



EVENT REPORT

StART





Of all the art fairs I have been involved with these are the nicest people to deal with in the best atmosphere.

**IT'S A FEEL GOOD FAIR.**

The art is uplifting and wonderful and that's what people want.

*MARK SLOPER, THE ART HOUND GALLERY*



# StART

## EIGHTH EDITION, 13-17 OCTOBER 2021

For the eighth year StART returned to London's Saatchi Gallery 13-17 October 2021 to showcase more than 70 emerging and established artists hailing from 25 countries including South Africa, America, Portugal, Columbia, India, Austria, Korea, Thailand and Ireland providing art collectors and enthusiasts alike the opportunity to discover works from both established and developing global markets.

Over five days more than 15,000 people visited Saatchi Gallery including Ambassadors and Embassy officials from more than 11 countries including Korea, Philippines, United Federation of Russia, Italy, Czech Republic and Portugal.

[WWW.STARTARTFAIR.COM](http://WWW.STARTARTFAIR.COM)





KANG HUI, KOREAN ACTOR & ARTIST

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TOMMY FIENDISH, ARTIST

# StART

## StART Galleries

Art Alla Studio, David Kovats, Eclectic Gallery, Gallery M Platform, GALLERIE NVYA, Harti, JG Contemporary, JGM Gallery, MAH-London Gallery, +MÁS Arte Contemporáneo, ONE EAST ASIA, Premium Pages Collective, Select Gallery, SHTAGER Gallery, Tanya Baxter Gallery, The Art Hound Gallery, The gallery STEINER

## StART Solo

Abyss, Akshita Lad, Anna Dora, Anna Pogudz, Crystal Marshall, David Magee, Dawn Beckles, Denny Theocharakis, Eurivaldo Bezerra, Fara Thomas, George Petrides, Haerim Lee (aka Rim Lee), Hannah Nijsten, Ivan Shalmin, M(M) Boguszak, Mark Beattie MRSS, Michelle Harton, Olivier Mourao, Pedro Merry, Pedro Sousa Louro, Tommy Feindish

## Spotlight Italia

Antonella Zazzera, Antonio Trimani, Chiara Sorgato, Franco Accursio Gulino, Maurizio Cannavacciuolo, MIMMO NOBILE, Salvatore Cuschera

## Prince's Foundation School of Traditional Arts

Amaranta Peña C.

## Lucy Sparrow

The Billion Dollar Robbery

## KPOP.art

Ohnim, Yooyeon, HENRY LAU, Choi Nari

## StART.art

Bassa, Chris Fallows, Heidi Pearce, Marie Jordan, OH+, Palm, Pod, Steinbrueck Native Gallery, Zubair Mahomed

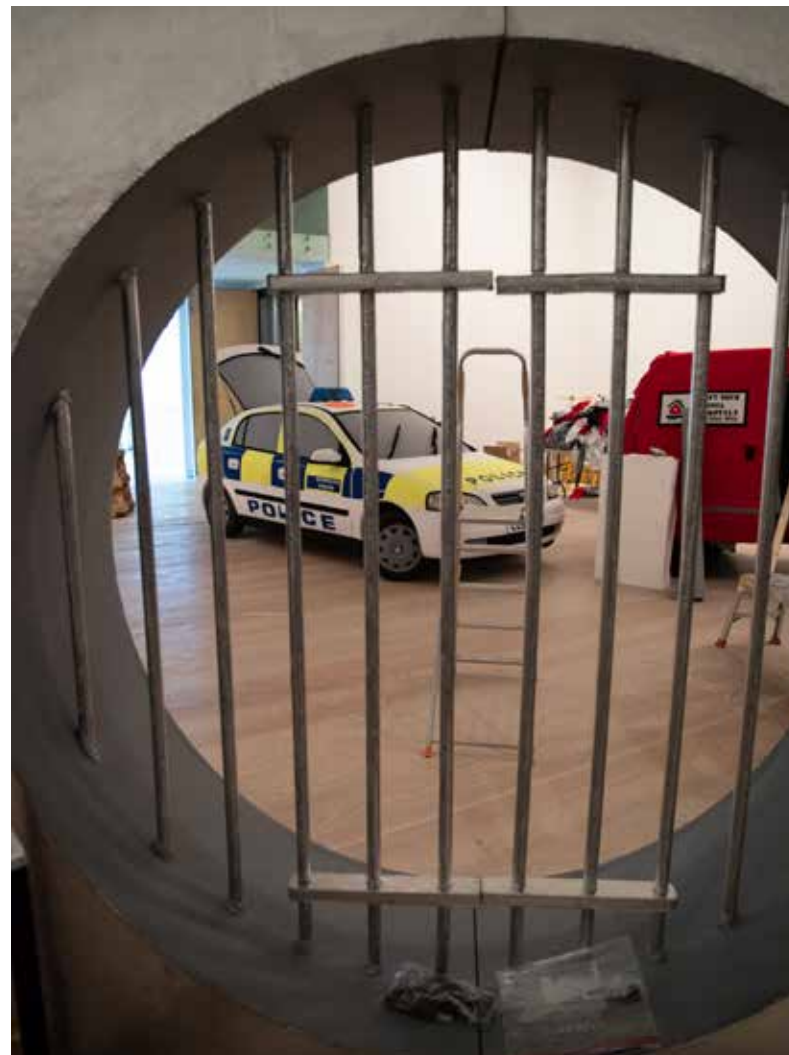


**StART**

**SET UP & INSTALLATION  
10TH, 11TH & 12TH OCTOBER 2021**

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SUNDAY 10TH, MONDAY 11TH & TUESDAY 12TH OCTOBER

