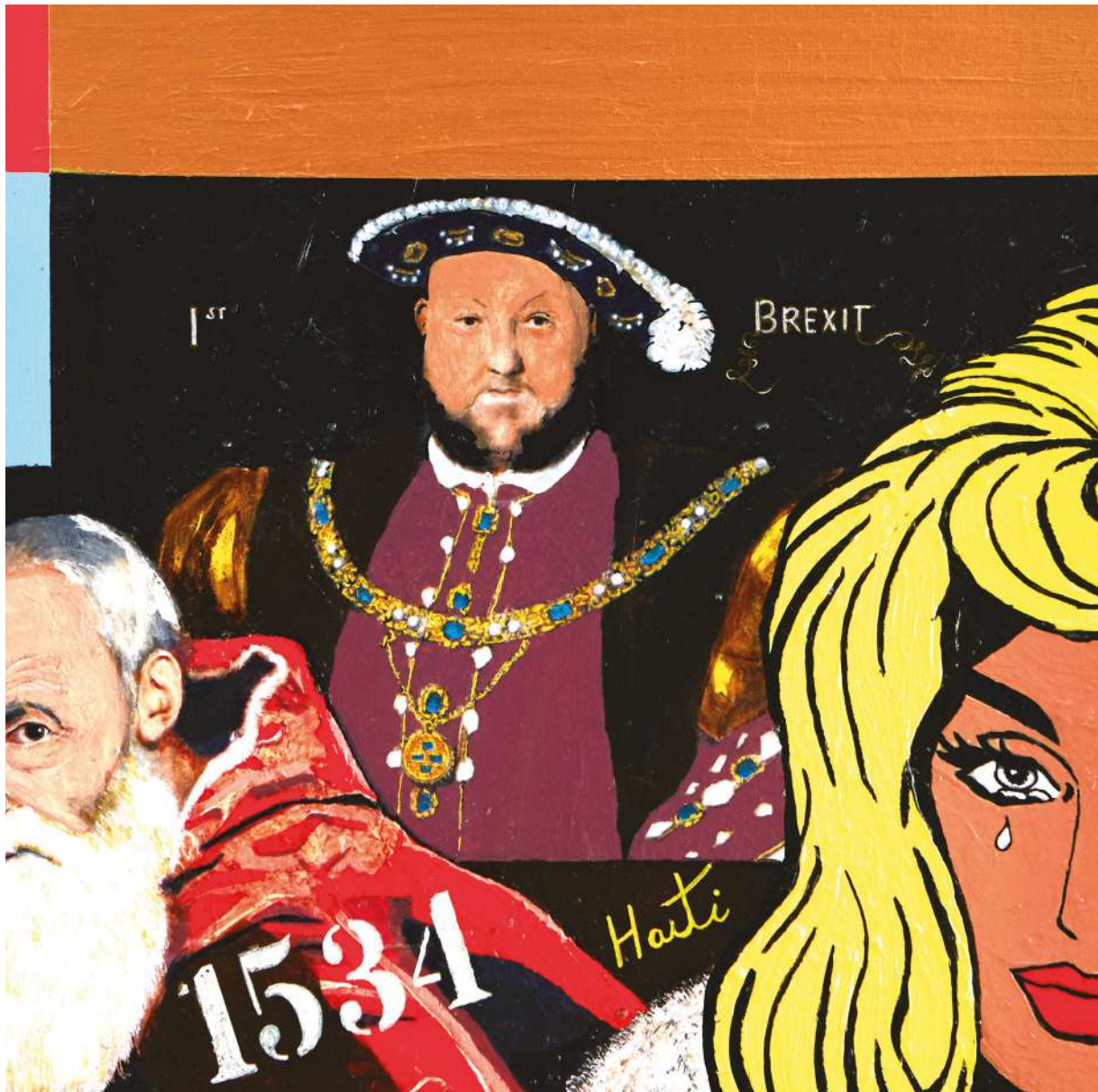


StART



Harti, *1st Brexit 1534*, 2021, Acrylic on canvas, 60 x 50 cm, £8,000

The UK premiere of visual artwork by K-pop stars, new work by art world sensation Lucy Sparrow and the launch of new digital collectors' platform StART.art make StART art fair 2021 a must-see

At Saatchi Gallery
13-17 OCTOBER 2021



Ohnim, *Cloud 1*, 2021, Acrylic on canvas, 117 x 96 cm, \$21,000



Yooyeon, *Tokyo 1*, 2020, Photography, 75 x 150 cm

This October, Frieze Week will see StART explode with energy at Saatchi Gallery, with a massive site specific installation by felt sensation Lucy Sparrow and work by three of Korea's biggest K-pop artistes, alongside over 70 emerging and established global artists and galleries from more than 25 countries.

