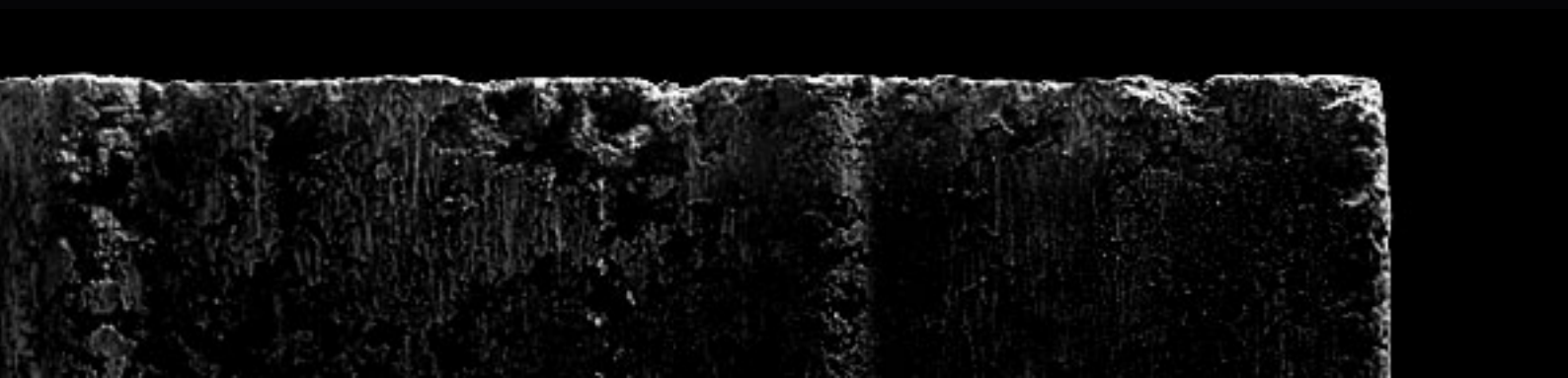


VOLTA 8

Basel's cutting edge art fair for new and emerging art
Mon, June 11th – Sat, June 16th, 2012
Dreispitzhalle, Basel



PROSPECTUS 2012



VOLTA 8

INTRODUCTION

VOLTA debuted as a platform for cutting-edge art in Basel in 2005 to immediate acclaim. In a matter of days, the Frankfurter Allgemeine Zeitung, Germany's leading newspaper, named VOLTA one of the world's most important art fairs.

VOLTA has continued to build on the strength of this remarkable premiere event, creating a brand that now, coming up to its eight edition, is known for the strict selection of its galleries and artists, many of whom have "graduated" to the main fairs. Former participants, such as A Gentil Carioca (Rio) or Andreiana Mihail (Bucharest), participated at VOLTA as their first ever fair and went on to both Frieze Art Fair and Art Basel; while artists such as Adrian Williams, Tris Vonna-Michell or Chris Johansson, now featured in such prestigious venues as the Athens Biennale, the Orangerie (Paris), Art Statements or Art Basel's Art Parcours, had earlier featured showings at VOLTA.

VOLTA provides a platform to both up-and-coming and more established galleries showing an emerging or cutting-edge program. With an independent board of advisors, selection is not biased toward the market or cliques, toward age or current trends, but toward quality and range of content. In 2011, the VOLTA advisors focused even more to provide a well-curated and select vision, putting a stronger emphasis on single artist presentations or on booth concepts that brought the work of two artists into dialogue with one another.

The 70 exhibiting galleries—who welcomed over 15,000 collectors, artists, curators, critics and art lovers from around the globe and reported sales of € 2.6 million by the closing day—were almost unanimous in pronouncing VOLTA7 a superb year in terms of quality and the return to its home, the Dreispitzhalle.



My Light is Your Life by Kristof Kintera



Visitors at VOLTA7 Basel 2011



Exterior View



Interior View



VOLTA shuttle busses directly to Art Basel and LISTE

"It was a pleasure to take part in VOLTA & I hope you'll have me back again next year!!"
Ceri Hand, Ceri Hand Gallery, Liverpool (Returning exhibitor)

LOCATION

In 2010, VOLTA moved to the newly-renovated Dreispitzhalle, the centerpiece of Basel's latest hot spot, the Dreispitz Areal, a former industrial warehouse district. A few blocks away from Basel's leading contemporary art collection, the Schaulager, this zone is developing in increasing importance as the hub of Basel's artistic life, with pre-existing alternative art spaces and artists' studios.

The move took VOLTA back to both its signature environment of a fast-developing area that facilitates a sense of discovery and to its identity as a boutique event, a contrast to the gloss and glamour of the main fair. With a useable surface of 3,000 sq. meters, plus ample outdoor space for projects and sculpture, VOLTA provides our exhibitors the best in booth design and event infrastructure.