INSTALLATION





SUNDAY 10TH, MONDAY 11TH & TUESDAY 12TH OCTOBER

INSTALLATION



START

START EXHIBITORS





GALLERY 1.1 - ONE EAST ASIA



GALLERY 1.2 - GALLERIE NYVA



GALLERY 1.3 - DENNY THEOCARAKIS



GALLERY 2.1 - HANNAH NIJSTEN



GALLERY 2.2 - OLIVIER MOURAO



GALLERY 2.3 - MAH-LONDON GALLERY





GALLERY 4.1 - FARA THOMAS



GALLERY 4.3 - ECCLECTIC GALLERY



GALLERY 4.2 - SHTAGER GALLERY



GALLERY 4.4 - THE ART HOUND GALLERY





GALLERY 6.1 - CRYSTAL MARSHALL



GALLERY 6.2 - AKSHITA LAD



GALLERY 6.4 - DAWN BECKLES



GALLERY 6.3 - MARK BEATTIE



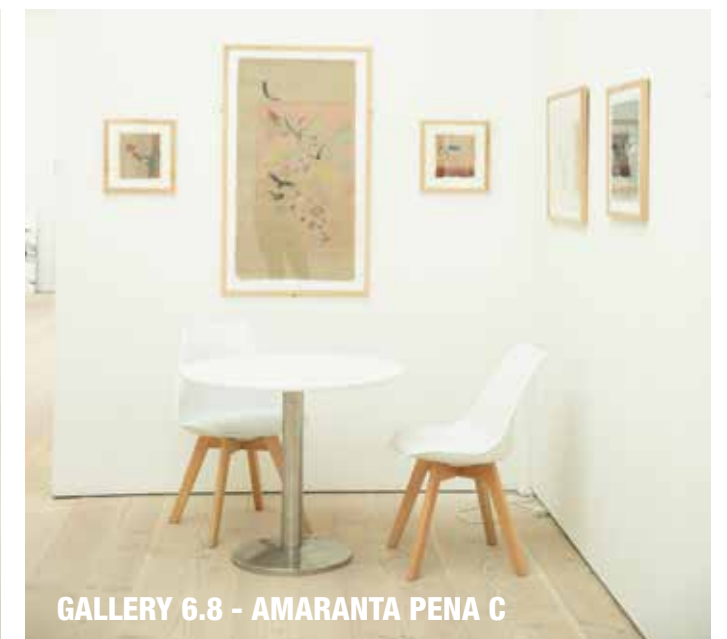
GALLERY 6.6 - PEDRO SOUSA LOURO



GALLERY 6.5 - MICHELLE HARTON

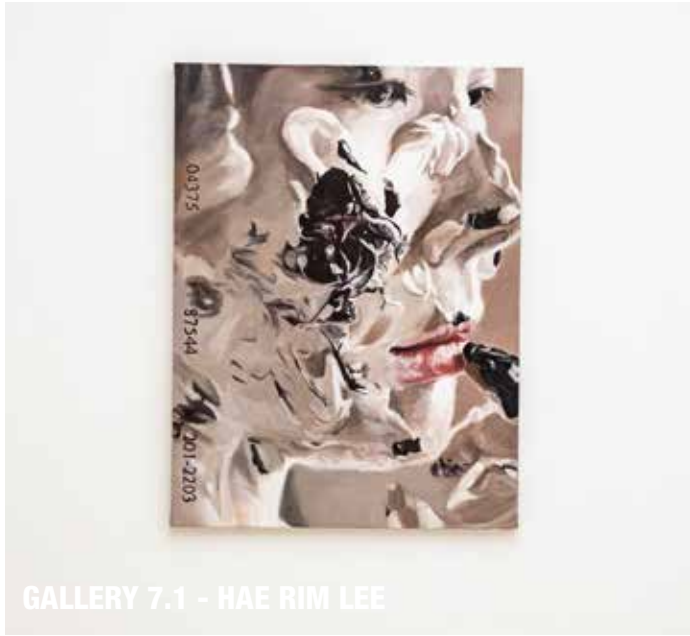


GALLERY 6.7 - JG CONTEMPORARY



GALLERY 6.8 - AMARANTA PENA C





GALLERY 7.1 - HAE RIM LEE



GALLERY 7.2 - PEDRO MERRY



GALLERY 7.5 - JGM GALLERY



GALLERY 7.3 - IVAN SHALMIN



GALLERY 7.6 - ART ALLA STUDIO



GALLERY 7.4 - PREMIUM PAGES COLLECTIVE



GALLERY 7.7 - THE GALLERY STEINER





GALLERY 8.1 - HARTI



GALLERY 8.2 - SELECT GALLERY



GALLERY 8.3 - TOMMY FIENDISH



GALLERY 8.4 - DAVID MAGEE



GALLERY 8.5 - EURIVALDO BEZERRA

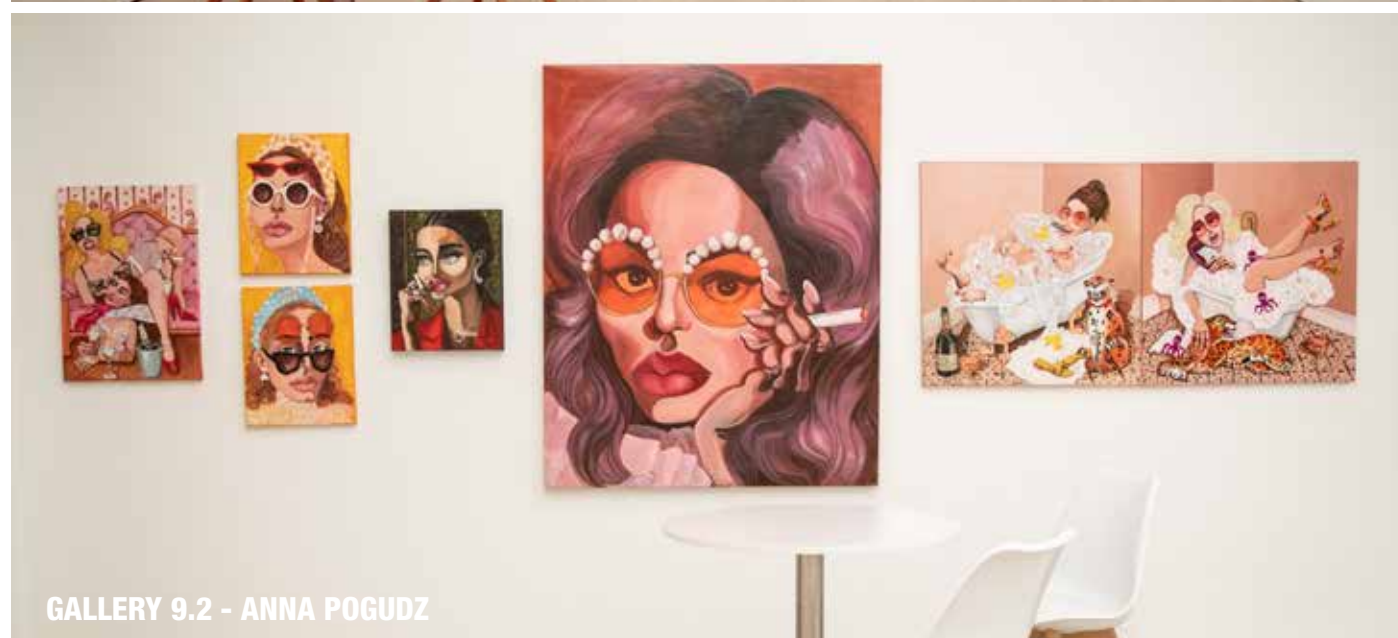




GALLERY 9.1 - GALLERY M PLATFORM



GALLERY 9.4 - DAVID KOVATS



GALLERY 9.2 - ANNA POGUDZ



GALLERY 9.5 - M(M) BOGUSZAK



GALLERY 9.3 - ANNA DORA



GALLERY 9.6 - TANYA BAXTER CONTEMPORARY



GALLERY 9.7 - MAS ARTE CONTEMPORANEO





St**ART**

**StART PROJECTS**





# StART

## PROJECTS

Complementing StART's ethos of presenting up and coming artists and galleries are a series of curated projects that reflect our global agenda to further StART's reputation of combining credible and critically acclaimed exhibitions alongside the compelling gallery showcases.

### START PROJECTS 2021 IS PROUD TO PRESENT:

#### Spotlight Italia

Antonella Zazzera, Antonio Trimani, Chiara Sorgato, Franco Accursio Gulino, Maurizio Cannavacciuolo, MIMMO NOBILE, Salvatore Cuschera

#### Prince's Foundation School of Traditional Arts

Amaranta Peña C.