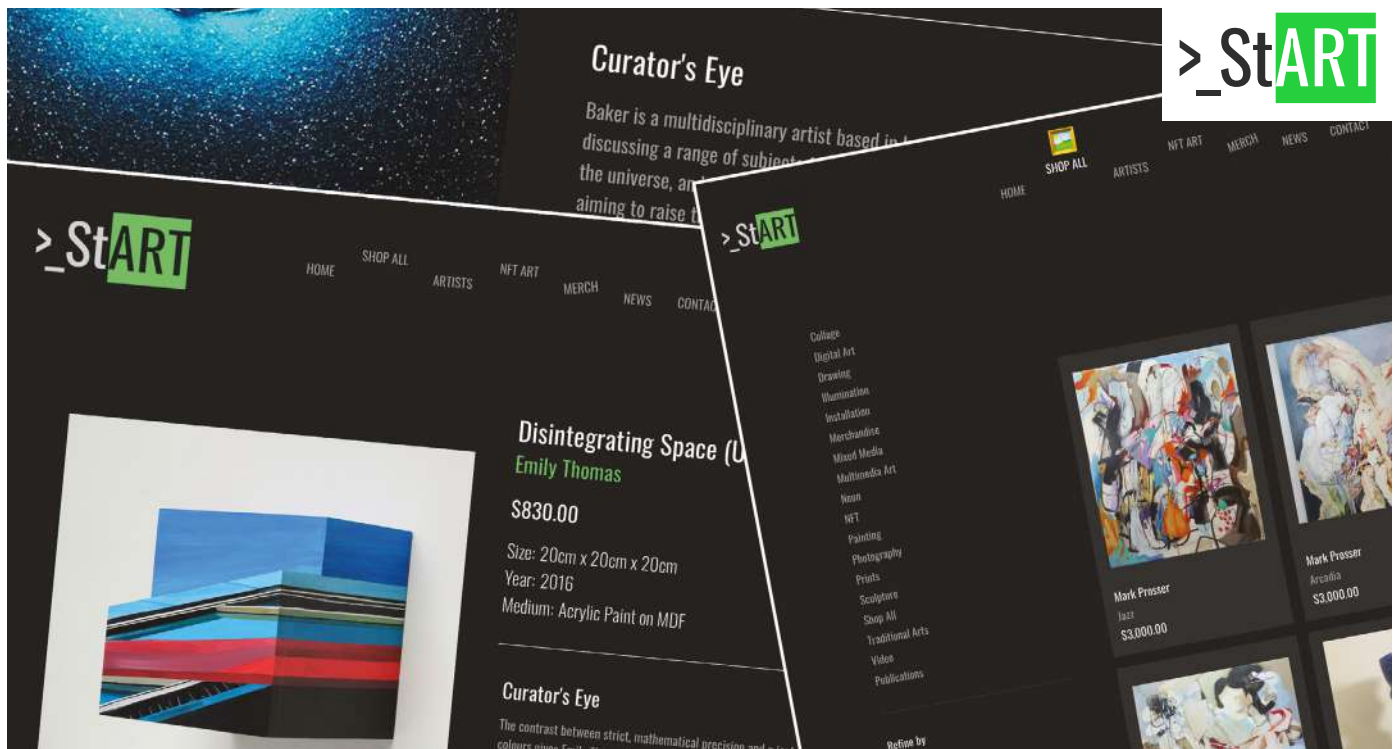
Since its first edition in 2014, StART art fair has become known for bringing the work of lesser-known artistic communities to a global public. The Global Eye programme - an exhibition, publishing and awards cycle - has particularly focused on the Far East and in 2020/1, included the first works by K-pop stars from the band Winner - Ohnim and Yooyeon - and independent talent HENRY LAU, who have only recently begun creating visual art, as another form of expression alongside their celebrated music work. Their latest bodies of work will headline at StART art fair this October.

The global reach continues in the StART Projects section, which this year will include: brand new work by the K-pop stars and by the pioneers of Thai independent pop music, ModernDog; an installation by the winner of 2020's Global Eye Award, South African wildlife photographer Chris Fallows; two very different contemporary takes on classical painting by Thai painter and frontman of the rock band, Instinct and Russian artist Dmitry Margolin; young British artist Heidi Pearce's Uncanny Theory soft animal sculpture; an installation by leading Colombian artist Carlos Salas, brought to the fair by Latin American gallery +MAS Arté Contemporaneo; portraits of screen idols by Aspinall scion, Bassa; the haunting shots of abandoned homes in Namibia by Irish-born Marie Jordan; energetic sculpture and painting by avant-garde Pacific Northwest artist Steve Smith Dla'kwagila; a selection of seven contemporary Italian artists - Spotlight Italia - supported by the Italian Embassy, London; and Prince's Foundation School of Traditional Art's 2020 Ciclitira Prize winner, Amaranta Peña Carrasco.

StART founder David Ciclitira says, "As we gear up for the 8th edition of StART, I am prouder than ever of the talent we have on display. Rather than having a section of the fair devoted to emerging talent, this Fair is entirely FOR emerging talent, the names of tomorrow. Don't just watch this space, come and interact with it!"

Tech partner Samsung is bringing a range of innovations to the fair, including interactive screens that will allow visitors to appear inside their favourite artworks.

Damon Crowhurst, Samsung Electronics (UK & Ireland) Ltd says, "We are happy to partner again with START for a second year, and have increased our tech to include a green screen that will allow visitors to become part of their favourite artwork, we hope everyone will enjoy this year's event with technology that enables even better life experiences."



