



DISCOVERING TOMORROW'S ART TODAY

START
2014-2017 EVENT REPORT



START

2014 - 2017 Highlights

START is an art fair that focuses on emerging artists and new art scenes that takes place at the prestigious Saatchi Gallery, London. There have been three editions with its first edition taking place in 2014.

Galleries from all around the world have participated bringing a snapshot of emerging art from around the world to London each year. In three years the fair has quickly gained a strong critical reputation and is regarded by London's collector set as the place to discover emerging artists new to them.

START Art Fair is a **TRULY GLOBAL AFFAIR**.
There are galleries from Bogota to Budapest via Columbo and Cape Town,
Jeddah, Lagos, Riga and Seoul which combine a **HIGH LEVEL OF QUALITY**
with some genuine surprises...

IS THERE ROOM FOR ANOTHER ART FAIR IN LONDON?
In the case of START, the answer had to be YES! //

Louisa Buck
The Art Newspaper

WWW.STARTARTFAIR.COM

CRITICAL RESPONSE

What The Gallerists & Press Said

The space and the booths are **fantastic**.

This is my first time working at a fair that has natural light and it makes the space feel more comfortable. I particularly like START's curatorial projects and the amazing focus that they place on South Asian galleries in the fair this year.

JingLü Gallery
Taipei, Taiwan

We exhibited at START for the first time last year. This year we have come by ourselves because we found last year to be a **SUCCESS** and wanted to showcase some of our bigger artists. START is different because it doesn't look like an art fair. It reminds me of a gallery in the way the works are displayed which is important to both artists and gallerists because we can show the works how they really are.

Saphira & Ventura Gallery
New York, USA

It's our third year exhibiting at START art fair. I like START because it has a **very young energy** and I particularly like the environment and the location. **The facilities are fantastic**, from the lighting to the hanging mechanisms. The environment makes you feel like you are exhibiting at a museum so you want to bring better artists, you want to present the highest possible standard and so it makes you improve.

SKIPWITHS
London, UK

Your work is on display at START this weekend.

What's different about sharing art on Instagram and exhibiting in a gallery? In exhibitions I stand on the sidelines and get to hear the "comments" in real life. People don't know what I look like, so they never expect me to interject when they are making their comments. It's fun.

Sarah Bahbah
Art Unified, Wonderland

A new wave of emerging young artists are tackling weighty issues from gender politics to urbanisation in their work.

START Art Fair, housed in Chelsea's **prestigious** Saatchi Gallery, spotlights the fresh faces on the **cutting-edge** of art. Click through our gallery to see the young artists to watch at this year's edition.

Lucy Scovell
Culture Whisper

If you're thinking about getting into this art collecting lark then START is the place to, erm, start. The Saatchi Gallery's way of introducing new artists to an eager public, this time including exhibitors from Australia and Russia, it's the perfect place to see what's coming in the art world. Now in its fourth year, it's already an established part of the art world calendar. We're not saying things will be cheap but you can say you saw the next big artists first.

METRO
- Print

As a Danish gallerist, I have been bringing my kids and visiting London often over the years and one of the stops we always have to make is the Saatchi Gallery.

I think making it an art fair for a week every year is a **beautiful idea**.

I love the locality and **really like the set up**.

Oxholm Gallery
Copenhagen, Denmark



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Gallery 9 Australia / Absinthe Korea / Alma Gallery Latvia / Arcadia
 Missa Gallery UK / Art Issue Projects Taiwan / Athr Gallery Saudi Arabia /
 BRUNDYN+ South Africa / Galeri Chandan Malaysia / CØPPERFIELD UK /
 CUC Gallery Vietnam / Division of Labour UK / Eastside
 Projects UK / EOA.Projects UK / Fehily Contemporary Australia / HADA
 Contemporary UK / HELENE BAILLY GALLERY France / Hugo Michell
 Gallery Australia / Kashya Hildebrand UK / Gallery Koo Korea / LAMB arts
 UK / THE LOFT at Lower Parel India / +MAS: Arte Contemporáneo
 Colombia / mc2gallery Italy / MERKUR Turkey / Galerie Ora-Ora Hong Kong /
 Paradise Row UK / Preteen Gallery Mexico / Primo Marella Gallery Italy /
 PYO Gallery LA USA / Richard Koh Fine Art Malaysia, Singapore / ROH Projects
 Indonesia / Roman Road UK / Galerie RX France / Scaramouche USA / Studio
 Pivot Italy / Gallery SUN Contemporary Korea / TJ Boulting UK / Tristan
 Hoare Gallery UK / UNIX Gallery USA / Vigo UK / WHATIFTHEWORLD
 South Africa / WOOSON gallery Korea / Y++ | Wada Fine Arts Japan / Yay
 Gallery Azerbaijan / Yone Arts Myanmar / Zemack Contemporary Art Israel /

2014 GALLERIES



TJ Boulting (UK)



Eye Zone



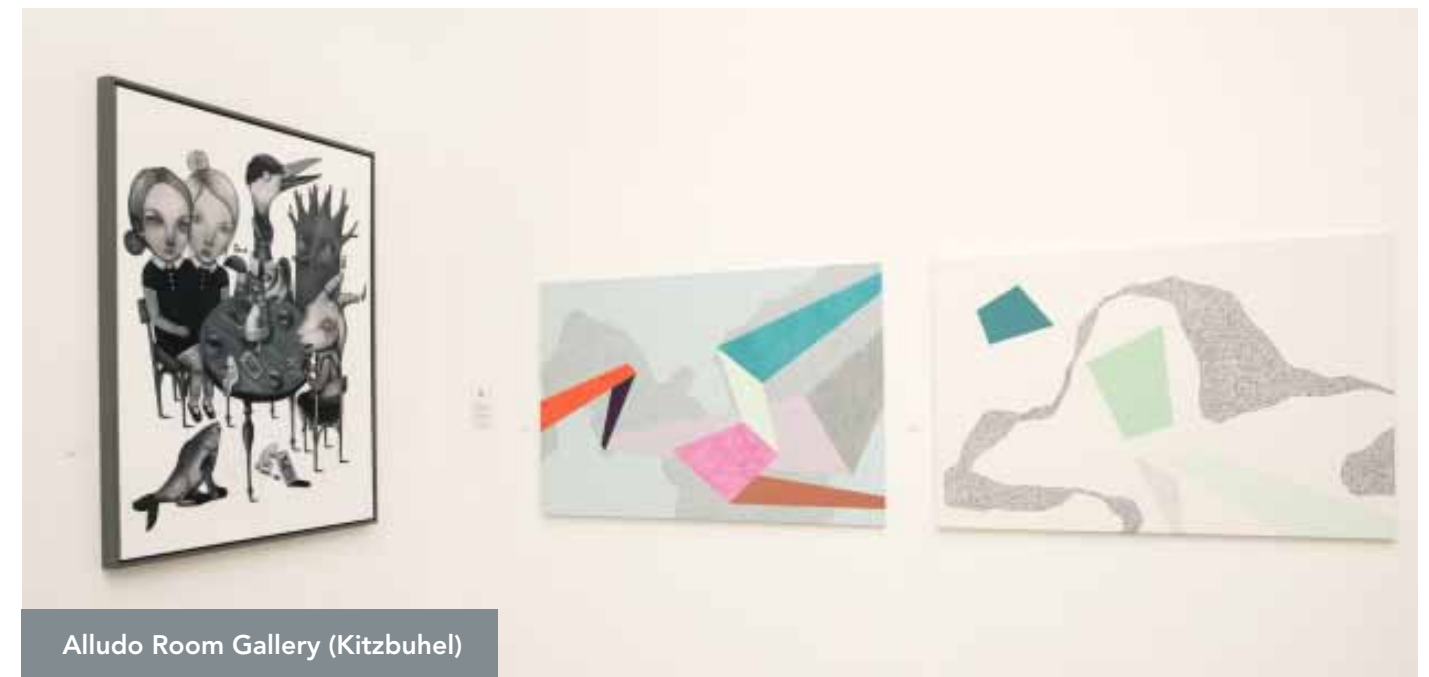
Yay Gallery (Azerbaijan)