#### Lucy Sparrow

The Billion Dollar Robbery

#### KPOP.art

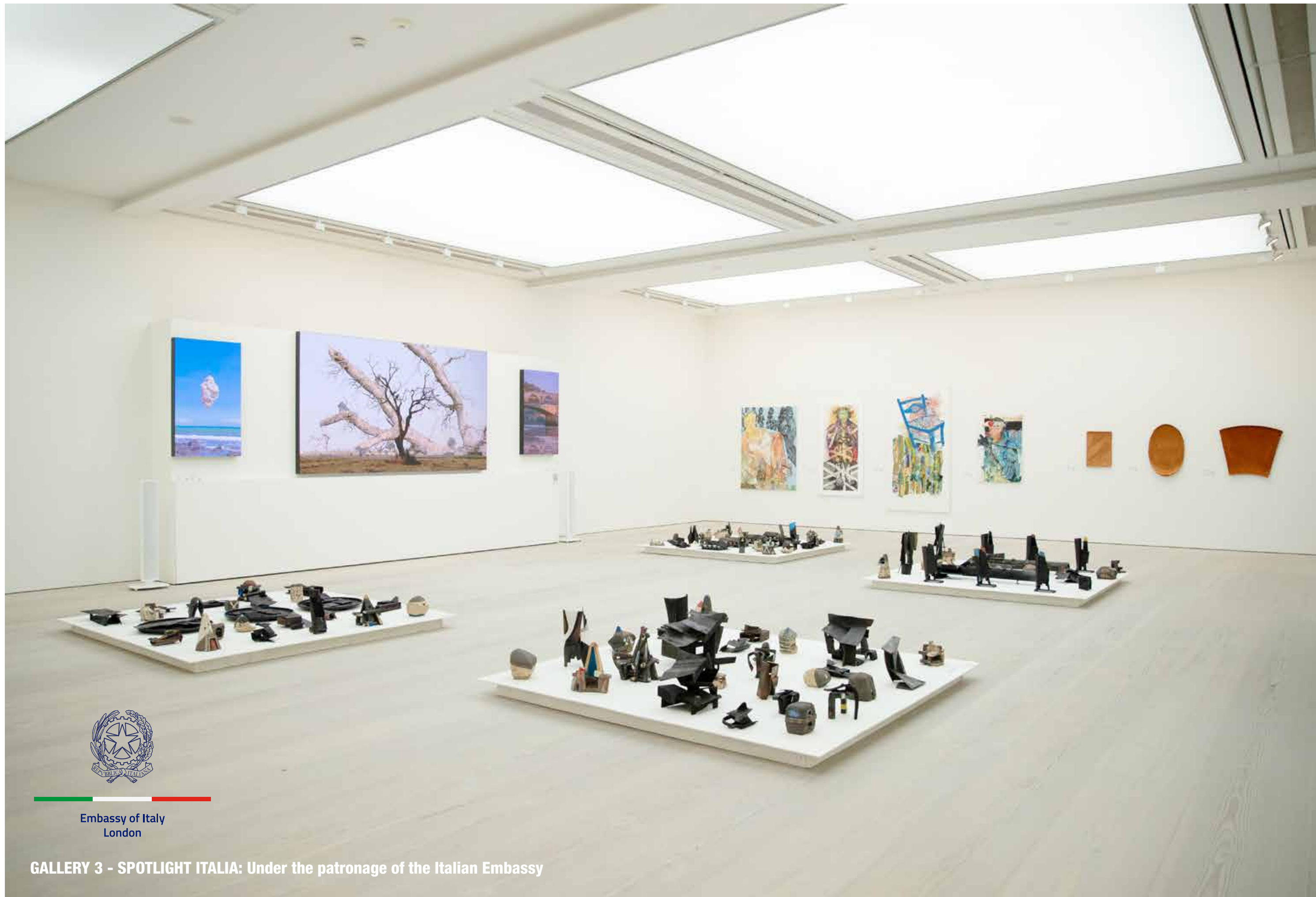
Ohnim, Yooyeon, HENRY LAU, Choi Nari

#### StART.art

Bassa, Chris Fallows, Heidi Pearce, Marie Jordan, OH+, Palm, Pod, Steinbrueck Native Gallery, Zubair Mahomed







Embassy of Italy  
London

GALLERY 3 - SPOTLIGHT ITALIA: Under the patronage of the Italian Embassy













## AMARANTA PEÑA C. Winner of the Ciclitira Prize 2020

Her practice is inspired by the materials and shapes found in the natural world and wildlife of her native town, Quito in Ecuador.



THE PRINCE'S  
FOUNDATION  
SCHOOL OF  
TRADITIONAL  
ARTS





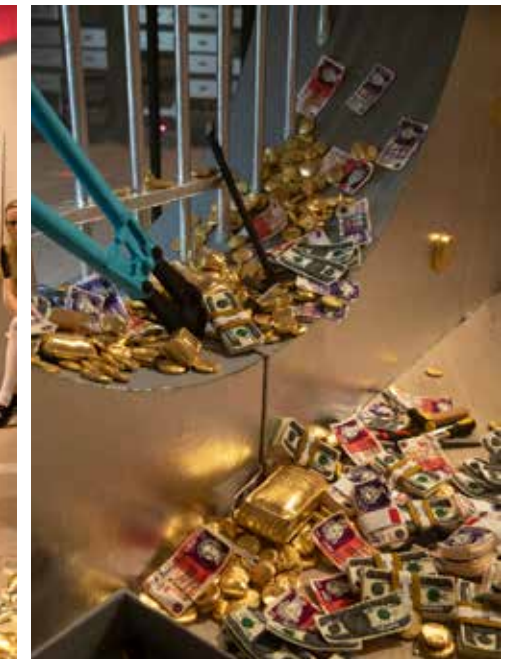


**LUCY SPARROW**  
**The Billion Dollar Robbery**

The Billion Dollar Robbery captures the moment when the Metropolitan Police interrupt a billion-dollar robbery by the British criminal gang Sew Solid Crew. As the gang escape the scene, the contents of the most lucrative bank vault in London explode into view including priceless artworks, the worlds' finest jewellery and millions of pounds of cash and classified documents!











