



# art

# KARLSRUHE

International Fair  
for Classic Modern and Contemporary Art

21 – 24 February 2019

**DATA & FACTS**



art KARLSRUHE takes place annually in mid February in **the state of Baden-Württemberg**, where art collectors are plentiful, and the fair benefits from the state's flourishing cultural landscape. Located near the point where Germany, Switzerland and France meet the fair has been well-established since 2004, in the immediate **vicinity of important collections** such as the Grässlin (St. Georgen), Schaufler (Sindelfingen), and Hoppe-Ritter (Waldenbuch) collections, and close to Museum Würth (Schwäbisch Hall) or the Frieder Burda Foundation in Baden-Baden.



The jurors on the art KARLSRUHE: Frank-Thomas Gaulin, Renate Bender, Dr. Dorothea van der Koelen, Anja Knoess, Dorothee Baer-Bogenschütz, Werner Tammen (left to right)

art KARLSRUHE offers a convincing curatorial concept, which defines a clearly specified focus for each of the fair's halls. Participants are chosen by a seven-member advisory board chaired by the curator Ewald Karl Schrade consisting of experts in each of the individual focal points.

Hall 1: Photography + Original Editions

Hall 2: Modern Classic (after 1945) + Contemporary Art

Hall 3: Classic Modern + Contemporary Art

Hall 4/dm-arena: Contemporary Art 21

A **generously planned layout**, integrated sculpture areas, and presentations of One-Artist-Shows round out the concept.



Prize-winner of the first Loth Sculpture Area Prize of the L-Bank: Joana Vasconcelos / Galerie Scheffel, Bad Homburg

The **sculpture areas** subdivide the landscape of stands, add structure to the fair's halls, and create islands for contemplation. Each court's 100 square meters offer gallerists the opportunity to present artworks by a maximum of two sculptors. The interplay of three-dimensional art on an open plane and two-dimensional art on the walls in the fair's stands sparks enthusiasm from the exhibiting gallerists and the collectors.

**One-Artist-Shows** (each with a minimum of 25 m<sup>2</sup> of exhibition area) enable the galleries to feature individual artists and simultaneously offer collectors the opportunity to acquire profound insights into each artist's oeuvre

The interplay between the architecture, the service of Messe Karlsruhe and the curatorial concept offers the exhibiting gallerists a harmonious and self-consistent building-block principle from which each gallerist can construct their own appropriate presence at the fair. This principle has also earned high praise from collectors.

## Special Exhibition, awards and ARTIMA art Forum

Ever since its first year, an important component of art KARLSRUHE has been the presentation of **selected artworks from a private collection** in the context of a special show. This enables the fair's visitors to form an impression of what can grow from a private collector's passion.

The curatorial concept is complemented by a comprehensive framework programme. Alongside the conferrals of the **Hans Platschek Prize** by the homonymous foundation the **art KARLSRUHE-Prize** by the state of Baden-Württemberg and the city of Karlsruhe and since 2018 the **Loth Sculpture Area Prize of the L-Bank**, the ARTIMA art meeting has also taken place since 2006. Each year's **ARTIMA art meeting** is a two-day forum dedicated to current themes in art and the art market.





## Encounters at art KARLSRUHE

- Private art collectors and aficionados
- New buyers and potential collector
- Curators
- Friends of cultural institutions
- Institutional collectors
- Directors of museums
- Art intermediaries / art consultants
- Companies' customers who have been invited to receptions to establish and expand new groups of collectors

The collectors appreciate the familial atmosphere at art KARLSRUHE, which becomes a meeting place of the art scene for five days each year. Personal sharing among collectors, gallerists and artists is a lived tradition in Karlsruhe.

