal the South African leg of their *Rubber Souls* project – a longstanding Pirelli initiative of collaborating with creatives to re-imagine rubber in clothing and accessory form. At the Art Fair Pirelli will commission South African young art star Mary Sibande to create work within this theme.

In a collaboration between Business Day Wanted Magazine and St Leger & Viney fabric house inside the Pommery Lounge at the Art Fair a beautiful lounge area will be created where visitors can enjoy a glass of Pommery champagne. Wanted has also curated a special exhibition of works by young South African artist that will be displayed inside the lounge. With the help of 11 highly respected curatorial voices, Wanted has searched for "fresh talent causing a stir on the local and international art scenes".

For the past three years Artlogic has partnered with PG Bison to create Fair-specific furniture out of their product. This year, PG Bison launches at the Fair the 1.618 Open Competition, which is an extension of the successful student design competition run annually. Designers were asked to submit designs for furniture to be used in the FNB Joburg Art Fair book area and the winning design came from design studio Orjon.

The Department of Arts and Culture will present the Market Photo Workshop at this year's Fair in which, for the first time visitors will be able to engage with this iconic institution in the art landscape. Market Photo Workshop offers courses in photography along a range of student competency levels. At the Fair Market Photo Workshop will showcase the work of local and internationally renowned photographers as well as work by students and alumni.

The African Art Trust will exhibit the work from the inaugural African Art Award at this year's Art Fair. Entry for the African Art Award is by expert nomination and a world-class panel of judges will select the best 30 entries as finalists.

For the third year in a row Source will showcase one-off pieces by up to 40 South African designers in a large furniture space at the Fair called Southern Guild. This space celebrates the synergy between contemporary art and contemporary design space with international trends.

Ends.

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