

FOR IMMEDIATE RELEASE 28th APRIL 2005

VOLTAshow, Tucholskystr. 35,
D-10117 Berlin
T:/F: +49 30-27 90 78 26

info@voltashow.com | www.voltashow.com

VOLTAshow 01 – Basel 2005

New Art Fair in Basel will offer focused vision on cutting-edge art presented by a mix of distinctive galleries from Canada, Europe, Japan, Mexico, and the US, presented in a stunning 25,000 square-foot former voltage plant along the River Rhine.

Friedrich Loock, Kavi Gupta, and Ulrich Voges are pleased to present the VOLTAshow 01, a platform for the presentation cutting-edge galleries from around the world whose mandate is to work with emerging artists, on view in Basel for the very first time from June 14th to June 19th, 2005.

VOLTAshow is envisaged as an art fair for the next generation, conceived by galleries for galleries, a non-profit enterprise based on a spirit of commitment and cooperation among fellow dealers who share a distinctive vision. The inaugural party will be held on Saturday June 18th, featuring a live performance by Liquid Architecture, the band composed of Audrey Mascina and Jérôme Sans, contemporary art agitator and esteemed curator of the Palais de Tokyo.

VOLTAshow will take place at the impressive Voltahalle, located close to the River Rhine, with additional especially designed architecture that will extend the space to even greater proportions. The 25,000 sq ft hall features bright, sunlit spaces with soaring, three-story high ceilings that will provide ample room for spacious booths. The stands are kept affordable to allow galleries the greatest opportunity to show risky, new work—such as installations, performances or sound pieces, alongside more traditional media. The ambience of VOLTAshow will be less a market and more an exhibition, tightly curated by like-minded dealers. Expect to find the best new art from around the world in originally presented booths by some of the most promising dealers around, with galleries from Asia, Europe and The Americas. These include:

Bellwether, Spencer Brownstone Gallery, Foxy Production, Zach Feuer Gallery (LFL), and Roebing Hall from New York; Black Dragon Society and The Happy Lion from LA; Kavi Gupta, Chicago; f a projects, David Risley Gallery, and STORE from London; Galerie Hervé Loevenbruck, Paris; Milliken, Stockholm; Torch, Amsterdam; Dogenhaus Galerie, Leipzig; Thomas Rehbein Galerie, Cologne; Voges + Partner, Frankfurt; Wohnmaschine, Berlin; nicolas krupp contemporary art gallery, Basel; Espacio Mínimo, Madrid; Galeria Enrique Guerrero, Mexico City; Artcore/Fabrice Marcolini, Toronto; and Taro Nasu Gallery, Tokyo.

Taking impetus from the fact that this is a Venice Biennale year, VOLTAshow is exploiting its prime location on the water with an exclusive VIP lounge and restaurant with a sun deck that overlooks the river. Visitors can reach VOLTAshow by a special vaporetto-style ferry shuttle—which will connect the Voltahalle, the Museum für Gegenwartskunst and LISTE—or in the VIP speedboat; visitors can also reach VOLTAshow by tram number 1/14 directly from the main fair.

Date: June 14-19, 2005 daily 1pm to 9pm

General Opening: June 13th

Inaugural Party: June 18th, 10 pm – 3 am

Address: Voltahalle, Voltastrasse 27, CH – 4056 Basel

For more information: www.voltashow.com / info@voltashow.com

Press: Amanda Coulson, Tine Bredo. Tel: +49 30 27907826

Project Manager: Karoline Willems. Tel: +49 30 27907826

US Contact: Kavi Gupta. Tel : +1 312 432 0708



Photo: Doris Flubacher