

## Press Release

### **ARTSEASONS 2004 art exhibition from July until September on Majorca** *International galleries from New York to Munich exhibit contemporary art*

*Munich/Majorca June 25, 2004 – ARTSEASONS Peak period for culture on the Spanish island Majorca:* ARTSEASONS will take place for the first time this year from 4<sup>th</sup> July until 12<sup>th</sup> September on Majorca. The exhibition ARTSEASONS based in the centre Cas Pellers in Binissalem, a traditional inland hill village, will show sixty works of art from well established artists as well as from newcomers. The date for the ARTSEASONS event is of particular importance. During the holiday period the world of culture takes a break, too. The art market goes into a deep sleep. Those interested in culture however are wide awake and have time on their hands. The cultural break guarantees that ARTSEASONS will meet with considerable interest.

Around ten galleries are being invited to exhibit – outstanding local galleries and galleries of international repute. A total of some sixty works of art will be shown including pieces by young artists, recent discoveries and shooting-stars, as well as works by major artists who are well established on the international art market. Highlights include works by artists such as Lyonel Feininger, Gelatin, Joan Miro, Fabrizio Plessi and Andres Serrano. A prerequisite behind the exhibition concept is the high quality of pieces on display. Particular attention has also been placed on including local artists from Majorca. All works in the exhibition will be for sale.

ARTSEASONS is a private undertaking. The companies UBS and Maybach / DaimlerChrysler have entered into a partnership with the joint-venture between Prince Franz von Auersperg and the magazine ARTinvestor, which benefit from a long-term, networked structure. ARTSEASONS is an exclusive international art forum with an Advisory Board of experienced art specialists, comprising museum directors, auctioneers, collectors and others in the cultural sector. The curator of ARTSEASONS 2004 will be the ARTinvestor magazine represented by Edgar Quadt, editor in chief and Isabella Göbel, fine art historian; Dieter Ronte (Director of the Kunstmuseum Bonn) is assisting as consultant.

The ARTSEASONS location will be Binissalem, a traditional hill town well away from the centres of mass tourism, situated in the unspoilt interior of the island yet within

easy reach of Palma. ARTSEASONS will be based in Cas Pellers, a former tannery which has been carefully renovated and equipped with state-of-the-art technology. With its spacious yet intimate atmosphere, its inner courtyard and orange grove, the impression gained is of being in a Majorcan monastery. In this setting, ARTSEASONS will devote itself exclusively to the art world. Evening cultural events, held for small, select audiences, will complement and add additional colour to the artistic programme. Individually organised cultural tours with professional guides will be offered to historically interesting places and sites on Majorca, as well as to gourmet temples and vineries. There are hardly any bounds to the creative potential offered on this island.

ARTSEASONS receives no public funding and is therefore not subject to set targets and restrictions. The partners in this joint-venture are prepared to bear the risks and to sound out creative possibilities themselves. They invest in art and culture on their own initiative and with their own funding and, as such, take on a certain social responsibility. For all parties involved, the promotion of contemporary art is the primary concern combined with furthering Majorca's image. A number of activities are being planned to make Majorca more attractive once again to those who live on the island, both for the Majorcans and for those from other countries who have settled there. Quality is the key word not quantity. Mass tourism is gradually being replaced by a more gentle form of quality, individual travel. ARTSEASONS is pleased to support such efforts. In many respects, ARTSEASONS will help to enrich the quality of life on Majorca with events like the ARTSEASONS *Finissage* on 12th September. Proceeds from the *Finissage* held in aid of charity – when the works of young artists will be auctioned – will be donated to a non-profit organisation on Majorca.

**The Advisory Board comprises the following members:**

Prince Franz von Auersperg, industrialist, Munich  
Monique Burger, art collector, Zumikon, Switzerland  
Max Hollein, Director of the Schirn Kunsthalle, Frankfurt am Main  
Eva Karcher, journalist, Munich  
Andreas Langenscheidt, publisher, Munich  
Jeane Freifrau von Oppenheim, TransArt Kunst und Kultur Projekte e.K, Cologne  
Simon de Pury, auctioneer, Geneva, Switzerland  
Dieter Ronte, Director of the Kunstmuseum Bonn  
Christiane Zentgraf Adolph, KulturKommunikation, Munich/Zurich

## The galleries and artists

### Galleries

Asbaek, Kopenhagen, Andratx, Mallorca  
Patricia Asbaek  
Centre Cultural Andratx  
Tel. +34-971-13 77 70

Gmurzynska, Köln /Zug  
Silvan Faessler  
Tel. +49-221-37 64 40

Leo Koenig, New York  
Leo Koenig  
Tel. +1-212-33 49 255

Johann König, Berlin  
Johann König  
Tel. +49-30-30 88 26 88

Maior, Pollenca, Mallorca  
Jero Martinez  
Tel. +34-971-53 00 95

Modern Art, London  
Stuart Shave  
Tel. +44-20-89 80 77 42

Thaddaeus Ropac, Salzburg/Paris  
Tel. + 43-662 881 39 30

Kenny Schachter, New York/London  
Kenny Schachter  
Tel. +1-212-80 76 66 9

Michael Schultz, Berlin  
Michael Schultz  
Tel. +49-30-32 41 59 1

Studio la Città, Verona  
Francesco Sutton  
Helene de Franchis  
Tel. +39-045--59 75 49

Jiri Svestka, Prag  
Jiri Svestka  
Tel. +420-222-31 10 92

### Artists

Peter Bonde  
Dennis Oppenheim

Rotraut  
Joan Miro  
Lyonel Feininger  
Karl Lagerfeld

Gelatin

Johannes Wohnseifer

Amador

DJ Simpson  
Clare Woods  
Eva Rothschild  
Brad Kahlhammer  
Tim Noble & Sue Webster

Georg Baselitz  
Alex Katz

Graham Gillmore  
Brendan Cass  
Melissa Brown

Stephan Kaluza  
Robert Lyons

Lawrence Carroll  
Hiroyuki Masuyama  
Jacob Hashimoto  
Herbert Hamak

Katerina Vincourova

Zink & Gegner, München  
Michael Zink  
Andreas Gegner  
Tel. +49-89-52 38 94 49

Rosilene Luduvico  
Yoshitomo Nara  
Michael Sailstorfer

20.21, Essen  
Wolfgang Schoppmann  
Tel. +49-201-87 10 0-0

Doug Hall  
Laurie Simmons  
Jun Hasegawa  
Peter Zimmermann  
Andres Serrano

## Artists

Ramon Canet, Mallorca

Ben Jacober & Yannick Vu, Mallorca

Michael Luther, Berlin

Fabrizio Plessi, Venedig

David R. Smyth, Wien, New York

## The location Cas Pellers

Address: Cas Pellers  
07350 Binissalem  
C/Pere Estruch 9 Apartado 175 Mallorca  
Phone: Mallorca Creativ +34 – 971 886 549

Open from Thursday to Saturday 05:30 pm to 09:30 pm  
Other times and days to be arranged, please contact ARTSEASONS 2004  
[info@artseasons.com](mailto:info@artseasons.com) or Tel.: +34-971-886549  
Website: [www.artseasons2004.com](http://www.artseasons2004.com)

## Further media informations

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