+MAS Arte Contemporáneo Columbia / **A.I. London** / Alludo Room Gallery Kitzbuhel / **ALMA GALLERY** Riga / Arcadia Missa London / **art ON Istanbul** Istanbul / Art Twenty One / **ARTCO Gallery** Cologne / atelier aki Korea / **ATELIER ALEN** Munich / BAIK ART Los Angeles / **Bro-din A.M. Gallery** Seoul / CANAL London / **CARTER presents** London / CES Gallery Los Angeles / **CHRISTINE PARK GALLERY** London / CUC Gallery Vietnam / **Dastan's Basement** Tehran / Denny Gallery New York / **dvorak sec contemporary** Czech Republic / Erdmann Contemporary South Africa / **Faur Zsófi Gallery** Hungary / FIUMANO PROJECTS London / **Galeri Chandan** Malaysia / Galerie Huit France / **GALLERY BASTEJS** Riga / Gallery Elena Shchukina London / **Gallery H.A.N.** Seoul / Gallery MOMO Johannesburg / **Gallery SoSo** Korea / Gallery Sumukha India / **Hafez Gallery** Saudi Arabia / Hempel Galleries Sri Lanka / **Julian Page** London / Kristin Hjellegjerde Gallery London / **Kalman Maklary Fine Arts** Hungary / L153 Art Company Seoul / **LOEWE CONTEMPORARY** London / l'étrangère London / **mc2gallery** Italy / Montoro12 Contemporary Art Rome / **Ncontemporary** Italy / Osage Gallery Hong Kong / **Project ArtBeat** Georgia / Roman Road London / **Sin Sin Fine Art** Hong Kong / SKIPWITHS London / **SODA gallery** Slovakia / Studio Pivot - Art Hunting & Counseling Rome / **Tamar Dresdner Art Projects** Tel Aviv / UNION Gallery London / **VILTIN** Budapest

2015 GALLERIES



+MAS Arte Contemporáneo (Bogota)



Alludo Room Gallery (Kitzbuhel)



We are a returning gallery and have really enjoyed GROWING WITH THE FAIR.

The 2nd edition was wonderful and it is a delight to exhibit at the Saatchi Gallery

Carlos Vargas
+MAS Arte Contemporáneo

Aabru Art / **Anima-Mundi** / ar33studio / **Aria Art Gallery** / ART + TEXT
 BUDAPEST / **art ON Istanbul** / ARTE GLOBALE / **ATELIER AKI** / BA-
 NANA LONG GALLERY / **Candice Berman Gallery** / DSC Gallery /
ERDMANNCONTEMPORARY / Faur Zsófi Gallery / **FIUMANO PRO-
 JECTS** / Galerie Da-End / **Galerie Grand Siècle** / Galerie Mark Hachem
 / **Gallery BASTEJS** / Gallery Jin Projects / **LAMB Arts & Ncontemporary**
 / Laurent Marthaler Contemporary / **Lin & Lin Gallery** / Montoro12
 Contemporary Art & Sapar Contemporary / **MOOKJI ART COLLABO-
 RATION** / One East Asia / **Pabellón 4 Arte Contemporáneo** / SASHA
 D. Espacio D'Arte / **SKIPWITHS** / Trace Project / Vietnam Contempo-
 rary / **Yusto** / **Giner** / 101/EXHIBIT / **A.I.** / a.m. space / **Artify Gallery** /
ARTWA / Bosse & Baum / **Céline Moine Gallery** / Christine Park Gal-
 lery / **Dastan's Basement** / EXHIBIT320 / **Gallery Huit** / Galerie T&L /
Gallery SoSo / Gibbons & Nicholas / **Karavil Contemporary** / Karin We-
 ber Gallery / **KHAAS GALLERY** / l'étrangère / **Meno parkas** / New Art
 Projects / **Nová galerie** / Officine dell'Immagine / **ProjectArtBeat** / Syson
 Gallery / **The Contemporary London** / THE LOFT at lower parel / **TNN**
GALLERY / Union Gallery / **Unit G Gallery** / Z Angles Gallery / **Mahmoud**
Obaidi / Future Island / **Sumakshi Singh** / Adrian Iurco / **DREIPUNKT**
EDITION / JEALOUS / **LRRH** / Phoebe Junghee Shin / **Lee Yunhee**

2016 GALLERIES



TNN GALLERY (Tbilisi)



Lin & Lin Gallery (Taiwan)



ATELIER AKI (Seoul)

A&V Art Gallery / **Aïe Galerie** / Andrii Chernovil / **Andy Walker** / ART LEXİNG / **Art Unified** / artnivo / **Bimbi Larraburu** / bo.lee gallery / **Eleanor Angelinetta** / Everything Is Art Gallery / **FISH ART CENTER** / Gallery Sensei / **Giant Year Gallery** / Gibbons & Nicholas / **Gyeha Lee** / IN AND OUT ART / **JingLü Gallery** / KARTISTAR / **Kwang-yeon Song** / Lomaka Gallery / **Marcus Dove** / New Art Projects / **NG Art Creative** / ONE EAST ASIA / **Orekhov Gallery** / Owais Husain / **Oxholm Gallery** / Paula Klien / **Pontone Gallery** / Red Door Gallery / **RHOMBUS & PINEAPPLE** / Saphira and Ventura Gallery / **Sékolène Brossette Galerie** / Serena Morton / **SKIPWITHS** / Steiner Gallery / **Studija Mindiuzarte** / SUKUBS Gallery / **The Levin Foundation** / The Molesworth Gallery / **The Public House of Art** / Wally Gilbert and INKA Collaborative / **YIRI ARTS** / Andrii Chernovil / **ART LEXİNG** / Bimbi Larraburu / **bo.lee gallery** / Eleanor Angelinetta / **Gallery Sensei** / Gibbons & Nicholas / **Gyeha Lee** / JingLü Gallery / **Kwang-yeon Song** / Marcus Dove / **New Art Projects** / Orekhov Gallery / **Owais Husain** / Paula Klien / **Red Door Gallery** / RHOMBUS & PINEAPPLE / **Sékolène Brossette Galerie** / Serena Morton / **Seung Wook Sim** / **Studija Mindiuzarte** / SUKUBS Gallery / **The Levin Foundation** / The Molesworth Gallery

2017 GALLERIES



SKIPWITHS (London)



Oxholm Gallery (Copenhagen)



Art Unified (L.A.)

START

SAATCHI GALLERY 26-29 JUNE 2014

45 GALLERIES - 26 COUNTRIES - 33 CITIES

AUSTRALIA - New South Wales, Melbourne, Adelaide, KOREA - Seoul, Daegu, LATVIA - Riga, UK - London, Worcester, Birmingham, TAIWAN - Taipei City, SAUDI ARABIA - Jeddah, SOUTH AFRICA - Cape Town, Johannesburg, MALAYSIA - Kuala Lumpur, VIETNAM - Hanoi, FRANCE - Paris, INDIA - Mumbai, COLUMBIA - Bogota, ITALY - Rome, Milan, TURKEY - Istanbul, HONG KONG - Mexico City, USA - Los Angeles, New York, SINGAPORE, INDONESIA - Jakarta, CHINA - Beijing, JAPAN - Tokyo, AZERBAIJAN - Baku, MYANMAR, ISRAEL - Tel Aviv

START

SAATCHI GALLERY 10-13 SEPTEMBER 2015

52 GALLERIES - 23 COUNTRIES - 26 CITIES

COLUMBIA - Bogota, UK - London, AUSTRIA - Kitzbuleh, LATVIA - Riga, TURKEY - Istanbul, NIGERIA - Lagos, GERMANY - Cologne, Munich, KOREA - Seoul, USA - Los Angeles, VIETNAM - Hanoi, IRAN - Tehran, CZECH REPUBLIC - Prague, SOUTH AFRICA - Cape Town, Johannesburg, HUNGARY - Budapest, MALAYSIA - Kuala Lumpur, HONG KONG, INDIA - Bangalore, SAUDI ARABIA - Jeddah, SRI LANKA - Colombo, ITALY, Rome, Milan, GEORGIA - Tbilisi, SLOVAKIA - Bratislava, ISRAEL - Tel Aviv

START

SAATCHI GALLERY 15-18 SEPTEMBER 2016

70 GALLERIES - 25 COUNTRIES - 40 CITIES

USA - Los Angeles, New York, UK - London, St. Ives, Nottingham, HONG KONG, ITALY - Venice, Milan, TURKEY - Istanbul, HUNGARY - Budapest, KOREA - Seoul, Busan, Heyri, SOUTH AFRICA - Johannesburg, Cape Town, FRANCE - Lyon, Paris, IRAN - Tehran, GERMANY - Munich, Berlin, Cologne, CZECH REPUBLIC - Prague, INDIA - New Dehli, Mumbai, TAIWAN - Taipei City, JAPAN - Tokyo, IRELAND - Dublin, PAKISTAN - Islamabad, SWITZERLAND - Montreux, LITHUANIA - Kaunas, SINGAPORE, ARGENTINA - Buenos Aires, GEORGIA - Tbilisi, SPAIN - Cordoba, Marbella, VIETNAM - Hanoi, ROMANIA - Cluj-Napoca