StART.art Website Screenshots

New exhibition, START+

StART+, a curated selection of work by StART art fair artists will have an extended exhibition period, from 20 October to 10 November, at The ARX a new 'phygital' concept space bringing together art, technology, superlative craft, and design. StART's presence at this key Knightsbridge site will include a 24/7, K-pop-curated, exterior video installation, wrapping the entire ground floor frontage of the building in footage that combines artworks and performance.

Official launch of new digital platform, StART.art, at StART art fair

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The fair will also provide the official launchpad for StART.art, an innovative, e-commerce platform that aims to be a one-stop destination for artists, galleries and collectors worldwide. Selling traditional and digital art, as well as art-based merchandise, artists will be able to mint and sell NFTs on the platform, which will accept crypto-currencies. Unlike other online art sales sites, the works on StART.art will be curated by a high-profile team, led by Dimitri Ozerkov, Director of Contemporary Art at the Hermitage Museum, working alongside Serenella Ciclitira, with curator and founder of the Asian Art Archive Johnson Chang on the advisory panel.

StART.art Managing Director Nicola Gross says: *"StART.art is making buying art accessible, practical and fear-free for the new collector, whilst presenting new artists to the established collector. Our collaboration with celebrities - from Asia to Africa - to produce wearable art is one of the exciting directions we have chosen to take. In the future we look forward to extending this range and to adding other features such as timely StART TV."*

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 Jo Brooks / Clare Croome at JBPR Ltd / job@jb-pr.com clare@jb-pr.com



SAMSUNG



Embassy of Italy
London



Marie Jordan, *Off the Hook*, 2013, Matt Diasec photograph, 150 x 100 cm, £1,500

Notes to Editors:

StART art fair

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

Opening times

13 October private view, 6pm-9pm

14 October, 11am-6pm

15 and 16 October 11am-7pm

17 October 11am-5pm

Tickets

General admission £15

Concessions £8.50

Online bookings for fair entry and timed slots for viewing the K-pop and Lucy Sparrow installations:



BUY TICKETS AT WWW.STARTARTFAIR.COM

About StART:

Since its inception, StART art fair has helped springboard the careers of a wealth of exciting young talent and is now arguably the most international of contemporary art fairs. With galleries and creatives from every continent, the event is widely known for showcasing tomorrow's international stars. The fair acts as a snapshot of new art from around the world in an intimately sized venue, with the aim of helping critics and collectors navigate the ever-growing geographical expansion of the art world.

Connect with StART:

www.startartfair.com

Instagram @start.art.global

Facebook @start.art.global

StART Art Global:

StART Art Global Ltd, founded by David Ciclitira and Ranjit Murugason, is an online art and digital art sales and news platform. The concept of StART art was launched by David Ciclitira in 2020 as part of the Global Eye Programme and was given further impetus by the financing, strategic vision and knowledge of the Asian art market by Ranjit Murugason. StART Art Global Ltd owns StART.art.

StART +

StART+ is StART Art Global's latest initiative that aims to further the careers and provide important international exposure for emerging artists. The series of curated selling exhibitions includes artworks that have been selected from StART Art Global's extensive roster of independent artists and galleries. Each iteration presents a snapshot of the global contemporary art world today. StART+ enables artists to introduce their works to collectors, influencers, media and art-world figures in iconic, international locations including, London, New York, Zurich and Seoul.

StART+ at the ARX will show works by StART artists: Henry Lau, Ohnim, Yooyeon, Chris Fallows, Pedro Merry, Steve Smith, Marie Jordan, Harti, David Magee, Mark Beattie, Marina Alexeeva, Young in Hong and artists from One East Asia Gallery, Singapore. Brendan Murphy's 22-foot, 3,000-pound, steel and carbon fibre The Boonji Spaceman will be on view alongside these.

StART+ will premiere at The ARX

201 Brompton Road, London, SW3 1LB

20 October - 10 November



The ARX is a new 'phygital' concept space bringing together art, technology, superlative craft, and design. Within the walls of our physical and virtual galleries reside rarities that regularly amaze. The ARX is a space for creative collaboration amongst digital and traditional artists, allowing talent to cross over into each others realms. We work with emerging and established talent all over the world to bridge the gap between the virtual and physical worlds of art. We help connect artists with art collectors, buyers and investors and enable them to exhibit physical representations of their digital works in our gallery in London and soon-to-open in New York.

Spread over 15,000 sq ft, an appointment-only space provides an inspirational vision for luxury living that includes everything from home cinema to art - and beyond. A tempting array of Objets de desir from bespoke art commissions and rare, luxury collectibles.

The ARX provides discerning art lovers with the opportunity to build their collection with expert guidance to navigate the complex contemporary art world in both a physical and virtual NFT luxury art space.

Look out for our incredible new artworks and their drop dates or request your own private viewing. The opportunity to acquire these unique pieces is something that any art lover should not miss.

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 over 5,000 school 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.

www.saatchigallery.com

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

For any press-related enquiries please contact helena@saatchigallery.com