

KINETICA ART FAIR

February 28th - March 3rd 2013
Press preview / private view February 27th



Image: 'Fallen Star' by AA+DLAB

The **5th Kinetica Art Fair** returns **February 28th – March 3rd 2013** at **Ambika P3**, as one of London's annual landmark art exhibitions and a permanent fixture in the Art Fair calendar, renowned as the UK's only art fair dedicated to kinetic, robotic, sound, light, time-based and new media art.

Having built up a diverse and international audience of over 12,000 visitors, Kinetica is hosting the work of **over 45 galleries and art organisations nationally and internationally**, with representatives from UK, France, USA, Poland, Holland, Spain, Italy, Hungary, Indonesia and Japan, collectively showing **over 400 works of art**.

Alongside the Fair, Kinetica will present a **Feature exhibition, daily programme of talks, presentations and performances** themed on *Illusion and Reality* which will explore the thin veil between what is real and what is perceived. Eminent pioneers, experimental artists, performers and key figures in the field of kinetic and electronic art, cybernetics and neurosciences have been invited to participate.

Kinetica will be collaborating with groundbreaking holographic technology company **Musion** to produce the fair's programme of augmented reality, 3D projection mapping and live performances through Musion's state of the art holographic screen.

Highlights of exhibitors so far include:

- Light installations from Artgiro and John Popadic
- Kinetic sound works from Alex Allmont
- 1960's Op works by Italian kinetic artist Alberto Biasi
- A kinetic 'tree' from contemporary French artist Laurent Debraux
- A life-size 'Galloping Horse' made of light by Remi Brun
- Narrative mechanical flipbooks by Wendy Marvel and Mark Arnon Rosen
- Holographic works by Andras Mengyan - Gallery A22, Budapest
- Kinetic work from Indonesia by Edwins Gallery
- An 'Ocean of Light' by Squidsoup
- Smart & interactive wearables by Rainbow Winters
- Illusion & perception glass & mirror works by Jonty Hurwitz
- Mechanical contraptions by American artist Aaron Kramer
- Sensory light installations by Aether & Hemera
- Architectural models and 4D projections from AAD LAB
- Programmable Architecture by Kensuke Hotta
- Technological circuit mandalas by Leonardo Ulian
- Giant Wave sculpture by Matthieu Schönholzer
- Kinetic contraptions by Piotr Jedrzejewski
- Installations of kinetic jewellery from Jenny Lee, Myia Bonner and Mark Bloomfield
- MAD Museum - Kinetic works from the new Museum.

A special Kinetica exhibition within the Fair will feature **eight pioneering international artists** that are recognised and well established within the contemporary art world. Among the 8 so far confirmed, include:

Gregory Barsamian, a Brooklyn low-tech artist who has a self professed "Industrial Revolution-style." His work explores dream-like states through zoetropic sculptures using persistence of vision, and challenges what is real and what is perceived. His most recent commission was for the worlds largest private collection at David Walsh's Museum of Old & New Art in Tasmania and he has works in collections worldwide including ICC (Inter Communcation Centre) Japan.

Tim Lewis creates animatronic objects that raise questions about the boundaries that lie between nature, perception and fabrication. His work is in the collections of Arts Council Great Britain, British Council, Damien Hirst, British Airways and many more. Tim Lewis will be creating a new work for Kinetica 2013.

Chris Levine is one of the most progressive artists working in light today and is widely considered one of the pioneers of the laser and holographic artform. Commissions, clients and collaborations include HRH The Queen, Mario Testino, Cartier and Hugo Boss. The innovative use of laser, holographics and LEDs feature extensively in his work which has an edge of pertinence and super modernity.

Christiaan Zwanniken's installations are like interactive Wunderkammers, new configurations of shrieking, clapping, ticking curiosities generated by machinery, as if in a futuristic zoo. His works are hybrid, man-animal-machine figures, made of components that come to 'life', responding to the viewer and to each other. Zwanikken plays nature - against artificial - against viewer removing any authoritative role. Zwanniken has recently exhibited at American Museum of Natural History New York and at the most recent edition of ISEA. He will be debuting a new work for Kinetica Art Fair 2013.