KPOP.ART - OHNIM, YOYEON, HENRY LAU & CHOI NARI







**KPOP.**ART

KPOP.ART - OHNIM, YOYEON, HENRY LAU & CHOI NARI







**KPOP.**ART

KPOP.ART - OHNIM, YOYEON, HENRY LAU & CHOI NARI







KPOP.ART - OHNIM, YOYEON, HENRY LAU & CHOI NARI





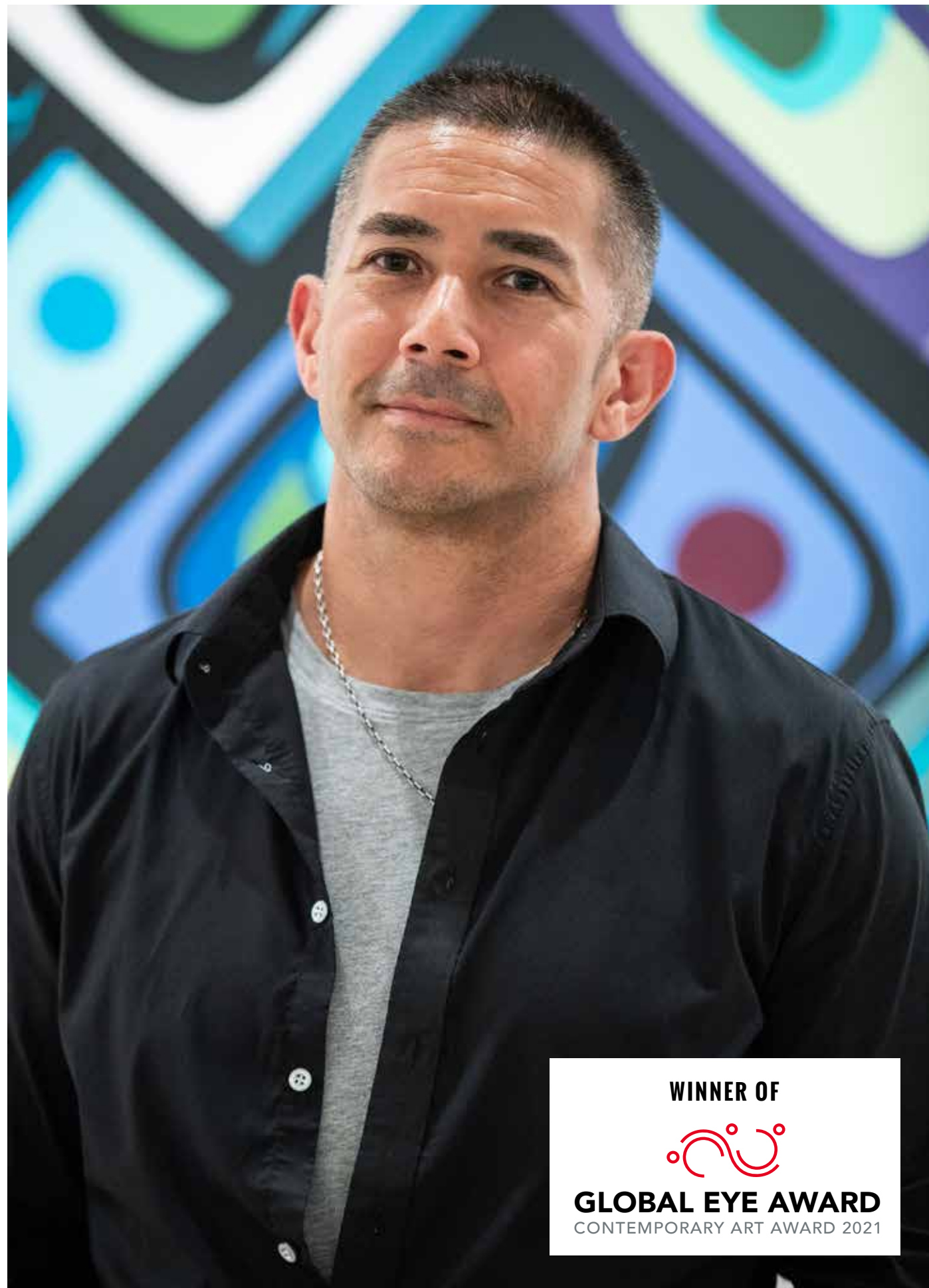


## BASSA

Bassa Aspinall (b.1972) is a self-taught, contemporary urban pop artist, whose works have astonished and amazed the global art world. His visionary use of light, texture, colour - most remarkably with ultra