START

SAATCHI GALLERY 14-17 SEPTEMBER 2017

43 GALLERIES - 21 COUNTRIES - 30 CITIES

ARGENTINA - Buenos Aires, BELARUS - Minsk, TAIWAN - Tainan, Taipei, Taichung, Kaohsiung, USA - Los Angeles, New York, Miami, TURKEY - Istanbul, RUSSIA - Moscow, HONG KONG, KOREA - Seoul, Ulsan, UK - London, Bristol, Leicester, Devon, AUSTRALIA - Sydney, SINGAPORE, DENMARK - Copenhagen, NETHERLANDS - Amsterdam, SWITZERLAND - Zurich, QATAR - Doha, IRELAND - Dublin, DUBAI - UAE, BRAZIL - Rio de Janeiro, NIGERIA - Lagos, FRANCE - Paris, LITHUANIA - Kaunas, LATVIA - Riga,





There have been lines of people waiting to get in both because of the **QUALITY OF THE ART** and the location at the Saatchi Gallery

While there must be a question on how many more fairs the British capital can take, all competing for collectors' attention and casual browsers,

THIS ONE IS ATTRACTING THE CURIOUS // and is spread across all three floors of the gallery.

Mark Beech
ArtInfo



START offers collectors, writers, curators and art lovers the chance to see some of contemporary art's **MOST EXCITING** and **GROUND BREAKING NEW ART** all in one place...

Grace Banks
Forbes Magazine



EXHIBITOR IMAGES

START is set across all three floors of the Saatchi Gallery, using this world-class museum to display emerging art from all over the world. The layout of the gallery booths is open-plan allowing visitors to encounter galleries in a more open and relaxed fashion than the traditional art fair layout.



We are really happy and delighted to have participated in START

There's a GREAT LEVEL OF ENERGY

here at START We are really happy and delighted to have participated in START and we've had some

REALLY GOOD EXCHANGES

with both collectors and visitors to our booth //

Nelly Alegre

Osage Gallery, Hong Kong





As a young gallery, **we are delighted** to have had the opportunity to exhibit with **START** in such a beautiful environment as the Saatchi Gallery. //

The space is AMAZING
and the quality of collectors has been **VERY GOOD**

Heejin No
Director of SKIPWITHS



Denny Gallery



Gallery Elena Shchukina



Alludo Room Gallery



artify gallery



Christine Park Gallery



UNION Gallery



Galerie Da-End



FOLD



LAMB Arts/ N Contemporary



teamLab is an Ultra-Technologists group made up of specialists including programmers (user interface engineers, database engineers, network engineers, hardware engineers, computer vision engineers, software architects), mathematicians, architects, CG animators, web designers, graphic designers and artists.

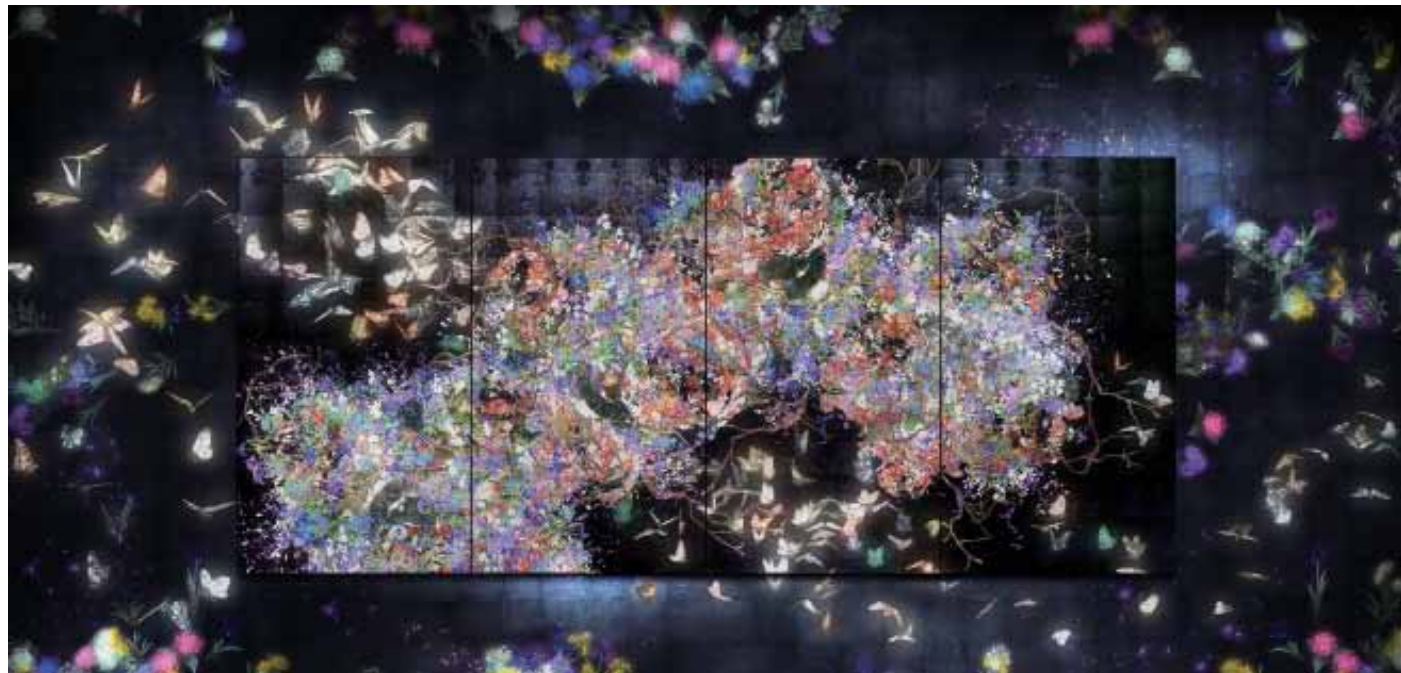
Shortlisted for 'Best Emerging Artist Using Digital and Video' at the Prudential Eye Awards, teamLab has exhibited widely, including the exhibition 'Ultra Subjective Space' at Pace Gallery, New York. This is their first solo presentation in London, as part of START Projects.

teamLab's installation in START Projects is a fully immersive environment. Within this all-encompassing environment there are three individual works.

1. Flowers and People, Cannot be Controlled but Live Together – A Whole Year, Dark
2. Ever Blossoming Life II – Dark
3. Flutter of Butterflies beyond Borders

START PROJECTS

The gallery booths at START are complimented by a series of curated projects that focus on emerging artists and new art scenes in more depth. START Projects have included the UK debut presentations of TeamLab, Mahmoud Obaidi, ChimPom and Sumakshi Singh as well as group presentations such as 'Future Island' that focused on Taiwanese contemporary art.