# In Retrospect

## art KARLSRUHE in the media

### Die Welt:

*"The best news is that art KARLSRUHE is still fun, even after so many years."*

*(02/24/2018, author: Hans-Joachim Müller)*

### Frankfurter Allgemeine Zeitung:

*"The 20th century is strongly represented in Karlsruhe, also with Constructive and Concrete art."*

*(02/24/2018, author: Konstanze Crüwell)*

### Handelsblatt:

*"art KARLSRUHE has always been able to rely on its art aficionados, who are eager to buy artworks."*

*(02/15/2018, author: Susanne Schreiber)*

## What exhibitors say about art KARLSRUHE

**Thole Rotermund, Thole Rotermund Kunsthandel, Hamburg, Germany:** *"The fair was very well visited and we made good sales, also to new customers by the way. Besides, there were a number of reservations. Experience shows that the post-trade business has a very good potential. This is particularly true of the art KARLSRUHE. There is a broad audience and especially many young collectors from a vast catchment area such as France or Switzerland. We don't have this at any other fair. We will definitely come back."*

**Dr. Aloys Wilmsen, Galerie Wilmsen, Rheineck (Switzerland):** *"With the very first sale we broke even. We were able to sell many top-class pieces. The collectors were there and of course we made a lot of new contacts."*



The galleries awarded the best grade of 1.6 to the service and organization – before, during and after the fair.



32.3 % of the exhibitors came from abroad (15 different countries)



Half of the visitors bought art from the exhibiting galleries on site. Further 63.7 % of the visitors planned to buy after the trade fair.



90.1 % of the exhibitors were fully and completely satisfied with their participation and plan to return to the fair again in 2019!

# Check the Facts

50,000 visitors

215 galleries (not including publishing houses, museums, etc.) from 15 countries

35,000 m<sup>2</sup> of floor space

## MARKETING

- ✓ Comprehensive marketing, advertising and press activities
- ✓ Appeals to target groups in Germany and abroad
- ✓ Attention-getting outdoor advertising campaigns (e.g. documenta, Venice biennale)
- ✓ Extensive advertising campaigns in special-interest magazines (e.g. Frieze, art Magazin, BLAU, MONOPOL, Parnass, Kunst Bulletin) and all relevant daily newspapers (e.g. Die ZEIT, FAZ, Süddeutsche, Welt am Sonntag)
- ✓ Strong media partners
- ✓ Print and online mailings to a special list of art collectors
- ✓ art KARLSRUHE VIP programme
- ✓ Regional TV teaser and radio spots

## SERVICES

The generously proportioned daylight-flooded halls are equipped with a high-quality unified stand construction. Stand rental already includes:

- ✓ 3-metre-tall walls painted white
- ✓ Spotlights
- ✓ Cabinet (1 x 1 m)
- ✓ Carpeted floor
- ✓ Sign with stand's lettering
- ✓ Daily cleaning of stand
- ✓ One long-term parking coupon for the fair's campus
- ✓ Setup and takedown

Halls 1 and 4: 166 €/m<sup>2</sup> / One-artist show: 144 €/m<sup>2</sup>

Halls 2 and 3: 188 €/m<sup>2</sup> / One-artist show: 166 €/m<sup>2</sup>

Sculpture area: 7.500 € (100 m<sup>2</sup>)

To facilitate individualized styling of the stand, we offer additional optional services to design the walls and lighting (for a surcharge). These services include:

- ✓ Walls painted with coloured paint
- ✓ Wallpaper
- ✓ Fabric-covered walls
- ✓ Track system to install halogen spotlights
- ✓ Individualized traverse system with spotlights
- ✓ Skirting boards

## Data & Facts

Date: 21 – 24 February 2019, 11 a.m. – 7 p.m.  
Preview and vernissage: 20 February 2019, 3 – 9 p.m.  
Organiser: Karlsruher Messe- und Kongress GmbH  
Venue: Messe Karlsruhe, Messeallee 1, 76287 Rheinstetten

## We will be glad to help you:



Ewald Karl Schrade  
Curator  
T +49 (0) 170 7720910



Olga Blaß  
Project Manager  
T +49 (0) 721 3720 5120  
E [olga.blass@messe-karlsruhe.de](mailto:olga.blass@messe-karlsruhe.de)



Elisabeth Behrens  
Project Officer  
T +49 (0) 721 3720-5132  
E [elisabeth.behrens@messe-karlsruhe.de](mailto:elisabeth.behrens@messe-karlsruhe.de)

### Sponsors and patrons

**ARTIMA**<sup>®</sup>  
Die Kunstversicherung  
der Mannheimer

 **L-BANK**  
Staatsbank für Baden-Württemberg

**BW Bank**  
Baden-Württembergische Bank

### Organiser

 **IDEEN VERBINDEN.**  
Karlsruhe –  
Messen und Kongresse

[www.art-karlsruhe.de](http://www.art-karlsruhe.de)