violet and Italian 'maireri' paints - on grand canvases create eye-catching reflections with three-dimensional perspectives.







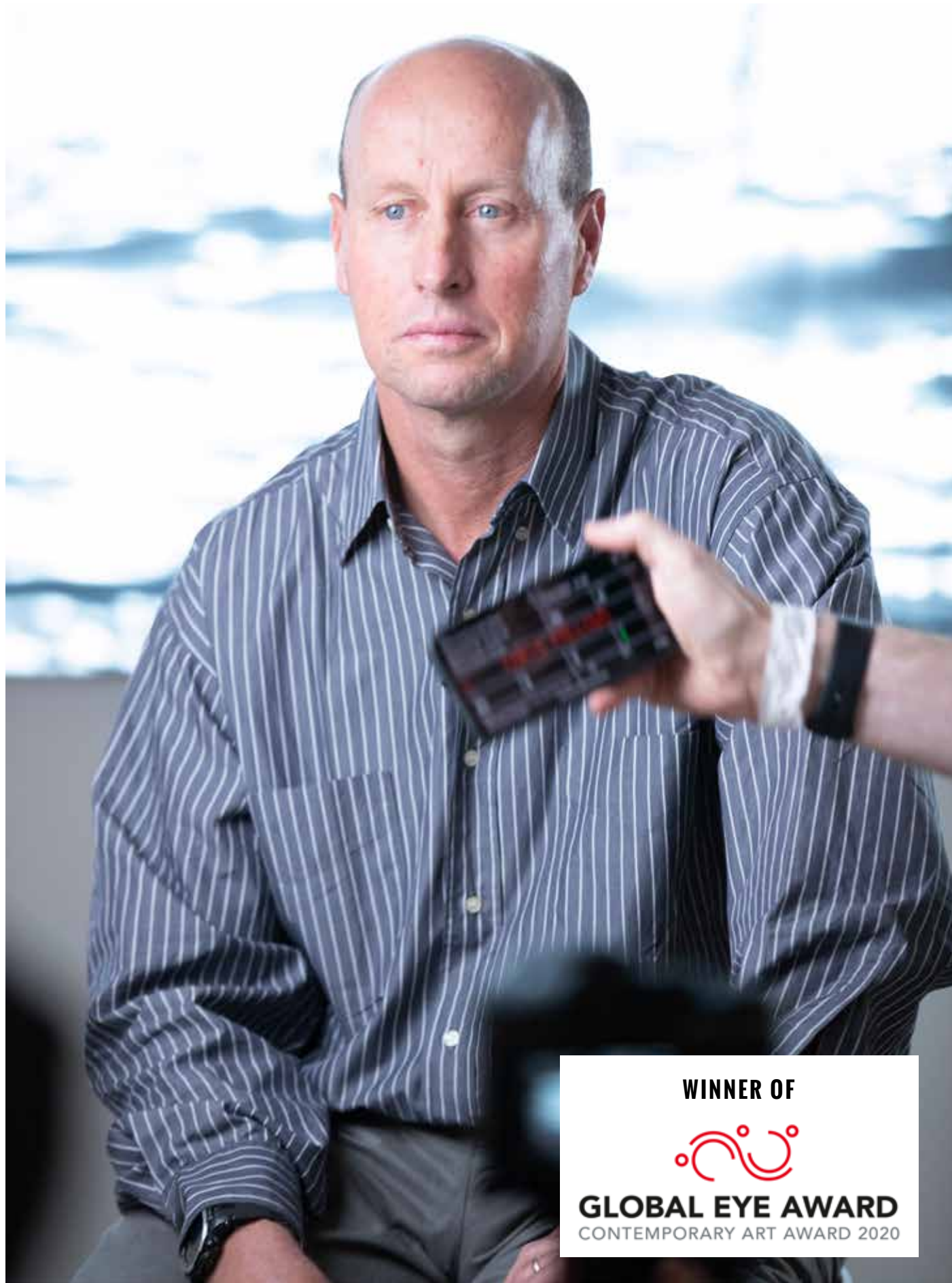
WINNER OF  
  
**GLOBAL EYE AWARD**  
 CONTEMPORARY ART AWARD 2021

## STEVE SMITH

The contemporary Oweekeno artist and painter Steve Smith - Dla'kwagila is widely regarded for his unusual abstraction of the structures of traditional design and for his exceptional use of colour theory as a way to elevate and electrify his work.