Full list of Artists to follow.

Kinetica Museum will also be curating a smaller exhibition within the Fair to showcase **10 Kinetica Oxygen Artist Members**. This new membership scheme has opened the door for many artists to be showcased through Kinetica. The selection for Kinetica Art Fair 2013 will be made in December 2012. See a selection of Artist members: <http://www.kineticamuseum.org/artists/members.html>

Kinetica Art Fair provides an opportunity for serious buyers and art collectors to procure cutting edge international contemporary art (previous collectors have included **Damien Hirst, David Roberts, David Walsh, Ron Dennis & Anthony Horowitz**), whilst remaining accessible to new buyers interested in the field. Leading artists and galleries from around the globe will gather to exhibit work that converges science, technology, nature and new media to present astonishing and often breathtaking creations. Prices range from £200 - £50,000

Kinetica Art Fair 2013 will for the first time present a **live and online auction** on the Saturday evening of the Fair, led by an auctioneer from Sothebys, to highlight the increasing popularity of this genre as a collectable artform.

Confirmed exhibitors for Kinetica Art Fair 2013 so far include:

AAD LAB (UK) - <https://vimeo.com/47090058>
Aaron Kramer (UK) www.urban-objects.com
Aether & Hemera - www.aether-hemera.com/
Alex Allmont (UK) - <http://www.alexallmont.com/index.php?page=Video>
Alexander Berchert - <http://www.alexanderberchert.com/>
Artgiro (Italy) - <http://www.artoday.it>
Colour Holographic (UK) - <http://www.colourholographic.com/>
Edwins Gallery (Indonesia) - <http://www.edwingsgallery.com>
Gallery A22 (Hungary) - <http://www.gallerya22.com/>
Gestalt Circle (UK) - <http://tiny.cc/v39gpw>
Piotr Jedrzejewski (Poland) - <http://tiny.cc/dge5nw>
Hertfordshire University (UK) - <http://tiny.cc/see5nw>
Jenny Lee (UK) - <http://jennylee.org.uk/>
Jo Hemsley (UK) - <http://www.joannahemsley.com/>

John Popadic (UK) - <http://bringtheawesome.tumblr.com/>
Jonty Hurwitz - <http://www.jontyhurwitz.com>
Kensuke Hotta (Japan) - <http://kensukehotta.com>
Krzysztof Jagieto (Poland) - <http://tiny.cc/rce5nw>
Laurent Debraux (France) - <http://www.laurentdebraux.com/>
Leonardo Ulian (UK) - <http://www.leonardoulian.it>
Mad Museum - <http://themadmuseum.co.uk/>
Mark Bloomfield (UK) – <http://electrobloom.com>
Matthieu Schönholzer (France)- <http://www.schonholzer.com>
Mechanical Flipbook (UK)- <http://www.mechanicalflipbook.com>
Myia Bonner (UK) - <http://www.myiabonner.co.uk>
Rainbow Winters (UK) - <http://www.rainbowwinters.com/>
Ravensbourne College (UK) - www.rave.ac.uk
Remi Brun - <http://tiny.cc/ime5nw>
Silvia Weidenbach - <http://www.weidenbach-klein.com/>
University of Lincoln (UK) - www.lincoln.ac.uk

For further details, visit www.kinetica-artfair.com

PRESS INFORMATION:

Margaret PR

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-ENDS-

EDITORS NOTES:

Press preview will be held on 27th February 2012. Please email Elizabeth above to confirm your interest in attending. Times to be announced in Jan 2013.

PUBLIC BOOKING INFORMATION:

Kinetica Art Fair 2013: Thursday 28 February - Sunday 3 March 2013.