Mahmoud Obaidi

MAHMOUD OBAIDI

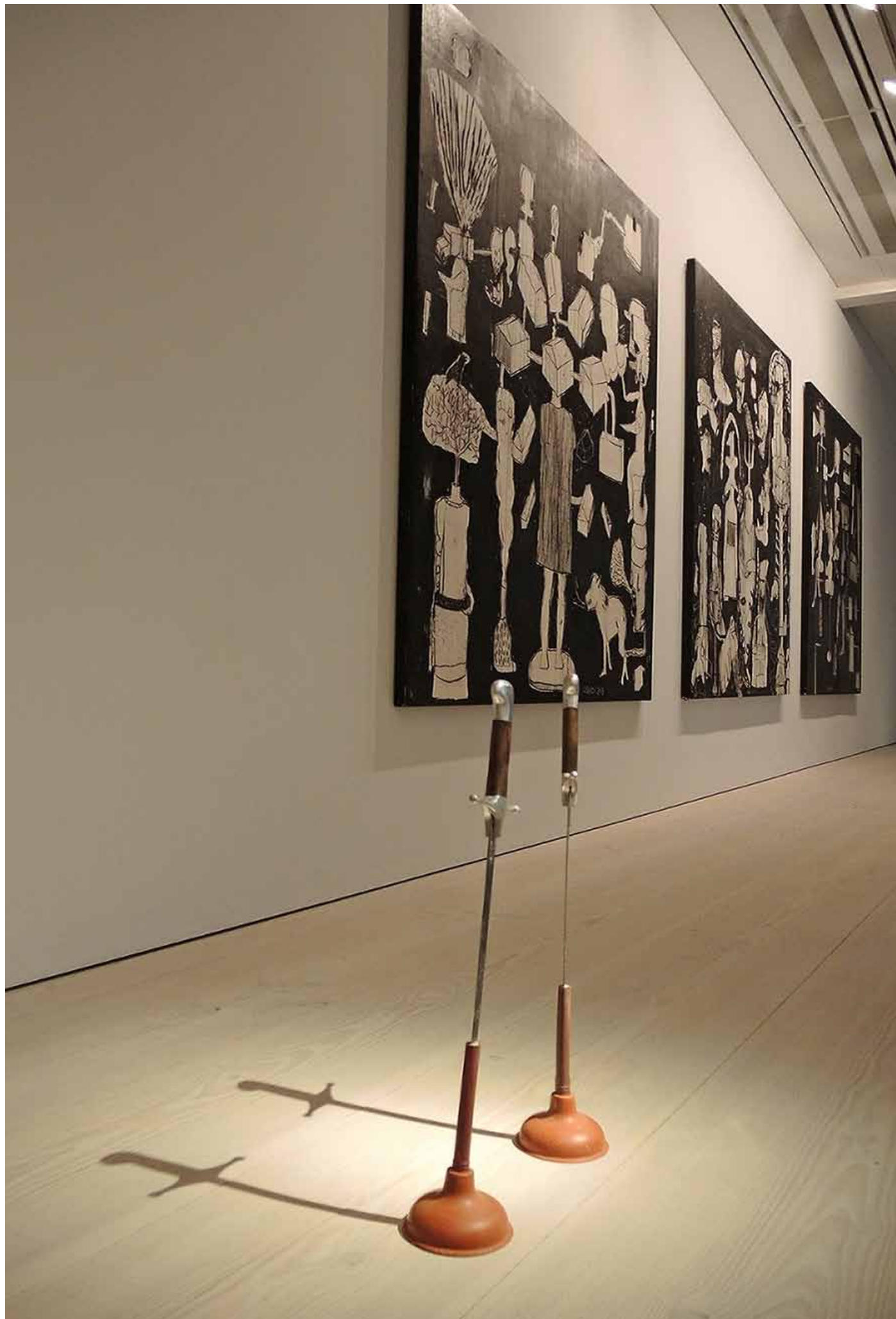
Baghdad Manifesto

The Iraqi-born artist Mahmoud Obaidi (b.1966 Baghdad) is a multi-disciplinary artist who spends his time between Qatar and Canada. Much of his recent practice is rooted in exploring the recent history of Iraq. "I am originally from an area that has been through turbulent times," he has said, "therefore, my work and research results in a commentary on this subject through the media I work with."

At START, Obaidi's presentation entitled *Baghdad Manifesto* uses domestic appliances such as kitchen knives and sink plungers to create darkly humorous objects that gesture towards the recent history of conflict in Iraq.

Mahmoud Obaidi will have a major exhibition entitled *Fragments* at Qatar Museum's Gallery Al Riwaq from 18 October 2016 to 30 January 2017. He has previously exhibited around the world including the Musée de l'Institut du Monde Arabe, Paris; Station Museum of Contemporary Art, Houston; Mathaf: Arab Museum of Modern Art and Museum of Islamic Art, Doha; KHOJ International Festival, Delhi and Wallach Art Gallery, Columbia University, New York.

His work is held in public collections including Mathaf: Museum of Modern Arab Art, Doha; Museums of Modern Art, Amman, Baghdad and Quebec; Sharjah Art Museum, Sharjah and Tidi Gallery Collection, New York. This will be his first solo presentation in the UK.





Future Island

FUTURE ISLAND

Mehta Bell Projects

'Future Island' captures the forward-thinking and unique identity of the vibrant contemporary art scene in Taiwan. Mehta Bell Projects presents a diverse selection of engaging artworks produced by a young generation of emerging Taiwanese artists.

Each artist investigates notions of identity, environment, and the unique position of Taiwanese culture in a contemporary context. These artists seek to create independent and striking visual ways of communicating their sense of self, and engage with the social and political influences and traditions that have infiltrated their society.

There are elements of the surreal and playful references to pop and media culture, and explorations into the more ominous threat to the environment and the ever-changing landscape of this rapidly developing island.

Future Island captures the essence of an artistic generation that is outward looking, energetic and highlights the compelling art coming out of this region.



Sumakshi Singh

SUMAKSHI SINGH

In The Garden

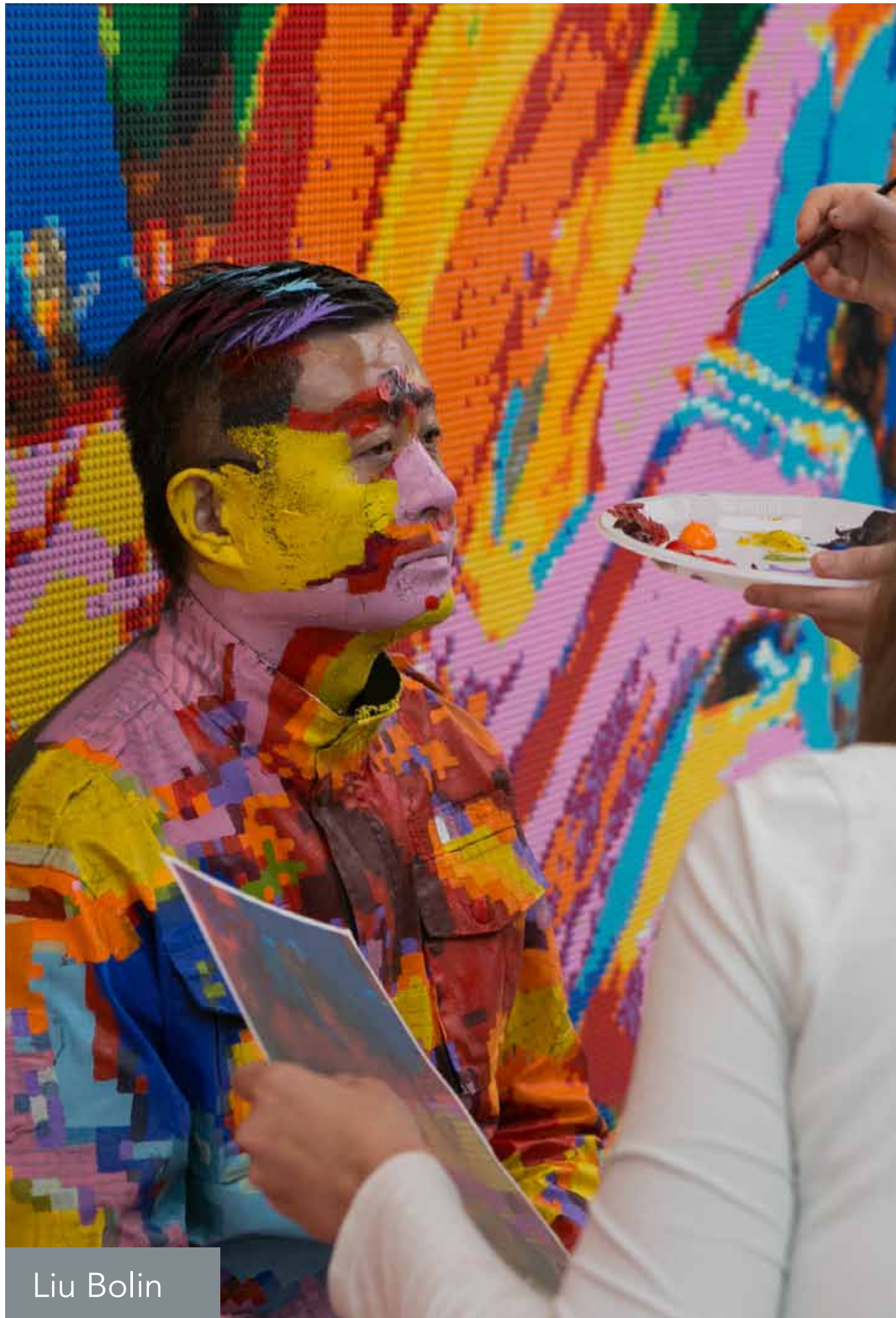
Sumakshi Singh (b.1980, New Delhi) makes interactive installations, paintings, drawings and sculptures. Her START Project is a homage to the experience of two lush, illuminated, dying and resurrecting gardens that now outlive their creators and act as portals into a dimension of magic and possibility.

Viewers walk into an installation with large, delicately constructed white plants made of lace and embroidery suspended from the ceiling, along with multiple scrolls of translucent screens displaying an animation of a garden of light, which grows and disappears among flickering fireflies and hummingbirds, accompanied by Roger Subriana's music.

