

# StART



Illuminati Neon, *God Save The Queen – Special Edition*, 2022, Mixed media painting with hand embellished details and hand blown purple neon, 103 x 140 cm

**Keep your finger on the pulse of the emerging global art scene and recapture the King's Road 70s vibe at StART Art Fair 2022 at Saatchi Gallery this October.**

**SAATCHI GALLERY**

Duke of York's HQ, King's Rd, London SW3 4RY

**12 - 16 OCTOBER 2022**



Kian84, *Self-portrait*, 2021, Oil on canvas, 162.2 x 112.1 cm



Beth Cullen Kerridge, *Hoover Head*, 2021, Bronze chrome, 92 x 36 x 25 cm

**Since its first edition in 2014, StART art fair has become known for bringing the work of lesser-known artistic communities - those 'starting' to break into the global consciousness to both established collectors and those 'starting' out on their collecting journey.**

Held annually at London's iconic Saatchi Gallery, StART fills all three floors of the gallery with a mix of curated projects, gallery presentations and independent artist exhibitors.

This year, visitors will be able to race back in time to the heyday of the King's Road - where Saatchi Gallery is located - thanks to *'In 1977 I wanna to go to Heaven'*, a punk cultural tribute courtesy of Illuminati Neon, aka Mark Sloper. An immersive, interactive experience that will take visitors right into the heart of the 70s punk scene, this installation will be entirely lit by the neon emanating from Sloper's new works, displayed in room set style vignettes, including a 'wretched' squat and a 'dive' bar.

Race forward in time from heritage to cutting edge contemporary with a section of the StART Projects section devoted to a hand-picked selection of today's Korean talent, amongst them Webtoon graphics master and reality TV star Kian84 and veteran monochrome abstractionist Kim Tae-Ho. This installation comes hot on the heels of their participation in StART Seoul (1-6 September), coinciding with Frieze Seoul.

A new partnership between StART art fair and Martin Miller's Gin will see the launch of an emerging artists' prize at this year's fair. UK-based, emerging artists were invited to submit an artwork that responds to the theme of transformation, inspired by the values of Miller's Gin founder Martin Miller: vision, transformation and process. Fifty works by these applicants, curated by StART's Louis Chapple, will be on display at the fair. One winner and two runners up will be chosen by Serenella Ciclitira and MMG Global Brand Manager, Arturo Illan Illan.



Harti, *Are We Doomed To Live An Absurd Existence?*, 2022, Acrylic on canvas, 200 x 150 cm

For the second year, StART meets Italy and will devote Spotlight Italia, a special area in the StART Projects section, to the work of Italian contemporary artists. Curated by Serenella Cicitira, Marco Tonelli and gallery Re d'Italia Art, this showcase is realised with and supported by the Italian Embassy in London, thanks to the patronage of the outgoing Ambassador, H.E. Raffaele Trombetta, and of his successor, H.E. Inigo Lambertini. Spotlight Italia is part of the eighteenth edition of the Giornata del Contemporaneo, a global initiative aiming at proving all over the world the renewed vigour of contemporary art in Italy. Visitors will also be able to see new work by regular exhibitors who span the continents, from Mumbai-born Akshita Lad's colourful oils and acrylics to the lyrical landscape photography of Ireland's David Magee.

Samsung is partnering with StART for a third consecutive year, showcasing its super-sized screen 'The Wall', to show video works by fair artists, alongside many of the brand's other innovative tech products.

**For further press information please contact Theresa Simon & Partners**  
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Outside Saatchi Gallery during StART art fair 2021

## Notes to Editors:

### About StART Art Fair:

Since its founding in 2014 by David and Serenella Ciclitira, StART art fair has helped to springboard the careers of many emerging artists from around the globe. In 2021 over 15,000 people came to explore its showcase of more than 70 emerging and established artists, hailing from 25 countries including South Africa, Ecuador, Portugal, Colombia, India, Austria, Korea, Thailand and Ireland, providing collectors and art enthusiasts alike with the opportunity to discover the most exciting works from both established and developing global markets. To complement the fair, 2021 saw the launch of a new art e-commerce platform StARTart, as well as a series of pop-up selling exhibitions called StART+. The inaugural StART+ opened in Knightsbridge, November 2021, followed by Cape Town in March 2022, with more editions planned for 2022. The inaugural StART art fair Seoul opened at Galleria Foret in the fashionable Sung Dong Gu district on 1 September 2022.

[www.startartfair.com](http://www.startartfair.com) / Instagram @start.art.global / Facebook @start.art.global

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### About Saatchi Gallery:

Since 1985, Saatchi Gallery has provided an innovative platform for contemporary art. Exhibitions have presented works by largely unseen young artists, or by international artists whose work has been rarely or never exhibited in the UK. This approach has made the Gallery one of the most recognised names in contemporary art. Since moving to its current 70,000 square feet space in the Duke of York's Headquarters in Chelsea, London, the Gallery has welcomed over 10 million visitors. The Gallery hosts thousands of schools visits annually and has over 6 million followers on social media. In 2019 Saatchi Gallery became a charity, beginning a new chapter in its history.

