

– 22 th March
2013

FOR IMMEDIATE
RELEASE

POPPOSITIONS

fair. noun

1. a gathering of stalls and amusements for public entertainment:I won a goldfish at the fair
2. a periodic gathering for the sale of goods.
3. an exhibition to promote particular products:the European Fine Art Fair
4. North American an annual competitive exhibition of livestock, agricultural products, etc., held by a town, county, or state.

Origin: Middle English (in the sense "periodic gathering for the sale of goods"): from Old French feire, from late Latin feria, singular of Latin feriae "holy days" (on which such fairs were often held)

– *Oxford dictionaries*

POPPOSITIONS, the itinerant art fair, returns for a second edition with another unconventional venue, twice as many participants and a jury to elect the best propositions from the selected artists. Having raised critical acclaim for its original addition to last year's Art Brussels week, POPPOSITIONS continues to experiment around the art fair concept by summoning pop-up galleries to invest a classified building with site-specific productions.

AN AMBITIOUS AND INTERNATIONAL GALLERY PROGRAMME

We are proud to announce that POPPOSITIONS 2013 will feature the following galleries and organisations:

- **200 x 75** (FR)
- **Abilene** (BE)
- **Actionfields** (BE)
- **Bęc Zmiana** (PL)
- **Document** (BE)
- **Fuori Campo** (IT)
- **Greylight Projects** (NL)
- **Les commissaires anonymes** (FR)
- **Not Yet** (BE)
- **Outlandish** (BE)
- **Collectif P4** (BE/CH)
- **Ponyhof Gallery** (BE)
- **Prestige** (BE)
- **RK Project** (US)
- **Rossi Contemporary** (BE)
- **Sils** (NL)
- **Squid & Tabernacle** (UK)
- **Thankyouforcoming** (FR/UK)
- **Void** (UK/US)
- **Whatspace** (NL)

In parallel with:

• *The itinerant wine bar* **Apéro Toto** • *a mobile café* **Broer Bretel** • *En plein public's painted a fair on the walls* • *Music and publications of* **Shelter Press** • *the nomadic bookshop* **Theophile's Papers** • *the vegetarian conceptual food of pop-up* **Villa Leopolda**

While the list of galleries has doubled since last year, we continue to keep the number of participants low to avoid visually overloading the venue. Our committee of four curators from three countries has worked together to carry out a rigorous selection process in order to maintain a high quality of contribution from participating galleries and artists.

A JURY TO ELECT THE BEST ARTISTS

This year's edition will furthermore convene a jury featuring:

- **Devrim Bayar**, and head of the residency programme at *WIELS*, founder of *Le Salon*
- **Ria van Landeghem**, initiator of *ERROR ONE*, a nomadic initiative for contemporary art
- **Guillaume Bijl**, visual artist
- **Frédéric de Goldschmidt**, collector
- **Matteo Lucchetti**, independant curator
- **Marc Ruyters**, chief editor of *HART*
- **Gregory Thirion**, gallerist

Instead of a conventional cash prize attached to a corporate name, POPPOSITIONS will award prizes in kind to the three best artists; an artist book by **Shelter Press** as well as two artist residencies with ensuing pop-up exhibitions in London and New York, at **Open Institute** and **Invisible Dog/Mr Fine Arts** (tbc) respectively.

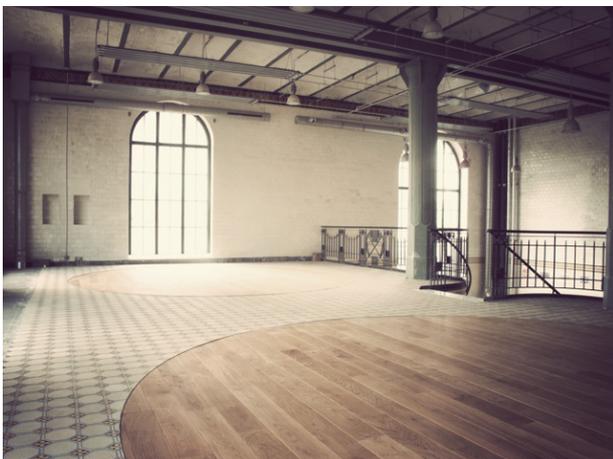
Further information on the galleries is available on our website.

A BOLD CONCEPT THAT STAYS THE SAME

Conceived as an experiment with the art fair format, POPPOSITIONS is a "pop up" fair, nomadic in its existence, changing locations for each edition and featuring artists proposed by galleries and organisations working with site-specific exhibitions. POPPOSITIONS allows for visitors to (re)discover the venue through the prism of contemporary art interventions and offers an alternative to the standard white cube format of art fairs. The result is a cutting-edge project with high artistic standards and international appeal.

FROM POP-UP GALLERIES TO POP-UP FAIR

As a fair dedicated to galleries working with site-specific exhibitions, POPPOSITIONS highlights the artistic benefits of nomadism. Working outside the confines of white gallery walls allows a larger audience to be reached and stimulates curatorial creativity. Moreover, numerous examples show how pop-up exhibitions can strengthen neighbourhood spirit and imbue quotidian or desolate places with new life and vitality. Furthermore, there is a long tradition of site-specificity throughout the history of art. By applying this ethos to the art fair, POPPOSITIONS presents participants with a curatorial challenge absent from ordinary fairs.



