

## **The ARTMUC art fair opens the art spring**

In keeping with its 10th anniversary, the ARTMUC art fair is starting the art spring in the new location in the north of Munich and will present more than 180 exhibitors and galleries from March 24th to 26th, 2023.

After the brilliant start in the new location last year, the ARTMUC art fair, in keeping with its 10th anniversary, is consolidating the new location in the north of Munich and, above all, is presenting many new artists, projects and galleries.

### **ARTMUC – discover art – buy art**

ARTMUC is Bavaria's largest discovery fair and sales platform for contemporary art. Since it started in 2014, over 100,000 guests from Munich's art, gallery and curatorial scene have visited ARTMUC. In the past 10 years, more than 1,300 exhibiting artists and 250 galleries & platforms have given the Munich fair format their profile.

"Munich, as our location for a young fair for contemporary art, offers artists as well as galleries and projects a great basis for their own presentation. In the past 10 years we have been able to sharpen our profile and establish ARTMUC as Bavaria's largest art event. We would like to thank both the exhibitors and our visitors." explains organizer Raiko Schwalbe.

From the almost 400 applications for participation in the two 2023 editions of ARTMUC, the jury selected 150 artists and 30 galleries and art projects for the spring edition. The spectrum presented at ARTMUC ranges from paintings, sculptures, collages and photographs to digital art. More than a third of the exhibitors come from all over Europe, here from Austria, Switzerland, Italy, Holland, Belgium, Poland and Bulgaria. Nevertheless, the ARTMUC art fair remains true to its focus and presents around half of the exhibitors from the greater Munich and Bavaria area.

Visitors to the coming edition at the end of March can look forward to some new highlights:

### **Functional Art and Design – the application of art and design**

The digitization of all creative areas and the associated easier access to creative "creations" prompted Raiko Schwalbe to create a new, overarching area for the application of art and design at ARTMUC: "Functional Art and Design".

Together with Ute Hartmann - "CONTACT ART DESIGN" Gallery & Agency and the furniture and design manufacturer "MÜNCH Furniture Design" - Schwalbe focuses on the presentation of all facets of the "creative value chain and application of art". These include furniture design, product design, architecture, interior design, textile art, UX design, VR / AR / KI, fashion, game design, etc.

Schwalbe and Hartmann are presenting the new platform for the first time as part of the ARTMUC spring edition at the end of March in Munich - including with the German Master School for Fashion, Munich Design School - with Roland Müller-Neumeister and their fashion exhibition "ILLUMINATE".

### **The DIGITAL.LAB presents technological developments on the art market**

At ARTMUC, each edition focuses on new technologies and current trends in the art world. The Schwalbe team will present various artists and projects from the fields of virtual reality, augmented reality, 3D visualization, 3D printing, blockchain, metaverse and NFTs as part of the DIGITAL.LAB.

Interactive works by the Austrian artist Mario Dalpra will be shown on site on large TV LEDs, with VR and "in real" on site.

## **SCULPTURA goes ARTMUC**

As an offshoot of the 16th SKULPTURA in Wasserburg on Lake Constance, currently one of the largest sculpture exhibitions in the German-speaking world, six internationally renowned sculptors from three countries will be presenting themselves at ARTMUC in March under the direction of curator Vera Noé.

Sculptures and works by artists such as Richard Allgaier/D, Stephan Guber/D, Felix Haspel/A, Martina Kreitmeir/D, Georg Loewit/A and Thaddäus Salcher/I will be on display.

The ARTMUC focuses on a significant increase in the visibility of artists and their promotion as well as the external perception of Munich as a city of art and culture.

ARTMUC - inspire, discover, promote, inform, motivate!

### **ARTMUC:**

MTC Supreme Locations / Ingolstädter-Strasse 45-47 / 80807 Munich

### **Opening hours:**

Fr. 24.03.23 / 7.30 p.m. – 10 p.m.

Sa 25.03.23 / 10 a.m. – 8 p.m.

Su. 26.03.23 / 10 a.m. – 6 p.m.

### **Entrance fee:**

New: Pay once - on all days that ARTMUC can visit

Adults once EUR 15 (access every day) / children and young people under 16 years of age have free entry

Admission is free within the first hour after opening

All information to be find at:

[www.artmuc.info](http://www.artmuc.info)

[@artmuc.kunstmesse](https://www.instagram.com/artmuc.kunstmesse)