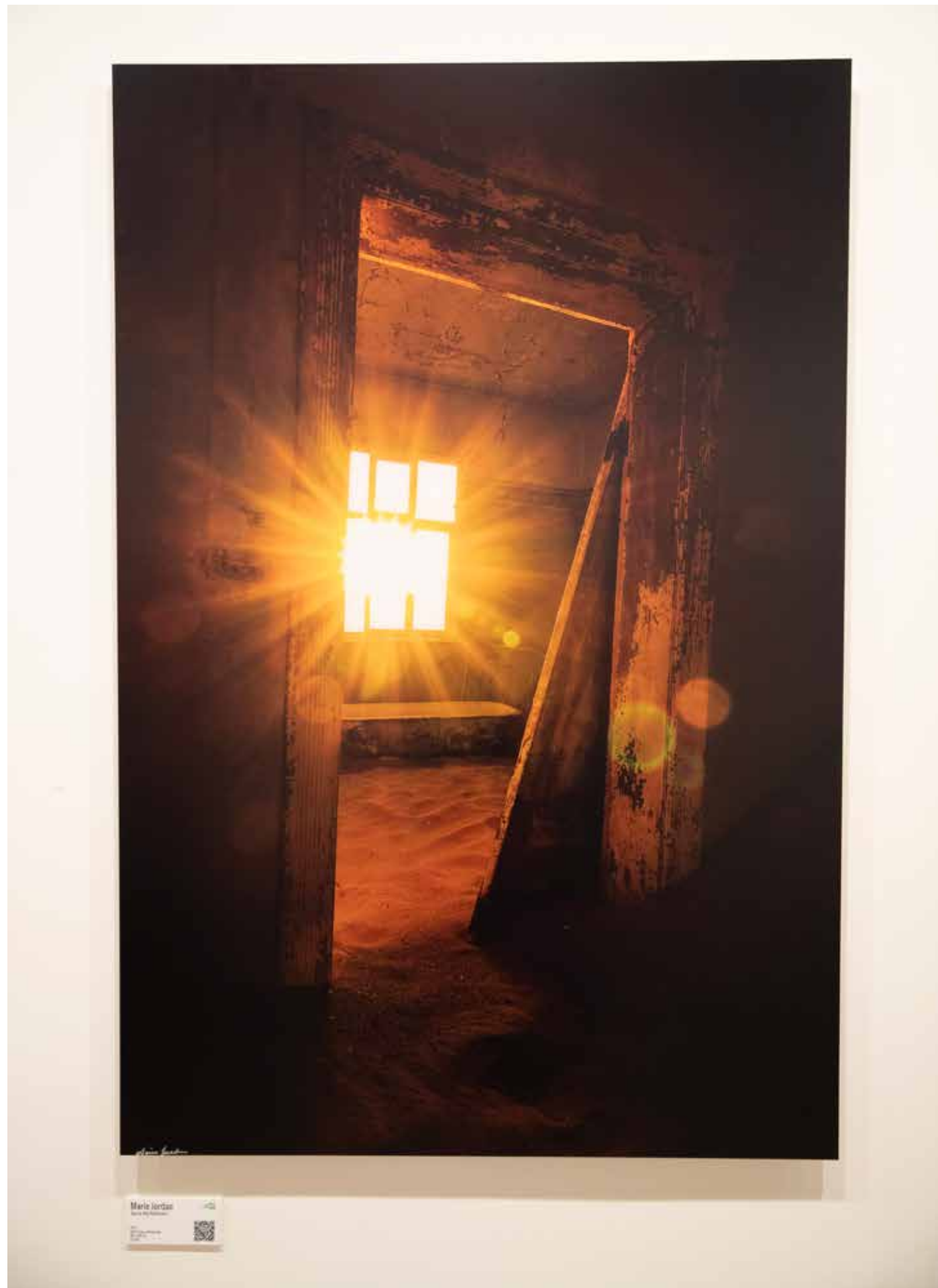
WINNER OF  
  
**GLOBAL EYE AWARD**  
 CONTEMPORARY ART AWARD 2020

# CHRIS FALLOWS

South African-born Chris Fallows' work represents authenticity, intimacy and emotion. The engaging manner in which he photographs his wild subjects bears testimony to the decades he has spent in some of the world's remotest regions, uniquely working in all three realms of ocean, air and earth.







## MARIE JORDAN

The photographs presented at StART were taken in Kolmanskop, Namibia, once among the richest towns in Africa in the early 1900's before it was deserted and slowly reclaimed by the Namib Desert in the late 1920s.



## MARIE JORDAN

Marie Jordan (b. 1958). After having played international basketball and county golf all her life, Marie had to find a new outlet when health became an issue for her. With her love for travel, nature and the great outdoors, photography was an easy progression and became her next hobby.

In 2011 Marie's children presented her with her first camera and life took off again.

To date, Marie has sold many photography works in the UK and South Africa donating the proceeds to charity. Since her husband's retirement from motor racing, the couple has spent their winters in Cape Town and Marie loves to travel in Africa.

The photographs presented at StART were taken in Kolmanskop, Namibia, once among the richest towns in Africa in the early 1900's before it was deserted and slowly reclaimed by the Namib Desert in the late 1920s.

