



## *17<sup>th</sup> ART internationale messe für zeitgenössische kunst innsbruck*

From Thursday 21st to Sunday 24th February

### **Visitors record and premium sales - 17th ART Innsbruck exceeds all expectations!**

The crisis being discussed so intensively at that time was scarcely in evidence at the 17th ART Innsbruck, which took place this year from Thursday 21st to Sunday 24th February in Innsbruck's fair hall. It was purchased more than in a long time, says the founder and director of ART Innsbruck, Johanna Penz. Moreover, the number of visitors has even overstepped the magical border of 17.000 from last year. The focus of the fair marketing in the last two years was more than ever on the target group art buyers and collectors.

The wide supporting program of the 17th ART Innsbruck was by all means well received, reports the fair director. As in the last years the special exhibition 'Art-Design-Art' on the first floor, which was curated by Clemens Rhomberg and circled around the topic furniture, reflected great public appeal. Equally popular was the one-man-show about the Russian Neo-Impressionist Vladimir Valentsov, which was enabled by the media company M.Video. Much attention incurred the initial presentation of 'The Border Collection'. An art collection, which was founded last year at VIENNAFAIR The New Contemporary.

Contrary to many other supercooled flair of art fairs, the ART Innsbruck counts as a feel-good fair, as others anticipated this fair philosophy from the start for visitors and exhibitors.

Therefore the majority of the visitors come to the ART Innsbruck several times, like the majority of the exhibitors of the ART Innsbruck which already keeps faith over many years.

Fair director Johanna Penz draws after dismantling the fair booths her attention already to the 18th edition of ART Innsbruck.

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