

Art Fair set to establish Cape Town as an international art destination

The Cape Town Art Fair (CTAF), which takes place from 28 February to 2 March, 2014, at The Pavilion, V&A Waterfront, brings together the best South African contemporary art under one roof. The 2014 fair is oversubscribed and welcomes a number of newcomers to the existing gallery participants.

The CTAF is being produced by Fiera Milano Exhibitions Africa, part of the global Fiera Milano Group responsible for staging art fairs in Milan and Istanbul. Fiera Milano director Louise Cashmore said that local art is attracting more and more attention from collectors here and abroad. "I'm very proud of the programme and participating galleries for this year's Cape Town Art Fair, which represents a huge and eclectic range of already acclaimed as well as emerging local art stars. Their exhibits will be complemented by a programme of performances, talks and artist dialogues. The Cape Town Art Fair 2014 strongly illustrates why Cape Town merited being the World Design Capital this year."

Tony East of Goodman Gallery said: "We believe this fair will further establish Cape Town as an international art destination."



More focussed

One of the local members of the curatorial committee for the Cape Town Art Fair, Andrew Lamprecht believes this year's fair builds on the huge success of the first one held last year. "It will be more focussed and show a selection of the very finest art. It is a unique opportunity to view, in one dedicated space, the cream from all the major galleries. For collectors, it is the most convenient way of seeing such a vast array of talent in one place and, for anyone interested in art, it will have massive appeal and the exhibits will suit all purses."

Louise Cashmore believes fervently that Cape Town is an international city and is home to many of the country's leading contemporary artists, curators and galleries. "The Cape Town Art Fair is attracting local and global visitors who have a keen eye for Africa's vibrant contemporary art."

Among the many attractions, the 2014 CTAF will present a special project by invited artist Josh Ginsberg and guest curator Ernestine White will show a body of work by invited artist Lyndi Sales. Other highlights include the screening of new works at the IMAX cinema by some of SA's most innovative multimedia artists. Art South Africa will host panel discussions and debates with key figures in the South African art world, creating a forum for debate within the visual arts sector.

The Sovereign Art Foundation, a charity dedicated to using art for children's rehabilitation, education and therapy, will provide an innovative and interactive "art zone" for children who have a passion for art. This is a first for Cape Town and heralds from the very successful Hong Kong Art Fair. The art zone is a celebration of well-known artists enjoying child's play and provides a perfect space for children to have an unforgettable interactive art experience while their parents enjoy the finest art showcase in South Africa.

In the spirit of acknowledging Cape Town's World Design Capital status, the Cape Town Art Fair is offering a joint entry ticket, which includes entry into the Art Fair as well as entry into Africa's first design fair, Guild, which takes place in the neighbouring Lookout at the V&A Waterfront over the same time. This joint ticket costs R120 and is available through Computicket or at the door. Alternatively, tickets can be purchased for the Cape Town Art Fair exclusively - these tickets include entry into the talks, workshops and the Sovereign Children's Art Zone.

www.artfaircapetown.co.za

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