> **StART**







## OH+

The multi-talented Hathairat Charoenchaichana, or OH+, is an artist and illustrator renowned for her trademark paintings of big-eyed female characters, and is the only Thai artist to perform at The Alex Blake Charlie Sessions in Singapore.



## PALM

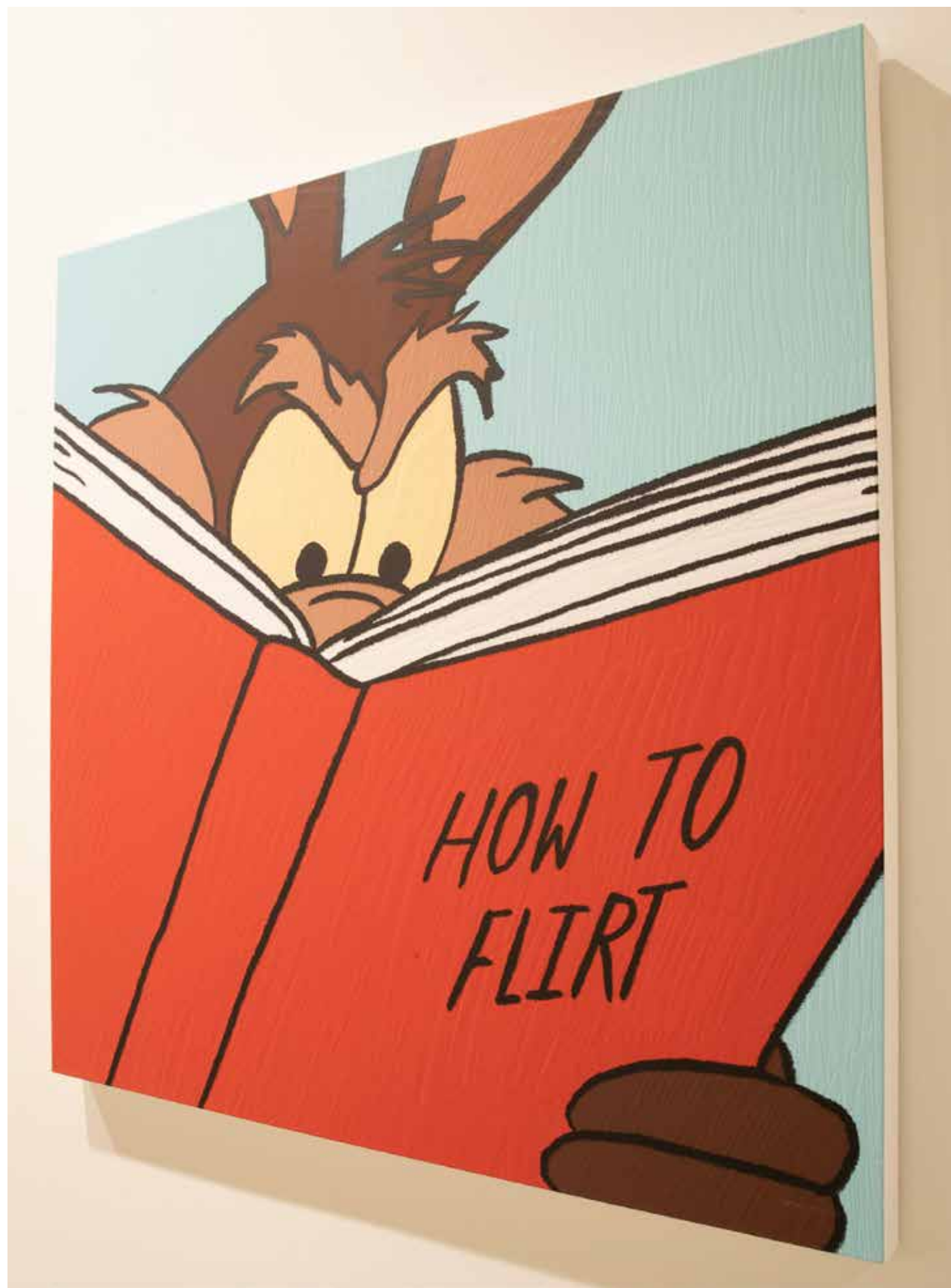
Preyavit Nilachulaka, also known as Mr. Sexman or Palm Instinct, singer of the famous Thai rock band Instinct. His work observes and questions the relationship between society and the roles we play as citizens.



## POD

Thanachai Ujjin or Pod ModernDog is a Thai artist and lead vocalist Thai rock band ModernDog which was formed in 1992. After years of making music he also began producing art. His abstract pieces reflect his sense of fun and energy visible through his vibrant colour palettes.





## ZUBAIR MAHOMED

Is a contemporary artist living in Cape Town, South Africa. He uses painting and digital illustration to create his bold and playful works. Zubair's inspiration is drawn from his childhood memories, daily life, pop-culture, amongst other subjects, and is translated into cartoon-like drawings.



## HEIDI PEARCE

Is a London-based artist specialising in soft sculpture and puppetry. Having graduated from Goldsmiths College in 2019, Pearce has since been developing her 'Lights on Uncanny' theory that introduces a new mode of 'uncanniness' within contemporary art. Rejecting the concept of 'darkness', her sculptures source uncanny power through ambiguity and familiarity; awkwardly looming high above the viewer, these forms suggest an uncomfortable - yet energetic - existence.