Singh has exhibited at the Kochi Biennale (2014), the Vancouver Biennale (2014), at the MAXXI Museum (2011) and Fondazione Pistoletto (2009) amongst other museums. She is represented by Exhibit 320, who exhibited more of her in START Solo to complement this installation.



Installation shot, EXHIBIT320 Booth



Liu Bolin

LIU BOLIN

The Disappearing Act

A Live Performance by Liu Bolin for START 2017

START and Mehta Bell Projects presented a unique performance by Liu Bolin as one of the highlight projects of START 2017. Whilst the iconic photographic artworks by the artist are much acclaimed and collected, Bolin has often referred to his practice as a performance, yet curiously there is very little live exposure of these physical performances. It is this fascinating aspect of the artist's oeuvre that was highlighted at START 2017 in a live performance, as part of the special projects programme.

This was the first time that Bolin's work was showcased as a time-based performance in the context of an art fair.



MEHTA BELL
PROJECTS

WATCH SKY NEWS FOOTAGE OF THIS PROJECT ONLINE:

<http://news.sky.com/story/the-artist-known-as-the-invisible-man-reveals-how-he-disappears-into-his-works-11039972>





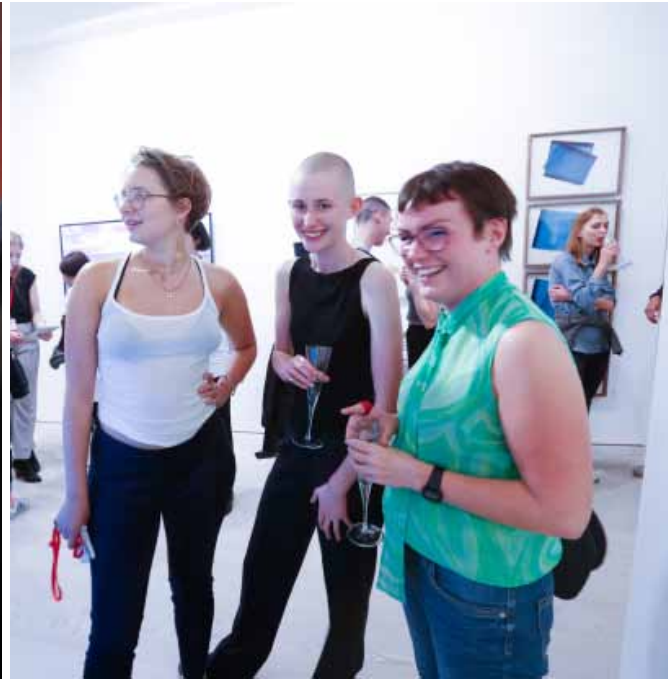
VIP PREVIEW

START begins with a VIP Preview Day. Over four years the fair has firmly established itself as a key event in the minds of London's vibrant collector set. START attracts both established collectors as well as the new generation of younger collectors who are increasingly visible on London's art circuit.















START TALKS
SAATCHI GALLERY 14-17 SEPTEMBER 2017
The New York Times

START TALKS

START partnered with The New York Times to create a talks programme which included Vietnam's Le Brothers and the 'disappearing man' Lui Bolin.





VIP COLLECTORS DINNERS





PRESS LUNCH



CRITICAL RESPONSE 2016

What The Critics Said

The critical response to START was overwhelmingly positive with the Times running an image of Faig Ahmed's works that were on show at Montoro12/Sapar Contemporary. Many writers noted the strong international aspect of the fair with Elly Parsons in Wallpaper describing the fair with "as diverse as they come" and having a "cross-cultural, young gun focus". Tabish Khan in the Londonist summed up the critical mood: "START has always felt refreshing as an art fair, and we're glad to report that it still feels that way three years in."

'START's agenda is simple and clear:

**a genuine endeavour to update
the collectors, and the audience**

on the novelties from various parts of the world.

The fact that it had a capacity to

TO EVOKE A CRITICAL RESPONSE

only enhances the viewers' expectations and,
perhaps, takes the overall impression to

another level. //

Robert Barry
The Quietus



START returns to the Saatchi Gallery for its third year from 15–18 September. //

With a focus on EMERGING ARTISTS

artists and burgeoning art scenes, this international fair
– which features 70 galleries from across 40 cities – is an

IMPORTANT REFERENCE

for anyone interested in contemporary art.

Imelda Barnard
Apollo

We were **DELIGHTED** how well our young artists' works have been received by new audiences. Collector contacts of ours who aren't at the fair have seen our artists work on social media and have been in touch to ask about prices. //

This is the **first time** we have ever had this experience at a fair!
Igsaan Martin at BRUNDYN+



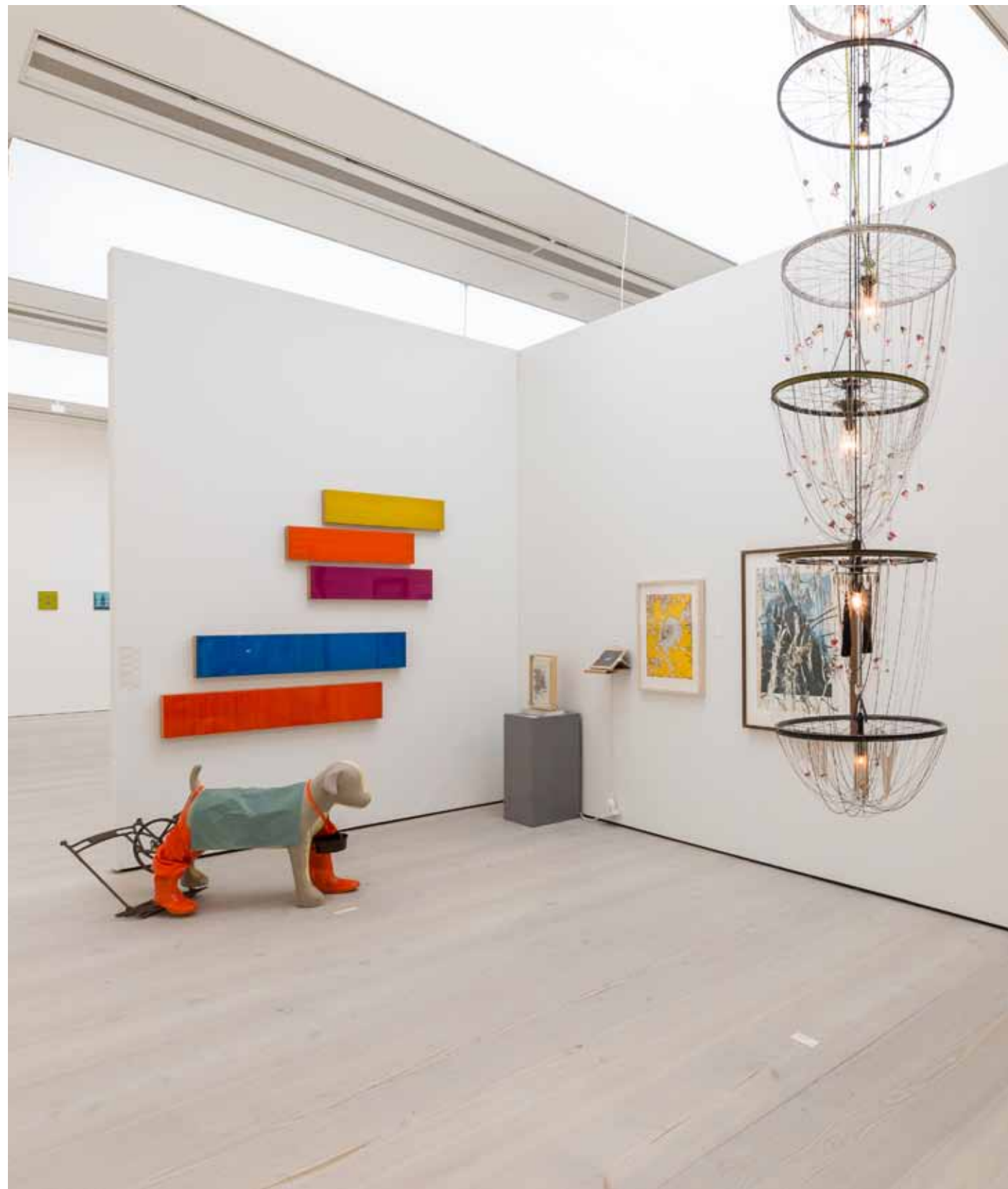
EXHIBITORS REACTION



We've met **new, serious collectors** so we are thrilled to be at the fair. //

START has a **totally different atmosphere** to any other fair – it feels more like an exhibition.

