

StART



Mark Sloper, *God Save The Queen*, Neon on painted canvas, 130 x 110 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

WEDNESDAY 12 - SUNDAY 16 OCTOBER 2022



Steve Smith – Dla'kwagila, *Around and Around*, 2021, Birchwood plywood, acrylic paint – base: maple, metal Cylinder sculpture, 76 x 76 x 76 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 want 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.

The StART Projects section will include work by the winner of StART's 2021 Global Eye Award, North West Coast Native artist Steve Smith - Dla'kwagila, whose cutting edge work - a contemporary take on the traditional iconography of his Oweekeno ancestors - is purchased by collectors around the world. New to StART will be a group of contemporary South African artists who debuted with StART+ in Cape Town in March 2022, joining second-time exhibitor from Cape Town, Zubair Mohamed, whose cheeky fashion world references won him a real-world collaboration with Dolce & Gabbana.

StART also welcomes back Spotlight Italia for a second year, curated by StART founder Serenella Ciclitira and Director of Modern and Contemporary Art Gallery Spoleto, Italy, Marco Tonelli. This important snapshot of Italian contemporary art today is presented in collaboration with the Italian Embassy, London. Meanwhile gallery Mas Arte Contemporaneo will show a selection of leading Colombian artists, including the highly respected Carlos Salas, platforming this burgeoning area of Latin American art.



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. London-based, emerging artists are being 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. A selection of works by these applicants, curated by StART's Louis Chapple, will be on display at the fair.

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 first StART art fair Seoul will open at the Litemum in the fashionable Sung Dong Gu district, running 31 August - 6 September 2022.

www.startartfair.com / Instagram @start.art.global / Facebook @start.art.global

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 / Instagram @saatchi_gallery / Facebook @saatchigalleryofficial



Akshita Lad, *Aspen Hills*, 2021, Oil on cotton canvas, 40 x 30 x 2 cm, £12,000

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