



The UK's most international art fair brings StART+ to Cape Town to spotlight contemporary South African art

8-12 March 2022

131A Gallery, Woodstock, Cape Town

StART has become synonymous with introducing the work of emerging international artists to a global public. From its annual fair at London's prestigious Saatchi Gallery, to its new digital platform StART.art, StART showcases works from those beginning to break into the global consciousness to both established collectors and those starting out on their collecting journey.

This March, their latest initiative - StART+, comes to Cape Town to put the spotlight on emerging South African artists.

Christiaan Conradie, Ferdi B Dick, Conrad Botes, MJ Lourens and two artists (Olivie Keck and Michael Amery) who have incorporated AR technology into their physical artworks creating an entirely new visual experience for the viewer will exhibit at independent space 131A Gallery in Woodstock, Cape Town's main arts district.

Gallery 131A's co-director Brett Bellairs says, "We're incredibly excited about this collaboration with StART as we embrace any opportunity to gain further exposure for our talented artists internationally, and in the current economic climate in SA we see this as an absolute necessity."

Joining the local South African artists is photographer Marie Jordan, who, with her husband Irish businessman and former motorsport team owner, Eddie Jordan, divides her time between Ireland, Monaco and Cape Town. Her haunting photographs of Namibia's sand-filled ghost town, Kolmanskop, were first exhibited at StART in London during Frieze Week 2021. A favourite with the fashion-world, Zubair Mohammed, also a StART art fair exhibitor last year, has collaborated with the likes of Dolce & Gabbana, customizing sneakers and bags with his audacious Pop Art approach.

StART founder David Ciclitira says, "We're thrilled to be bringing our latest venture, StART+, to Cape Town. We launched in London's Knightsbridge last October as part of our promise to keep seeking out and supporting new art. There's nowhere more interesting to us at the moment than the contemporary South African art scene, so here we are!"

Capetonian and StART CEO Nicola Gross says, "We're a UK company yet a significant number of our staff are South African, so we're incredibly well-placed to shine a light on emerging local talent and then take that talent overseas."

To that end, one exhibiting artist will win the chance to exhibit at StART art fair at Saatchi Gallery in London this October, an ongoing feature of StART+'s work to support emerging artists with both physical shows and digital presence.

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Notes to editors

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.

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.