Athr Gallery



The five artists we have exhibited are not known at all in the European market and we weren't sure how well they'd sell to European collectors. **So we were pleasantly surprised** that from the very first day we have sold so well. There are so many art fairs all around the world, and the reason we decided to participate in START in London was to make **new connections with collectors, curators, journalists and artists.**

Absinthe Gallery





PRESS RESPONSE

START 2015 received unanimous acclaim for its presentation of galleries alongside non-commercial exhibitions by teamLab, ChimPom and Prudential Eye Zone, which featured contemporary Singaporean artists. Besides features in national and international newspapers and magazines, START also attracted significant online coverage in the form of blogs, social media, online articles and videos.



It is a **BRAVE AND REFRESHING** move from a fair // that, although new to the scene, is already making its mark as a **SERIOUS PURVEYOR** of strong contemporary art.

Daniel Barnes
FAD Magazine

The
resident
GOURMET LONDON CULTURE HOMES LIFESTYLE EDUCATION PLATINUM

ARTS & MUSIC LONDON CULTURE THINGS TO DO

DISCOVER THE WORLD'S MOST EXCITING EMERGING ARTISTS

ART ON A GLOBAL SCALE

This month Saatchi Gallery welcomes START, an art fair showcasing the wondrous world of creativity

Words MARK KEBBLE

START (startartfair.com) returns to the Saatchi Gallery for its fourth edition, taking place from 14-17 September 2017. Launching London's autumn arts season, START 2017 will showcase the best emerging artists from new art scenes and developing markets across the globe.

The fourth edition includes eclectic galleries and artists from 25 different countries, representing fresh talent from Brazil to Belarus and Turkey to Taiwan. Ahead of the fair's return, *The Resident* have chosen their favourite exhibitors from four eye-catching continents.

TeamLab uses digital media network to rattle



The pieces that teamLab creates are beautiful all right — // flowers grow in endless, real-time, giant immersive works in stunning colours; a cloud of butterflies defies their apparent borders.... Prepare for an invasion of butterflies.

Jan Dalley
Life & Arts, Financial Times Weekend



ArtReview Asia

Chim Pom

The second edition of the fair for emerging artists, Start, is underway at London's Saatchi Gallery with offerings from around the world – from Riga to Los Angeles, with an emphasis on Asia. In the Projects section, from Japan come works by two very different artists' collectives: the crowd-pleasing, interactive and immersive "Flowers and People" by TeamLab, and much grittier installations and videos by the collective Chim-Pom, which won Emerging Artist of the Year at the Presidential Eye awards in Singapore in January. Chim-Pom address the issues of present-day Asia, intervening within the exclusion zone around the nuclear plant of Fukushima or making a wall with exchanged jaguar pieces from, for example, the Korean demilitarised zone. At Start, group member Ellie sits unhooking a vast pile of paper origami cranes – which symbolise peace – sourced in Hiroshima.

The fair demonstrates that artists from new scenes are very aware of what's going on elsewhere, and new discoveries are rare. And it is, after all, a fair, so works must have a chance of selling. So there are sub-Guernseys, sub-Pietrus, sub-Richters dotted around the space. Sometimes, however, the traditional is just as satisfying: photography at m2gallery from Milan, graphite drawings by Farhad Garzan and painting by David Ben White, both in the interesting solo projects section. "This is Tomorrow", curated by fair director Niru Ratnam. Slightly out-of-context is Kálmán Maklár gallery from Budapest, with a rather over-stuffed stand but showing good things including, rather bizarrely, some 1950s French paintings among contemporary South Korean work. It ends tomorrow.

With slower growth in the Chinese economy, coupled with stock market

14

FT Weekend

Collecting/Arts



Emerging art gets a fair Start

The Art Market | Start fair at Saatchi; Christie's and Sotheby's in India; regulation under discussion; Sotheby's/Artsy link-up; Paris dealer Dutko's new adventure in London. By Georgina Adam



Art Review Asia
Cover Story Chim Pom

Financial Times
Emerging Art Gets A Fair START

Prepare for an invasion of butterflies

Jan Dalley
Openings



It is usually said that art is international – or rather, in that dread cliché, “global”. But even if an artwork can now be transported across borders, filmed, photographed, reproduced in dozens of ways, pinned on Instagram, it may be that our ways of seeing it are still woefully local. In 1972 John Berger authored a brilliant series of BBC television programmes called *Ways of Seeing*, and the subsequent book is now considered one of the most influential commentaries on western art. He starts by describing the western convention of perspective that is “unique to European art” – he means, from about 1400 onwards – and which centres everything on the eye of the beholder.

We all seemed to forget, experts, and still do. He unpicked so many fascinating things about how we see and think, and what it says about us. Looking, he said, especially looking at art, is learnt behaviour, powerfully conditioned by the ideas we’ve absorbed from the society around us.

So the notion that there are other ways of seeing is refreshing. It’s an idea that fuels the work of Toshiaki Inoko, a former engineer and physicist and founder, in 2005, of TeamLab, a group of “ultra-technologists” who use digital media to create artwork that aims to rattle our perceptions, seduce us with beauty, and generally blow our minds. But to question dissolve the borders between science, technology, design and art. The group has some 300 collaborators from a huge range of disciplines – programmers, architects,

engineers – and, somewhere in there, to judge from the works, there must be some artists too.

The pieces that TeamLab create are beautiful all right – flowers grow in real time, giant immersive works in stunning colours; a cloud of butterflies defies their apparent boundaries. Something happens that was unimaginable in Berger’s day, and in his theories of seeing: the way we as viewers behave affects the work. Come too close and those flowers start to wither and die, the petals falling if you touch them (could this be a good old-fashioned metaphor?).

TeamLab uses digital media to create artwork to rattle our perceptions and generally blow our minds

And the pieces are ambitious, too. TeamLab’s digital mural at the entrance to Tokyo’s Skytree, one of the world’s tallest skyscrapers, is 40 metres long and immensely detailed.

But however massive this form of digital art becomes – and it’s a form subject to rampant inflation – Inoko’s theories about seeing are based on more modest and often pre-digital sources. As each devotee of comic books and cartoons (no surprises there), then computer games, he recognised when he started to look at traditional Japanese art that all these forms had something in common: something about the way they

segment space. In his discipline of physics, Inoko had been taught that photographic lenses, along with the conventions of western art, were the logical way of transforming three dimensions into two, converting the real world onto a flat surface. But Japanese traditions employed “a different spatial logic”, as he said in an interview last year with *i-d* magazine, that is “uniquely Japanese”.

My all-too-western eye has been finding this a bit challenging, that with the help of recent information: suffice, about lines of sight and much else. I think I’m getting there. Instead of the single “vanishing point” that we believe to be essential to ideas of perspective, spatial relationships can be conveyed by multiple angles simultaneously. As your eye moves across the flat surface of an 18th-century abanico (woodblock) painting, say, it is as if your whole stance shifts, as a variety of views and angles open up. Western modernists got around to this eventually, and thought they had invented it. Before that, Van Gogh and the impressionists had stared and stared at Japanese prints, steadily trying to fathom their way of seeing. And then came computer games.

London will be able to judge for itself, perhaps, next week when TeamLab brings its first solo UK show to the Start Art Fair. Prepare for an invasion of butterflies.

Start Art Fair, Saatchi Gallery, London, September 30-02 startartfair.com

Jan Dalley is the FT’s art editor

Weekend’s most read on FT.com

1. Taste the difference: The most expensive restaurant in the world. And one just like it
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5. Meet the top pickers: Can certain consumer “tastes” be used to predict failures?
6. Sexual abuse on camera
7. Cecil Beaton: the artist of the portrait Anne Lebowitz introduces the photographer who defined his era





Digital butterflies flutter in from Japan for Saatchi Gallery art fair

The computer-generated exhibition is constantly changing and includes flowers that spring up, blossom, and wither away in real-time and in response to the movements of visitors to the gallery

RECEIVED 11 November 1993; accepted 10 September 1994



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near Skene

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(co-founder of
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widest possible
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Source: Bureau of the Census, *Cities That Have and Have Not Grown*, 1960-70.

Avenir

[illegible]

July 18, 2015
by Avenir Magazine

START Art Fair returns to the Scottish Gallery in September with a fresh wave of new contemporary galleries showcasing the best emerging artists. Here is a short video of Gallery Director Tristan Howe discussing his exhibiting artists at START, 2018.