VOLTA is only 7 minutes from the main SBB train station by public transport or 5 minutes by car. With a 400-car public structure one block away, parking is trouble-free. In addition, regular complimentary VOLTA shuttles run directly from Art Basel and from Liste, so reaching the fair is effortless.



Overview of VOLTA6 2010 at Dreispitzhalle Basel

“Thank you for yet another great fair. I have no complaints, only praise.”
Jesper Elg, V1 Gallery, Copenhagen (Returning exhibitor)

PRESS FEEDBACK

With favorable mentions in a wide variety of dailies, web-based journals, and monthlies—Monocle, Basler Zeitung, Neue Züricher Zeitung, artinfo.com, The Art Newspaper, to name a few—and radio interviews given on local and national stations, VOLTA provides a venue to reach a broad audience.

“This month sees Switzerland’s airports go into gridlock as the art world decamps to Basel for the fair season. The youngest of the lot, VOLTA (running 13-18 June) is one of the most interesting satellite fairs to spin off from the week’s leading light, Art Basel. Now in its seventh year, 70 international galleries will attend this year’s VOLTA at the Dreispitzhalle, showing more than 165 emerging artists.”

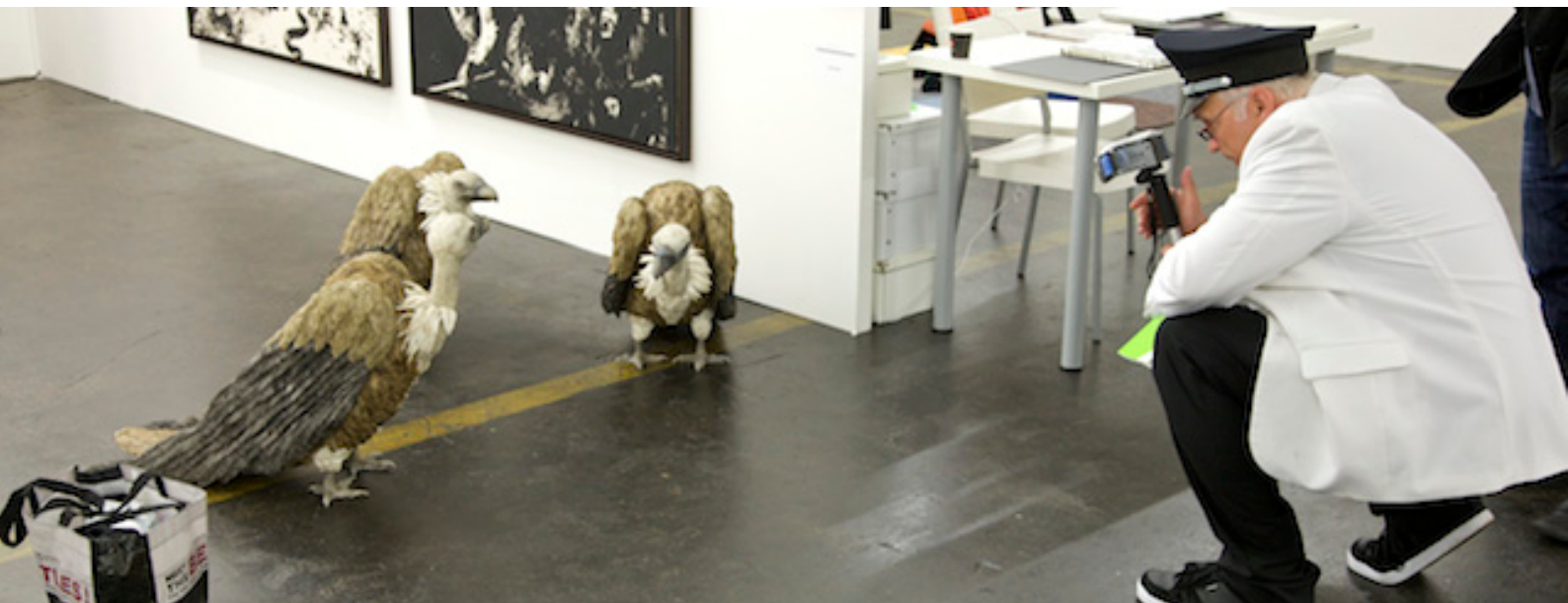
Monocle

“Art lovers from all over the world, top-level international collectors and an engaged art audience—including representatives of major international exhibition venues and collections returning to the Dreispitzhalle for the second year, for the seventh edition of the international art fair VOLTA.”

the squeeze

“Caught between the high-end, super slick, and blue-chip Art Basel and funky, overly hip and extremely understated Liste scene VOLTA finds itself in the middle. It’s smaller, more intimate than most of the larger art fairs. Its target is to be tighter, more focused.”

NY Arts Magazine



Terrible Wonderful by Shira Zelwer at Anita Beckers, Frankfurt

PARTICIPATING GALLERY TESTIMONIALS

“It was a fantastically good experience to participate at VOLTA. I got some super contacts, the quality was high, and also the after-sales were good... I think everything was really well organised and having access to so many interesting people (and a big storage also) is fantastic. Hope very much to be at VOLTA8 next year!”

