

Client : Art Central
Date : 2016-03~2016-05
Media : Art Republik (Page 1 of 2)
Circulation : TBC
Estimated Adv. Value : TBC

USUAL SUSPECT

STEP UP

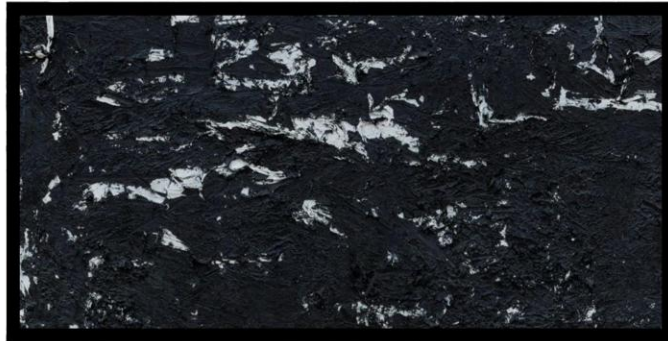
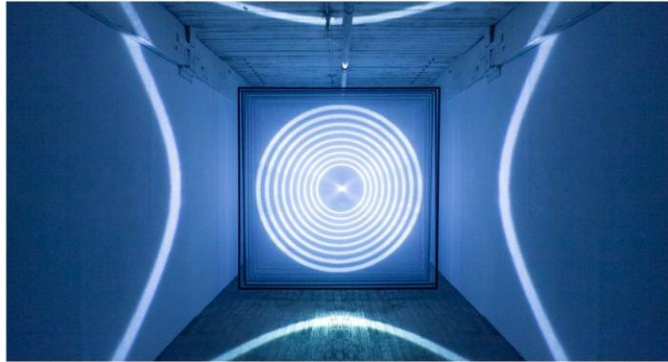


Art Central Hong Kong is back for its second year with stronger programming.

After a stellar inaugural fair that attracted 30,000 art collectors, VIPs and public, Art Central returns to Hong Kong's Central Harbourfront from 23-26 March 2016 as part of Hong Kong Art Week, presenting over 100 galleries from 20 countries, 70% hailing from 23 cities across greater Asia, with over 30 new names never before seen in Hong Kong.

Fair Director, Maree Di Pasquale, says "The 2016 edition will raise the bar once again, with an exciting line up of galleries and an ambitious program that champions both discovery and experimentation." She added, "In 2016 Art Central will present a strong selection of museum quality works alongside some of the most exciting emerging artists from around the world. With increased representation from the region, we're working to cement Hong Kong as the cultural centre of the Asian contemporary art scene."

The second edition of Art Central will offer both



This page, clockwise from top left: Fair Director, Maree Di Pasquale; *Daydream V.3*, 2014, Nonotak; *The Black Sheep Affair* (detailed view), 2015, Yeoh Choo Kuan.

Facing page, from top to bottom: *Street food* at the fairground, 2015; *From Line* (detailed view), 1979, Lee Ufan; *Fingerprints 2005.1* (detailed view), 2005, Zhang Yu.

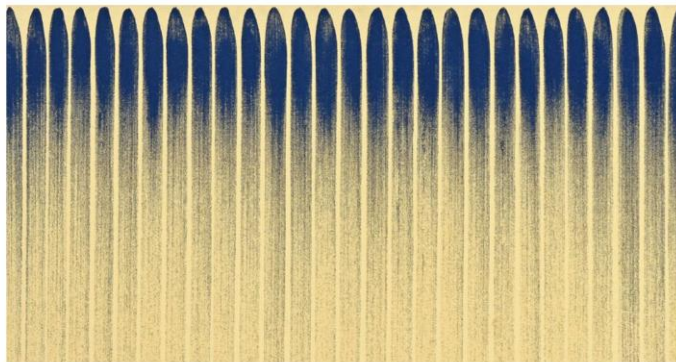
the experienced collector and art-loving public a chance to discover cutting-edge contemporary art from Hong Kong, Asia and beyond. Highlights include, Richard Koh Fine Art (Kuala Lumpur) bringing Haffendi Anuar, Saiful Razman, Wong Pong Fey and Yeoh Choo Kuan as a focus on Southeast Asia; REDSEA Gallery (Singapore) with Zhuang Hong Yi, Cha Jong Rye, Hwang SaeIn and Johnson Tsang; Sin Sin Fine Art