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The inaugural START art fair will aim to
**SHED LIGHT ON YOUNG AND EMERGING
 ARTISTS FROM AROUND THE WORLD** //
 founded by collectors and philanthropists Serenella and David Ciclitira to
nurture artistic talent

Iona Goulder
Financial Times Collecting Supplement

Exhibitors have been given **generous spaces**
which makes for a very pleasant meandering
 After Basel and Masterpiece the small number of galleries (46) feels
// PARTICULARLY REFRESHING

Coline Milliard
Artnet.com

This international snapshot also affords
VAST OPPORTUNITIES FOR COLLECTORS //
 in and increasingly borderless contemporary art world
START offers some means of navigation

Imelda Barnard
Apollo-magazine.com

#startartfair ,at Saatchi Gallery
 love these paintings by Tom Gidley with Paradise Row

// Gareth Harris



London calling: Start art fair at Saatchi Gallery focuses on cultural diversity and emerging talent



"I'm really excited by the range of this year's Start Projects, which go from in-depth presentations of one artist's practice through to a vibrant group show of Taiwanese art and an artist-curated project," Niru Ratnam, the fair's director, explains. Pictured: *The Dream of Ruined Lotus*, by Mingchun Huang, 2016. Image courtesy the artist and Mehta Bell Projects

INFORMATION

Start art fair runs from 15-18 September in London. For more information, visit the [Start website](#)

ADDRESS

Saatchi Gallery
Duke Of York's HQ
King's Road
London, SW3 4RY

TELEPHONE

44.207 225 2000

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Featuring artworks with a price range of £500 to £50,000, and a geographic range from Buenos Aires to Peckham, the third edition of Start art fair at London's Saatchi Gallery is as diverse as they come.

Expect a balanced selection of group and solo presentations taking over the prominent Kings Road space. Highlights include an impressive first London solo showing of Iraqi-born artist Mahmoud Obaidi's work, which features as part of Saatchi's Start Projects programme. Rooted in the recent history of Iraq, Obaidi's work uses domestic appliances to make darkly humorous objects exploring the absurdity of war.

Another Start Project, 'Future Island', focuses on a new generation of Taiwanese artists such as Su Yu Xin and Ting Tong Chang, many of whom are internationally renowned for investigating the unique position of Taiwanese culture in a contemporary context.

It is this cross-cultural, young-gun focus that Start hopes will distinguish it from the myriad art fairs in Europe. As hinted by its name, Start dedicates generous wallspace to emerging talent, from all corners of the globe, many of whom are new to the London art world's discerning glare – and its deep pockets.

'I'm really excited by the range of this year's Start Projects, which go from in-depth presentations of one artist's practice through to a vibrant group show of Taiwanese art and an artist-curated project,' Niru Ratnam, the fair's director, explains. 'I was also delighted to bring Sumakshi Singh's project to London, having initially seen it in India earlier this year. Each project strongly links back to our aim of introducing artists and art scenes that are new to London's audiences.'

Emerging Artists And New Scenes: Exploring The Start Art Fair

— Robert Barry , September 18th, 2016 16:08

The Saatchi Gallery's fledgling art fair returns for a second year, with performances from Hackney Wick and sculptures from Taipei



Elsewhere, thirty-something Taiwanese artist Chang Yung-Ta's *relativity +/-* (2015) consists of a disc of black iron on a heating plate with a Sennheiser directional microphone pointing directly at it. A computer controls the temperature of the hot plate such that it is always heating or cooling the iron. Through a pair of headphones we can hear the complex stridulations of the plate as it expands and contract, tinkling and crackling in delicate polyphony.

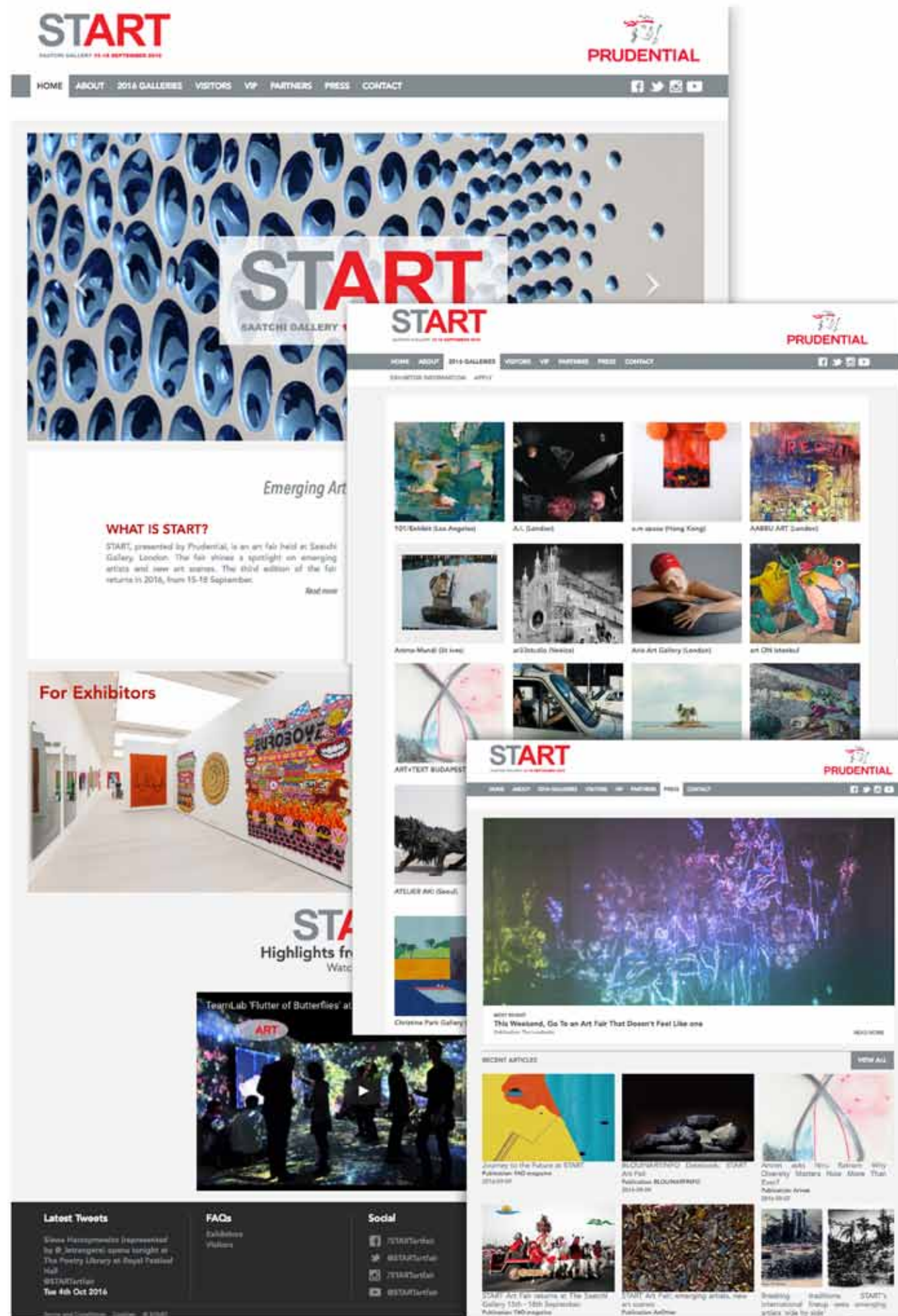
A gallery assistant informs me that, since this particular material is commonly used in Taiwanese window fittings, this precise sound is very common, everyday noise on a hot Taipei morning. The stand, the mic, the computer, the plate, and the headphones, are then an elaborate apparatus for forcing our attention upon a commonly ignored aspect of daily life, making the invisible visible –

