CATALOGUE

UNPAINTED media art fair

jan 17 2014
20 munich postpalast
What emerged in the 1960s with some plotter prints, elaborated by the early pioneers with self-taught skills, has evolved into computer-generated images, videos, and sound installations, until the latest generation of artists who publish their works in the Internet. Wolf Lieser, author of the book "Digital Art" calls this segment "the most exciting segment of art today".

The city of Munich boasts numerous media and technology firms as well as cultural institutions. It is also known for a variety of antiques and fine art fairs. UNPAINTED looks to fill the gap in the contemporary arena with a specialized art fair that is complementary also in a wider geographical context.

The UNPAINTED Team wishes the visitor an inspiring experience while visiting the fair.

Dear Art Lover,

it is our pleasure to welcome you at the first edition of UNPAINTED media art fair in Munich’s beautiful Postpalast. More than 60 exhibitors have been carefully selected to provide an overview of cutting-edge production in the field of Media Art, and, in particular, Digital Art. Among the exhibiting parties are galleries, independent artists, and institutions from three continents.

Digital art is a general term for a range of artistic works and practices that use digital technology as an essential part of the creative and/or presentation process. After some initial resistance, the impact of digital technology has transformed activities such as painting, drawing, sculpture and music/sound art, while new forms, such as net art, digital installation art, and virtual reality, have become recognized artistic practices.

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Truly, Munich is more than its history and forms the perfect symbiosis of tradition and innovation. Munich and its surroundings are characterised by an incredible diversity in media enterprises. The Collection Goetz is one of the most well respected video art collections in the world. The German electronic music band Kraftwerk recently performed at the Lenbachhaus (2011), the Biennale artist Simon Denny showed at the Kunstverein (2013), and there are wonderful galleries and academies in Munich that are open to new approaches. In addition, for a few years now, Hubert Burda Media has put on the internationally renowned DLD - a digital conference, for which global players from the technology and internet sectors travel to Munich every year.

The UNPAINTED is held at the historic Postpalast in Munich. The building complex of the former parcel delivery office in Arnulfstrasse was built in 1926. Its unusual architecture is an ideal environment for the presentation and discovery of new art forms.

Heading out from the Postpalast, a network of further cultural offerings can be discovered through a walking tour across Munich’s bustling city centre.

**Postpalast Munich**
Wiedestrasse 10
80335 Munich | Germany

getting there:

by car
Drive towards the city center (main station). The Postpalast is located next to Arnulfstrasse 62.

by public transport
With S1-S8 stop Münchnerbrücke or Tram 16, 17 and N17 stop Münchnerbrücke

taxi
T: +49 (0) 89 23610
T: +49 (0) 89 19410
T: +49 (0) 89 458540

car service
The UBER app connects you with a driver at the tap of a button. m.uber.com

car parking
Parkplatz Hopfenpost, Hopfenstrasse 6
Mon – Sat
07:00 am – 09:00 pm
2.50 € / per hour
2.00 € / add. hour 15.00 € / 24 hours
Multimedia-Curator Li Zhenhua for the section "Lab 3.0"

A novelty that separates UNPAINTED from other art fairs: artists without access to a gallery may apply for a specially curated section called "Lab 3.0", where they get the opportunity to obtain a supported berth close to the participating young and renowned galleries. From there, they can sell their work directly to collectors and visitors and invite the local galleries to explore. As a curator for "Lab 3.0", the organizers of UNPAINTED have been fortunate to get the Chinese multimedia artist Li Zhenhua, well-known as a project manager and producer of Synthetic Time: Media Art China 2008 in NAMOC (National Art Museum of China), as well as curator of the 3rd Nanjing Triennial.

The notion of "The Work of Art in the Age of Mechanical Reproduction" has been influential across humanities. Artworks produced and reproduced in the evolution of contemporary art have proven that this process is not just a "media revolution" (see Marshal McLuhan: The Revolution is – Media!). At the same time, a spontaneous habit brought about by both industrialization and daily consumerism has eventually given birth to a new era.

Aside from being reproduced and mass communicated, artworks have also developed a sense of ambiguity, the authenticity of artworks which Benjamin described as "outside of the technical" thus has turned inopportune, especially since Nicolas Bourriaud's Relational Aesthetics and Post Production came to public. The post-Duchamp and post-Warhol art world seems to enjoy more of its own self-reproduction and communication.

In this context, it is worth asking: What is the role of an artist? Or more precisely, who is the artist?

Lab 3.0 supports artists without a direct gallery connection, which is very common in the particular field of new media art. Lab 3.0 is curated by Chinese multimedia curator Li Zhenhua (Zurich / Shanghai) and will show over 20 artistic highlights of new media art.