(Hong Kong), a new gallery addition, presenting a dual show by Indonesian artists S. Teddy Darmawan and Bob Yudhita Agung; and Gallery Hyundai (Seoul) with a cohesive selection of Korean monochromatic paintings including museum quality works by Park Seo Bo and Lee Ufan.

Art Central once again puts a spotlight on emerging talent with an expanded RISE sector dedicated to solo and

Client : Art Central
Date : 2016-03~2016-05
Media : Art Republik (Page 2 of 2)
Circulation : TBC
Estimated Adv. Value : TBC

USUAL SUSPECT



dual artist presentations by young galleries. PROJECTS returns in 2016 with an impressive display of large-scale installations and spatial interventions that challenge the confines of the traditional art fair booth. A focus for the sector and the fair will be new media art, with highlighted gallery exhibitions, bespoke talks, tours and partnerships aimed at engaging new audiences for the genre as well as providing new and interesting work for the more experienced collector. Asia Society Hong Kong Centre returns to enhance the Art Central experience with a series of talks and panel discussions staged daily with TALKS X ASIA SOCIETY. And

new for 2016, is the launch of three curated projects; MEDIA X MUMM, ROUNDTABLE X 4A and SCREEN X EXPERIMENTA.

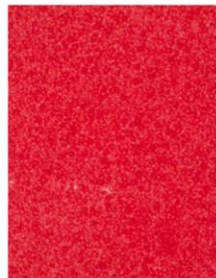
MEDIA X MUMM is the fair's first exhibition of new media and performance art, supported by G.H. Mumm Champagne. ROUNDTABLE X 4A is a series of discussions, interviews, presentations and performances hosted by 4A Centre for Contemporary Asian Art, Sydney. The roundtable program aims to increase appreciation for contemporary art with guests able to join the 4A team at their communal 'roundtable' to participate in a dynamic program featuring performances by Frances Barrett, Abdullah M.I. Syed

and Latai Taumoepea, each of which will reflect on the context of the contemporary art fair in Asia. And SCREEN X EXPERIMENTA is a curated platform for experimental and narrative motion picture filmmakers. Curated by Gina Wong, founder and director of Experimenta Hong Kong, the program will comprise of a collection of short films from across Asia and the world and will be screened daily.

Talking about the fair's program, Maree Di Pasquale says: "For the second edition of Art Central we've created a bold program with a distinctly Asian edge that complements our strong line-up of over 100 galleries, and aims to encourage the next level of discovery and engagement with art. From must-see installations to considered roundtable discussions, the program has been built with everyone from the art-loving public to seasoned international collectors in mind."

Art Central has also redefined art fair dining, featuring this 2016 edition a pop-up restaurant of the newly opened neo-Parisian bistro Belon, as well as an even bigger Street Food area with an increase to eight Hong Kong dining favourites including Brickhouse, Beef and Liberty, Tri and XYZ.

"The inaugural edition of Art Central redefined expectations about art fair dining. Art and food go hand-in-hand and Art Central 2016 not only has over 100 leading galleries, it also has Hong Kong Art Week's greatest eats. We're taking our culinary offering up a notch this year; fairgoers can soak up the fair atmosphere harbourside with an even bigger Street Food area, as well as experience the launch of a pop-up edition of one of the city's hottest new restaurants – Belon by Black Sheep Restaurants," says Maree Di Pasquale. ■



*For more information, please visit www.artcentralhongkong.com