NEWS BULLETIN

START Art Fair - Discover Tomorrow's Art Today | 85



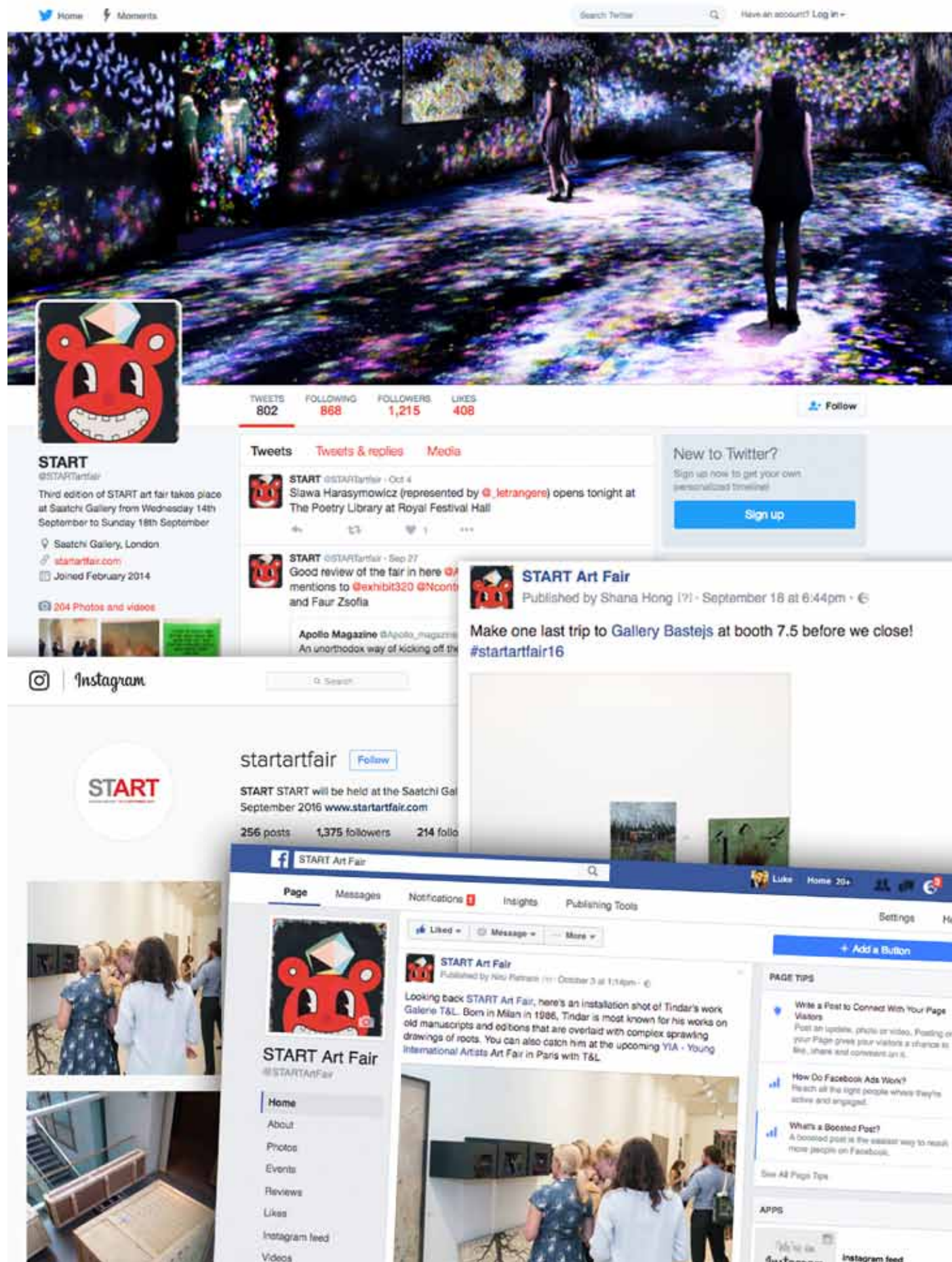
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START Newsletter



SOCIAL MEDIA



START Art Fair

Published by Niru Ratnam [?] · September 16 at 4:18pm · €

'START is a bit different to your usual art fair' Tabish Khan

On until this Sunday at Saatchi Gallery

<http://londonist.com/20.../time-to-start-the-art-fair-season>



This Weekend, Go To An Art Fair That Doesn't Feel Like One

Refreshing stuff.

LONDONIST.COM

964 People Reached



START Art Fair

Published by Shana Hong [?] · September 18 at 12:32pm · €

Today is the last day of #startartfair16 come check out works like this white onyx sculpture by artist Domenico Ludovico showing with Arte Globale booth number 4.5



525 People Reached



START Art Fair

Published by Niru Ratnam [?] · October 3 at 11:34am · €

Looking back START Art Fair, here's an installation shot of Tindar's work Galerie T&L. Born in Milan in 1986, Tindar is most known for his works on old manuscripts and editions that are overlaid with complex sprawling drawings of roots. You can also catch him at the upcoming YIA - Young International Artists Art Fair in Paris with T&L



513 People Reached



START Art Fair

Published by Shana Hong [?] · September 18 at 12:28pm · €

Intricate porcelain works by artist Lee Yunhee at booth 6.6 #startartfair #saatchigallery #leeyunhee



595 People Reached



START Art Fair

Published by Shana Hong [?] · September 18 at 3:32pm · €

Seriously cool paintings by Samuel Bassett who is showing with Anima-Mundi at booth 11.7



433 People Reached





CATALOGUE

The START Catalogue featured two double page spreads for each participating gallery and provided information on the galleries backgrounds and contact details as well as details on the artworks that would be featured in the fair. The first two editions were published by SKIRA, the world reknowned art publishers from Milan. The 3rd version was made specially in-house.

2015 Edition



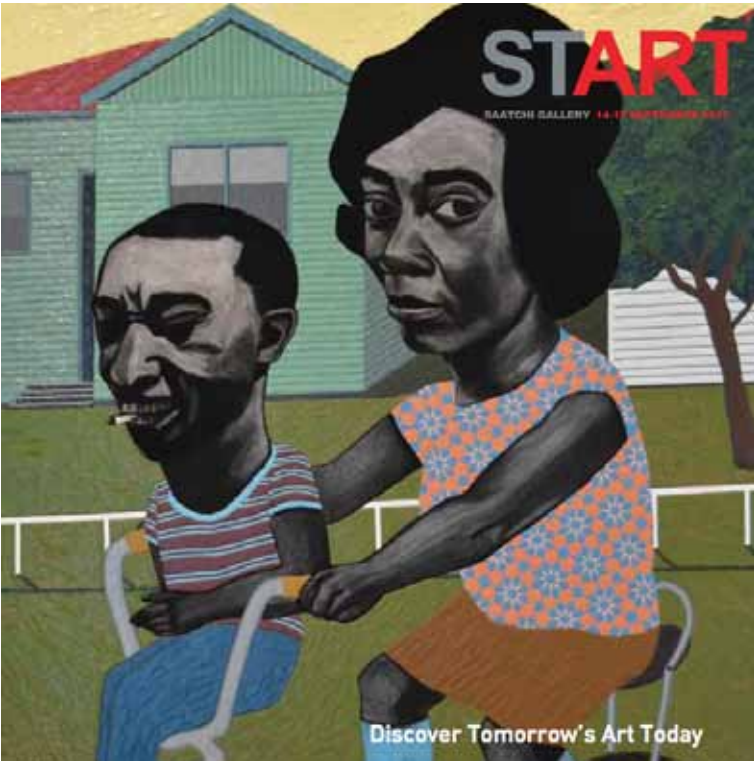
2016 Edition




2014 Edition



2017 Edition



<h2>Aria Art Gallery</h2> <p>Florence, Italy / London, UK</p> <p>Borgo SS Apostoli, 40/r Florence, Italy</p> <p>4 Mandeville Place, Marylebone, W1U 2BF London, UK www.ariaartgallery.com info@ariaartgallery.com Phone +39 055216150 Fax +39 055216150</p> <p><i>Director</i> Antonio Budetta Established in 2007</p> <p><i>Artists featured</i> Carole Feuerman (USA) Fabrizio Corneli (Italy) Michelangelo Bastiani (Italy) Frank Wackerbarth (Germany)</p> <p><i>Artists represented</i> Andrea Guastavino (Italy) Zhuang Hong Yi (China) Szymon Oltarzewski (Poland) Sossio (Italy) Tarik Berber (Bosnia-Erzegovina)</p> <p>Originally born in 2007 in Pietrasanta, Aria Art Gallery established its environment in Florence during 2009, placing its uniquely beautiful venue in the heart of the city. In 2016 the gallery opened a new space in London, to connect two different and important art's capital.</p> <p>The artists selected by the gallery show awareness, technical research and artistic identity, proposing pieces that range from painting and sculpture, to photography and video installations, with the idea of presenting a view as exhausting as possible on the international contemporary art scene.</p> <p>32 Aria Art Gallery</p>	 <p>Fabrizio Corneli Purple Halo, 2015 Mixed technique on aluminium, light, glass sphere, 100 x 100 x 80 cm Courtesy of the artist and Aria Art Gallery</p> <p>Aria Art Gallery 33</p>
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PARTNERS



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SELECTIONS



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{Artsper}



START thanks all the Exhibitors and Artists who have made its first four editions a great success!





START

SAATCHI GALLERY 14-17 SEPTEMBER 2017

See you in 2018!