POPPOSITIONS 2013
Brass - Sarah Suco Torres

A NEW VENUE, BRASS

This year POPPOSITIONS will take place in Brass, formerly part of the Wielemans Ceuppens breweries in the Forest neighbourhood of Brussels. Built during the peak of the Belgian industrial revolution the art-deco



POPPOSITIONS 2013
Brass - Sarah Suco Torres

building symbolises both the great expectations and inexorable postwar decline of the area. The building grew increasingly dilapidated under successive owners, eventually becoming a squat before being listed, restored and reopened as a space dedicated to culture in 2008. The austere brewhouse with its heavy machinery and earthenware artefacts, as well as the communal garden shared with the contemporary art centre Wiels, will be the setting for the second edition of POPPOSITIONS.

NEW CONTEMPORARY ART WALK IN THE NEIGHBOURHOOD OF FOREST

POPPOSITIONS participates in a contemporary art network in the Forest neighbourhood of Brussels; the Kunst Promenade is located around Wiels contemporary art center and, in addition to POPPOSITIONS, comprises six contemporary art venues and two large parks within a fifteen minute walk including *Fondation A*, *Stichting*, *Art'Loft*, *Komplot*, *[Sic]*, *SLICK* and *WIELS*.

Further information: www.kunstpromenade.be

PRACTICAL INFORMATION

POPPOSITIONS 2013

18 – 21 April 2013

12.00 – 19.00 . Free admission

Opening act Document April 18 to 23.00

CONTACT

DIRECTOR

Liv Vaisberg (*french, nederlands, english*)

+32 483 364 840

liv@poppositions.com

GENERAL COORDINATION

Aleksandra Eriksson (*french, english*)

+32 488 262 242

press@poppositions.com

COMMUNICATION & PRESS

Marie Valette

+32 486 034 082

press@poppositions.com

SPONSORING & PRESS

Joke De Wilde (*dutch, french, english*)

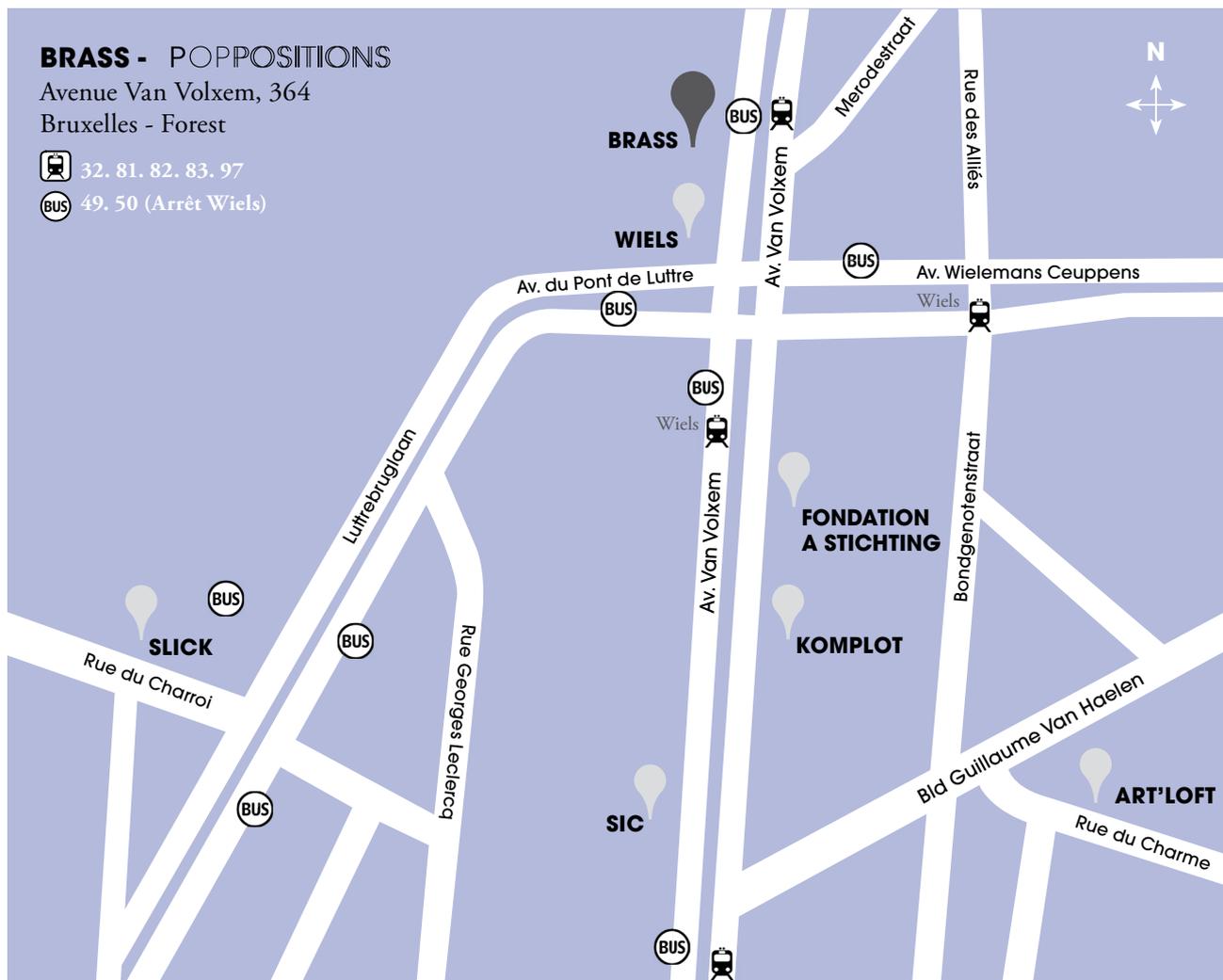
+32 470 93 12 91

Marjolein Roelandt (*néerlandais, français, anglais*)

+32 476 597 618

press@poppositions.com

www.poppositions.com



Avec le soutien du Forest Centre
Culturel et du Collège des
Bourgmestre & Echevins de Forest



this is tomorrow



KUNST
PROMENADE