**Peter Lav, Peter Lav Gallery, Copenhagen
(First-time exhibitor)**

“I think it was all pretty great this year. My sales were really good and I made excellent contacts. All in all: A plus.”

**Arne Linde, ASPN Gallery, Leipzig
(Returning exhibitor)**

“I was extremely happy with my involvement in VOLTA7 and I hope it will be the beginning of a lasting partnership. I really appreciate your organization and attention to detail that made the show enjoyable and above all positive. The space itself is beautiful and received very positive feedback from collectors - Italian or otherwise - who visited VOLTA and felt it was very strong.”

**Paola Maria Deanesi, PAOLO MARIA DEANESI GALLERY,
Rovereto (First-time exhibitor)**

“Thanks very much for a very enjoyable fair - we did well and thought overall it was a very good experience.”

**Sandie Macrae, R O O M London
(First-time exhibitor)**

“It was nice to be part of VOLTA Basel and it was very successful. Thanks to you!”

**Helga Conrad, CONRADS, Düsseldorf
(Returning exhibitor)**

“Well done and thanks for having us again. We made sales and good contacts for the artists and the gallery in general. I was very happy with everything and hope to be back next year!”

**Kevin Kavanagh, KEVIN KAVANAGH, Dublin
(Returning exhibitor)**



Dealer Suzanne Schurgers from VEGAS Gallery talking to collector behind a work by Heringa/ Van Halsbeek



Seating area in front of Widmer + Theodoris' and Teapot's booth

MARKETING, ADVERTISING AND PROMOTION

A carefully and accurately aligned marketing campaign involving international advertising placements that include major art and lifestyle publications and websites including Artforum, Art in America, ArtFacts.net, Art and Auction, ArtReview, ensure an extensive, worldwide reach.

VOLTA shuttle buses running directly from Art Basel and Liste, as well as an exterior signage system including citywide billboards, combine to focus attention on the fair and attract national and international visitors.

Award-winning Swiss design duo **Hauser, Schwarz** create eye-catching and provocative VIP cards, save the date fliers and other marketing materials that serve to further increase awareness about VOLTA and its exhibitors and artists.

In 2010, VOLTA created and introduced a revolutionary new design for the art fair catalogue: visitors could personalize their own content by collecting individual pages from the galleries of their choosing. By completely re-imagining the traditional approach, VOLTA once again set itself apart with an original concept, which was a huge success with the dealers themselves as well as the visitors.

“What I find particularly noteworthy is the idea of assembling the catalogue yourself. So you get the catalogue folder – and in the gallery booths are the pre-folder brochures with descriptions of the artists exhibited in each case – to then collect according to your own interest.”

art.yourbasel.ch

VIP PROGRAM

Exhibitors have the opportunity to participate in and enjoy the accompanying VOLTA VIP program, which includes a specialized and dedicated communications plan to a database of 12,000 much sought after individuals, sneak previews and early access hours and complimentary tickets to Art Basel and the Liste Vernissage. Over a period of eight years, VOLTA has developed and refined its database to include an enviable coterie of loyal collectors, investors and VOLTA fans.

VOLTA Basel catalogue



VOLTA PACKAGE

DATES

Monday, June 11th – Saturday, June 16th, 2012

LOCATION

Dreispitzhalle
 Dreispitz Areal
 Tor / Gate 13
 Helsinki Strasse 5
 CH-4142 Münchenstein / Basel
 Switzerland
www.dreispitzhalle.ch

EXHIBITOR AMENITIES

Participation in VOLTA8 includes a booth package with walls of 3 meters in height with an ability to hang 30 kilos per nail, painted white, booth customization, standard and specialized lighting options, 1 electricity socket, drayage, onsite hand storage, exhibitor, artist(s) and installation passes plus 1.000 collectible catalogue pages.

Small:	14 – 16 sq. m.	€ 5,250 – € 6,500
Small Plus:	15 and 18 sq. m.	€ 5,900 – € 7,500
Standard:	22 – 24 sq. m.	€ 8,900 – € 10,200
Standard Plus:	25 sq. m.	€ 9,500 – € 10,375
Premium:	29 sq. m and up	€ 11,900 +

(Price is based on booth size, usable wall space and location.)

A full production team is available throughout fair set-up and de-installation providing our exhibitors with comprehensive and professional support.

Exhibitors have the added opportunity to propose large-scale installations and other work transcending the boundaries of individual booths in spaces ranging from lobbies and lounges to elevators and shuttle buses.

VOLTA offers free shuttle bus services, complimentary tickets to Art Basel vernissage, plus customized discount on food and beverages in the fair café.

APPLICATION

The applications for VOLTA8 can be completed online from October 6th, please note the deadline for all applications is **November 15, 2011**. For all other enquiries please write to info@voltashow.com

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