Tours are only allowed through UNPAINTED guide members. Taking one of our tours is an excellent introduction to the fair. Our guides will provide you with a full overview of the fair and present a selection of exciting highlights. We have a limited number of private tours available so booking in advance is recommended.

For further information, please contact mail@unpainted.net

For more information, a detailed programme overview and possible short-term changes of the programme, please visit:

www.unpainted.net
PARTICIPANTS

GALLERIES
G01 GALERIE TANIT munich | beirut
G13 GALERIE CHARLOT paris
G14 BITFORMS GALLERY nyc
G15 MU eindhoven
G16 ARTHOBLER GALLERY zurich
G17 GALERIE CAROLYN HEINZ hamburg
G18 GALERIE ANDREAS BINDER munich
G19 GALERIE PEITHNER-LICHTENFELS vienna
G20 DAM GALLERY frankfurt | berlin
G21 THE VIEW salenstein
G22 STEVE TURNER CONTEMPORARY l.a.
G23 GALERIE CAROL JOHNSSEN munich
G24 LOUISE ALEXANDER GALLERY porto cervo
G25 GALERIE ANITA BECKERS frankfurt
G26 XPO GALLERY paris
G27 GALERIE RÜDIGER SCHÖTTELE munich

YOUNGIS
Y02 MERKUR istanbul
Y03 NUSSER & BAUMGART munich
Y04 TRANSFER GALLERY nyc
Y05 CIMATICS brussels
Y06 GALERIE WOLKONSKY munich
Y07 CHRISTINGER DE MAYO zurich
Y08 ART AND SPACE GALLERY munich
Y09 KUNST | KONZEPTE ansbach
Y10 MERHART istanbul
Y11 HALEH GALLERY starnberg
Y12 DH ARTWORKS dusseldorf

LAB3.0
L08 JONAS ENGELERT frankfurt
L09 YUYANG WANG beijing
L10 HU WEIYI shanghai
L11 YUNHAN ZHENG beijing
L12 WENNAI XU shanxi
L13 LU YANG shanghai
L14 HU JIEMING shanghai
L15 SCENOCOSME st. etienne
L16 PIA MYRVOLD paris
L17 JOHANNES KARL munich
L18 LAB BINDER & FELIX WEINOLD augsburg
L19 BIRTHE BLAUTH munich
L20 ARNE FELIX MAGOLD munich
L21 HOLGER LIPPMANN wandlitz
L22 KIM ASENDORF berlin
L23 OLE FACH berlin
L24 EVA PAULITSCHE & UTA WEYRICH stuttgart
L25 projection philipp contag-lada
L26 TANZNE MACKENROTH munich
L27 LABORATOIRE JARDIN COSMIQUE bex
L28 ARENT WEEVERS hengelo
L29 THE NEON REX PROJECT mexico city
L30 KLAUS VOM BRUCH & ELLE P. berlin
L31 TILL TAFFET sarasota

INSTITUTIONS
I05 ZKM karlsruhe
I17 MAGAZINES
I18 PILOTRAUM 01 munich
I19 PLATFORM munich
I20 S|EDITION| london
I21 CAMP festival

SPECIAL GUESTS
S17 FRIEDER WEISS art and space gallery
S18 MIGUEL CHEVALIER hermès
S19 OPERNDORF AFRIKA
S20 HU JIEMING shanghai
S21 MIAO XIAOHUN beijing

MUSEUM
M06 UNPAINTED MUSEUM
Grégory Lasserre and Anaïs met den Ancxt are two artists who work together as a duo under the name Scenocosme. They live in France. They develop the concept of interactivity in their artworks by using multiple kinds of expression. They mix art and digital technology in order to find substances of dreams, poetries, sensitivities and delicacies. Their works came from possible hybridizations between the living world and technology which meeting points incite them to invent sensitive and poetic languages. They also explore invisible relationships with our environment: they can feel energetic variations of living beings. They design interactive artworks, and choreographic collective performances, in which spectators share extraordinary sensory experiences.

They have exhibited their interactive installation artworks at ZKM Karlsruhe (Germany), at Museum Art Gallery of Nova Scotia (Canada), la Villa Romana (Florence), at Daegjeon Museum of Art (Korea), at Contemporary Art Museum Raleigh (USA), and in international biennals and festivals: Art Center Nabi / INDAF (Seoul), Biennial Experimenta (Australia), BIACS 3 / Biennial International of Contemporary Art of Seville (Spain), NAMOC / National Art Museum of China / TransLife / Triennial of Media Art (Beijing), C.O.D.E (Canada), Futuresonic (UK), ISEA / International Symposium on Electronic Art (Belfast & Istanbul & Albuquerque & Sydney), EXIT, VIA, Lille3000, Ososphere, Scopitone, 2ème nature (France) at La Gaîté Lyrique (Paris).
Extract from the book