Opening times:

Wednesday 27 February: Morning press preview – times 9am - 12pm

Wednesday 27 February: Collectors opening event. 4.00pm - 6.30pm

Wednesday 27 February: PV opening event. 6.30pm - 9.30pm

Thursday 28 February: 10am - 8pm

Friday 1 March: 10am – 8pm

Saturday 2 March: 10am - 8pm

Sunday 3 March: 10am - 6pm

Location

Ambika P3, 35 Marylebone Rd (opposite Baker Street Tube), London, NW1 5LS. Ambika P3 is London's multi-disciplinary art space. A 14,000sq ft former concrete testing facility.

Ticket prices:

Art fair only: £16 at the door / £12 in advance. Concessions: £12 at the door / £10 in advance. Children under 16: £10 at the door / £8 in advance

Day Ticket (includes fair, talks and performances): £20 at the door / £16 in advance. Concessions: £16 on the door / £12 in advance. Children under 16: £12 at the door / £10 in advance.

VIP launch ticket (limited availability): £25 (advance sales only)

Website and ticket booking: www.kinetica-artfair.com

About Kinetica Museum (www.kinetica-museum.org)

Kinetica Museum focuses on showcasing work that makes contributions towards evolutionary processes and universal exploration, and has emerged from an urgent British cultural need to provide an international platform for contemporary artists working in the realm of interdisciplinary new media art. It also aims to recognise the strong historical lineage of kinetic art and the impact of significant works from our recent past. Kinetica aims to champion artistic innovation of all kinds and to showcase ground-breaking artists to not just the regular art-goer but to a new generation of viewers. With the fast increasing advancement and development of a scientific and technological culture, many contemporary artists have crossed the plateau from 'fine art disciplines' into new media with artworks that utilise and warp technology, to explore, nurture and comment on our evolutionary processes. Currently there is a massive resurgence of this type of art on a global level and Kinetica has fulfilled a cultural need to provide an international platform for it in the UK, to support it, to promote it and to provide a commercial enterprise for it.

About Ambika P3 (<http://www.p3exhibitions.com>)

Ambika P3, formerly known as P3, is a 14,000 square foot triple height subterranean space in central London, converted from the vast former concrete construction hall for the University of Westminster's School of Engineering. Built in the 1960s, its dramatic and impressive scale and its many retained industrial features offer an unprecedented environment for the exhibition of multi-disciplinary and performative art. It is located below ground opposite Baker Street Tube Station on Marylebone Road.

About Kinetic Art

Kinetic art is art that has a life of its own. It was pioneered by world famous artists including **Maholy Nagy**, **Jean Tinguely**, **Marcel Duchamp** and **Alexander Calder** during the 1900s. The earliest attempts to incorporate kinetics in an artwork was Moholy-Nagy's Space-Light Modulator, a sculpture producing moving shadows made at the Bauhaus between 1922 and 1930 and certain Constructivists works including Marcel Duchamp's Rotary Glass Plate and Rotary Demisphere (Precision Optics), and Alexander Calder's motorized sculptures from 1930s.

The expression Kinetic Art was used from the mid-1950s onward. It referred to an international trend followed by artists such as Soto, Takis, Agam and Schoffer. Some Kinetic artists also worked in the field of Op Art. Their works were influenced by a modernist aesthetic and could be made with contemporary materials (e.g., aluminum, plastic, neon). Most kinetic works were moving geometric compositions. In Italy artists belonging to Gruppo N, founded in Padua in 1959 (including Biasi, Costa and Massironi, among others), carried out experiments with light, projections and reflections associated with movement, time and space.

The members of the French group GRAV, which included Le Parc, Morellet and Sobrino and was established in 1960's in Paris, created optical and kinetic environments that disturbed and interfered with meanings and relations to space.

The term Kineticism broadened the concept of Kinetic Art to all artistic works involving movement. It applies to all those artists today who work with any kind of movement in relation to space, time, energy and matter.

Modern contemporary kinetic and electronic artworks utilise and warp technology itself, to explore, nurture and comment on our evolutionary processes and challenge scientific and universal exploration.