Saatchi Gallery, Duke of York's HQ, King's Rd, Chelsea, London SW3 4RY

Registered Charity Number: 1182328

[www.saatchigallery.com](http://www.saatchigallery.com) / Instagram @saatchi\_gallery / Facebook @saatchigalleryofficial



Artists Ohnim and Yooyeon at exhibitor booth 'The Ten' looking at Kenta Cobayashi's Reflex Ginza Panorama

### Exhibiting Artists List

HARTI

Fara Thomas

HanaShahnavaz

MAH Gallery London (Philipp Humm. & Daniele MAh)

Sisley-L

Illuminati Neon "In 1977 I wanna go to Heaven"

West Contemporary

Eclectic Gallery (Adolfo Arenas Alonso, Seong-Gu

LEE, Max Pedreira, Nimrod Messeg, Caio Locke)

Rare Interior Gallery (Amber Jane Raab)

Coartistas (Roberto Lombana, Mariana Gomez, Veronica Matiz, Ana Elisa Fernandez)

Pap Art (David Koppel, Herrmann)

Steve Mcpherson

Re d'Italia Art (Deborah Napolitano, Domenico

Villano, Giovanna Orilia, Lucio Oliveri, Antonello

Capozzi, Lusi Di, Mattia Montone, Nathaly

Caldonazzo, Paola Ruggiero, Simone, Alessandra Greco)

Emma Loizides

Shin B

Joanna Pilarczyk

Ted Wongt

Premium Pages (Andrew Swarbrick, Thanapon Dathumma)

OEA (Not yet provided artist details)

Gallery M Platform (So Young Kim)

Select Gallery (Jason Lilley, Amelia Coward, Kate Verrion)

David Magee

Giles Revell

Thomas D Wright

Enter Gallery (Jamie Reid, Mateo Humano)

Oliver Harley

Wendy Forsyth

Olivier Mourao

Kate Trafeli

Ben Mosley

Cecilia Yang

Clarendon Fine Art (Mr Brainwash, The Connor Brothers)

Olivia de Posson

Bentley's

The Gallery Steiner (Behrouz Bahadoori, Io Rasa)

Prasad Beaven (2021 Ciclitira Prize Winner PFSTA)

Simbart Projects (Irem Nalca)

Pedro Sousa Lauro

Clive Morton

Pedro Merry

Akshita Lad

Lincoln Townley

KIM Sun Woo

PARK Shinyang

KIM Bungjong

LEE Choulgyu

Surea

Nancy Lang

Kian 84

KIM Regina

KIM Tae-ho

Ohnim

KANG Hui

Hyunsook Byun

Chae Mihyun & Dr.Jung

Natalia Fundowicz

Ingoo Kang

Elena Unger

Matteo Montani

Steve Smith Dla 'kwagila (Global Eye Award Winner)



**StART MMG Prize Artists:**

Adam Boyd  
 Alice Campos  
 Alison Wing Yin Poon  
 Ekta Bagri  
 Eleanor Daly  
 Elina Flyrin  
 Emily Thomas  
 Jack Taylor  
 Jaffar Aly  
 Judas Companion (Jasmin)  
 Uchercie  
 Angela Yanjun Chen  
 Yingming Chen  
 Courtney Bae  
 Leili Khabiri  
 Phoebe Stringer  
 Jordan Verdes  
 Jodie Wingham  
 Antonio de Tommaso  
 Mattia Guarnera MaCarthy  
 KV Duong  
 Imogen Patel  
 Lydia Smith  
 Renin Bilginer  
 Karolina Dworska

Christopher Bond  
 Freya Moffat  
 Hoa Dung Clerget  
 Kiitan Etti  
 Alya Hatta  
 Prachi Goth  
 Qianhui Sun  
 Hazel Blair  
 Leily Moghtader Mojdehi  
 James Robert Morrison  
 Tanaka Mazivanhanga  
 Melanie Issaka  
 Atari Kuggah  
 Patrick Stratton  
 Laiba Raja  
 Eden Josephine Tayor  
 Cherry Aribisala  
 Gal Leshem  
 Tommy Maciver  
 Leila Dear  
 Andia Coral Newton  
 Gillies Adamson Semple  
 Lily Hargreaves  
 Tayo Adekunle  
 Ndzalama Rodney Sihlangu



Ben Mosley, *The Queen 70*, 2021, Acrylic and 24k gold leaf on canvas



Philipp Humm, *Catwoman*, 2021, Oil on canvas, 135 x 180 cm

### About Martin Miller's Gin

Martin Miller's Gin was founded out of a 'mad' idea and obsession to create the world's best gin. It was the first super premium gin on the market, triggering the gin renaissance when it launched in 1999. Martin Miller and friends challenged the convention of traditional gin production with a unique dual distillation process and dual heritage - liquid distilled in England from the finest botanicals and blended with the world's purest water from Iceland. They discovered the secret of the superior taste by first distilling with juniper and earthy botanicals, dried lime peel, and then with a separate distillation for citrus botanicals combining both distillates later. This, they found, gave the gin a much better balance between the signature notes of juniper, essential to any good gin, and the bright, refreshing notes of citrus. A refreshing, modern 'twist on tradition' became signature to the Martin Miller's Original Gin liquid.

It was in their search for the purest Icelandic water where they found the magical ingredient with a transformational quality giving the liquid its Arctic clarity, signature softness and gentle bouquet resulting in the genius taste that is now the benchmark for super-premium gin globally.

Since launch, Martin Miller's Gin has consistently won the most awards of any gin brand in the world and is recognised and respected by the industry, connoisseurs and gin lovers for its supreme quality and originality. Having won more gold and platinum medals than any other gin in the last ten years at the most respected competitions; ISC, IWSC and San Francisco World Spirits Competition. Martin Miller's Gin has also been awarded the highly prestigious Superlative Awarded by the U.S. Beverage Tasting Institute, scoring 97 points on multiple occasions, the only gin to have done so.

This inspirational story of transformation found in Martin Miller's Gin holds a close affinity with the artistic process. From an outlandish vision, a liquid masterpiece was born - from madness to genius. In January 2018, Zamora company acquired the majority stake in Martin Miller's Gin.

[www.martinmillersgin.com](http://www.martinmillersgin.com) / [#martinmillersgin](https://twitter.com/martinmillersgin) / [#FromMadnessToGenius](https://twitter.com/FromMadnessToGenius)