

## **ISRAEL ANNOUNCED AS GUEST OF HONOR OF ART MARKET BUDAPEST 2017**

**BUDAPEST WILL HOST A LARGE SCALE ISRAELI ART FESTIVAL,  
AS ANNOUNCED AT THE OPENING EVENT OF FRESH PAINT IN TEL AVIV**

Press release  
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**Tel Aviv, Budapest. - Art Market Budapest, Central and Eastern Europe's leading international contemporary art fair announced to have selected and welcome Israel as guest of honor in 2017. The prominent art event in Budapest, Hungary will direct attention towards the high-level, yet internationally lesser-known Israeli art scene with an extraordinarily rich and diverse selection of artistic components in October. The announcement of the large scale Israeli art festival was made in Tel Aviv at the opening ceremony of Fresh Paint, Israel's largest and highly attended contemporary art fair. Art Market Budapest also opened a special group exhibition at Fresh Paint to celebrate the cooperation with its Israeli partners. The next edition of Art Market Budapest and its Israeli guest program will take place between October 12-15, 2017, and will be joined by CAFe Budapest, one of Europe's most significant contemporary art festivals to make Budapest a home-away-from-home for actors of the Israeli art scene.**

Art Market Budapest, Central and Eastern Europe's leading contemporary art fair established in 2011 is among Europe's prominent art events presenting 100 exhibitors from over 25 countries and welcoming around 30,000 international visitors annually. The fair features thousands of artworks by over 500 artists on a 6,000 square meters large exhibition space at one of the most attractive and unusual fair locations in Europe. Over 50 complementary events including a four-day long conference, satellite exhibitions and other cultural and social events add to the visual richness of the prestigious international show. Art Market Budapest efficiently combines inspiring artistic content originating from emerging regions in and beyond Europe as well as works by the progressive new generation of artists of the already established Western markets.

In October 2017, the upcoming edition of Art Market Budapest will present a rich and diverse program dedicated to the extraordinarily colorful and high-level, yet internationally lesser-known Israeli art scene. A large scale exhibition at the fair location organized with the collaboration of Israeli art galleries on hundreds of square meters will, in the framework of the Israeli art festival titled ART.IS.REAL, be complemented by numerous other accompanying events and exhibitions at other venues in Budapest.

In recent years, prestigious guest programs of Art Market Budapest have offered the audience a uniquely wide ranging view of contemporary art from Poland, the cities of Berlin (Germany) and Cluj (Romania) and the region of the Western Balkans. On location at Art Market Budapest in October 2017 a complex display of exhibits introducing dozens of Israeli artists will await guests with complementing events such as art performances,

presentations and panel discussions, thus creating opportunities for direct contact with defining figures of the Israeli art scene. The show and events at Art Market Budapest will be accompanied by further exhibitions at a number of other venues throughout Budapest. Among them, an exhibition of historic significance depicting the years of the founding of the State of Israel by Hungarian-born Israeli photographer Zoltán Kluger promises to be one of the special delicacies. The diverse art programs will be complemented by Israeli musical and dance performances organized by CAFE Budapest, one of Europe's most notable contemporary art festivals.

In preparation for the *guest of honor* program, organizers are collaborating with prominent Israeli institutions such as Fresh Paint, Israel's most notable art fair and the Israel Museum in Jerusalem, whose world-renowned director, James S. Snyder will personally make an appearance in Budapest by giving a lecture on the 'Day of Israeli Art' on October 15. Art Market Budapest will separately announce the name of a world famous artist to be presented as special artist guest of the Israeli art program in Budapest. Further partners, participants and program elements will also be revealed later.

The international announcement of the Israeli guest program of Art Market Budapest, ART.IS.REAL took place under special circumstances in Tel Aviv at the opening ceremony of Fresh Paint 9 contemporary art fair, in the framework of one of Israel's top contemporary art events. Present at the event were Israeli partners of Art Market Budapest and, among others, Nicole Loeser (Berlin), Member of the Board of Art Market Budapest along with Founding Director Attila Ledényi and other members of the Budapest fair management. Hungarian Ambassador Dr. Andor Nagy gave guests of the opening event a welcoming address.

As part of the collaboration with Fresh Paint and to celebrate its cooperation with its Israeli and Hungarian partners, Art Market Budapest opened a show titled 'Talking papers', a selection of works by Israeli and Hungarian artists on view in one of Fresh Paint's largest exhibition spaces. The purpose of the show is to invite artists from Israel and Hungary into a thought-provoking and inspiring artistic dialogue, and is meant to be a starting point for artists and other actors of the Israeli and Hungarian contemporary art scenes to come, work and think together. 'Talking paper' is to be continued and further developed at Art Market Budapest where Israeli contemporary art will be in the focus in Budapest, Art Market Budapest and its Israeli guest program will be taking place between October 12-15.

Artists represented by the following galleries are presented at the show 'Talking papers' organized with the support of the Hungarian Embassy in Tel Aviv: Hezi Cohen Gallery – Tel Aviv, Deák Erika Gallery – Budapest, Inda Gallery – Budapest, P8 Gallery – Tel Aviv, RawArt Gallery – Tel Aviv, Supermarket Gallery – Budapest, VILTIN Gallery – Budapest.

Thank you for your attention.  
For any further information please contact  
Ms. Zsuzsanna Deák (org@artmarketbudapest.hu, +36.1.2390007).