St**ART**

**PRESS PREVIEW**  
**13TH OCTOBER 2021**



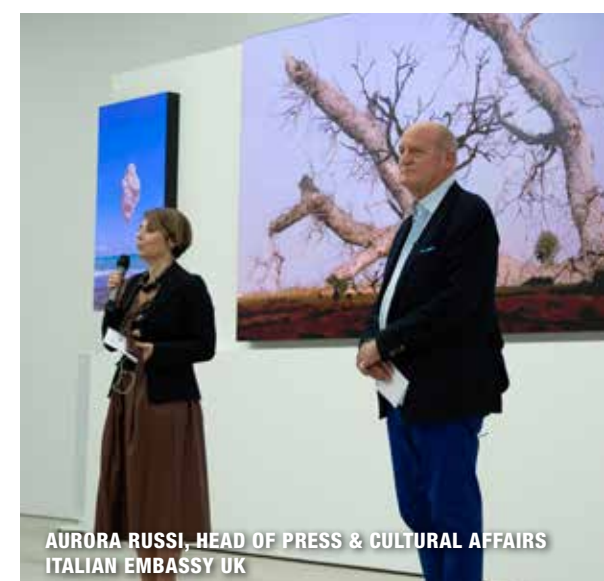
# PRESS PREVIEW



DAVID CICLITIRA, CHAIRMAN FOUNDER OF SIART



DAMON CROWHURST, SAMSUNG ELECTRONICS (UK & IRELAND) Ltd



AURORA RUSSI, HEAD OF PRESS & CULTURAL AFFAIRS  
ITALIAN EMBASSY UK



ANTONIO TRIMANI, ARTIST



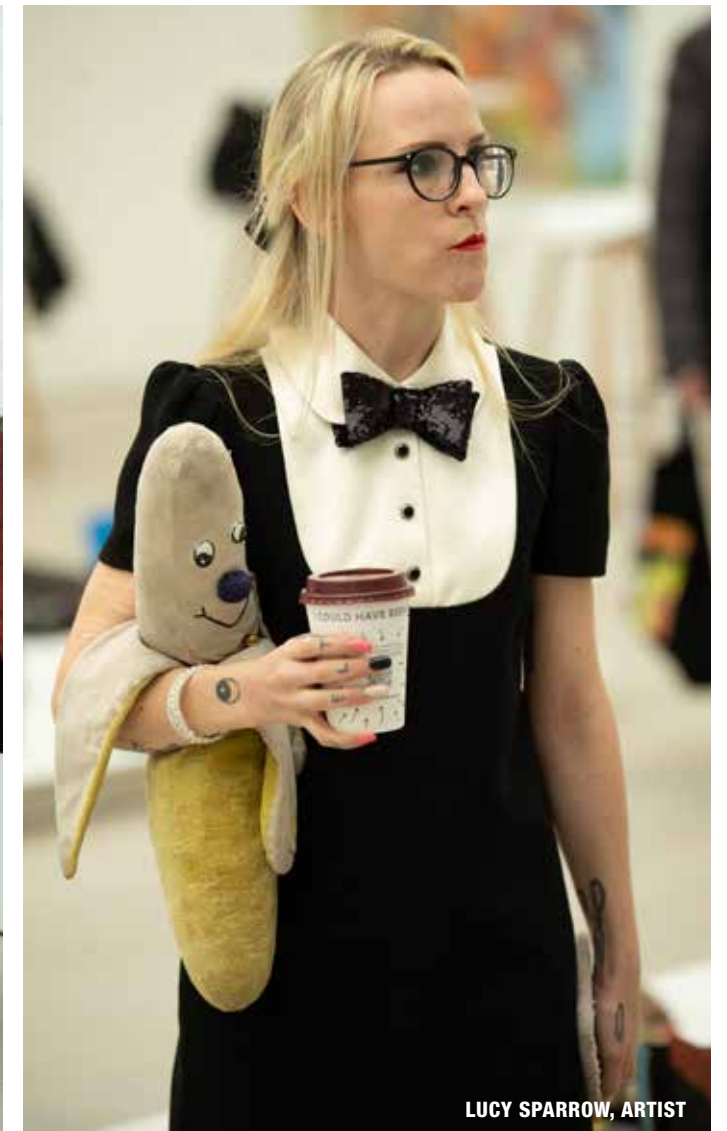
OH+, THAI ARTIST



# PRESS PREVIEW



MARCO TONELLI, DIRECTOR OF MODERN & CONTEMPORARY ART GALLERY, SPOLETO, ITALY



LUCY SPARROW, ARTIST



DAMON CROWHURST & SERENELLA CICLITIRA, DIRECTOR & FOUNDER, START



EDDIE JORDAN (EX FORMULA 1 DRIVER), RANJIT MURUGASON (DEPUTY CHAIRMAN & FOUNDER, START.ART), CHRIS FALLOWS, ARTIST & DAVID CICLITIRA



VIP PREVIEW



PEDRO MERRY, ARTIST



GUNN KIM, REPUBLIC OF KOREA AMBASSADOR TO THE UK



PEDRO SOUSA LOURO (MIDDLE), ARTIST





MARK BEATTIE, ARTIST (LEFT)



ANNA POGUDZ, ARTIST (RIGHT)



DAVID MAGEE, ARTIST (RIGHT)



DAWN BECKLES, ARTIST





OLIVIER MOURAO, ARTIST (LEFT)



KANG HUI WITH ELLIS AHN ARTWORKS



MATT SMALL, ARTIST



HARTI, ARTIST (LEFT)



FARA THOMAS, ARTIST (LEFT)



PEDRO SOUSA LOURO & CELEBRITY CHEF TOM KERRIDGE







HANNAH NIJSTEN, ARTIST (RIGHT)







NIRU RATNAM, CURATOR & RANJIT MURUGASON



DAVID KOVATS, ARTIST





# SAMSUNG The Wall





# SAMSUNG The Wall





# SAMSUNG The Wall





# SAMSUNG FLIP eBOARD





# SAMSUNG FLIP eBOARD





# SAMSUNG FLIP eBOARD

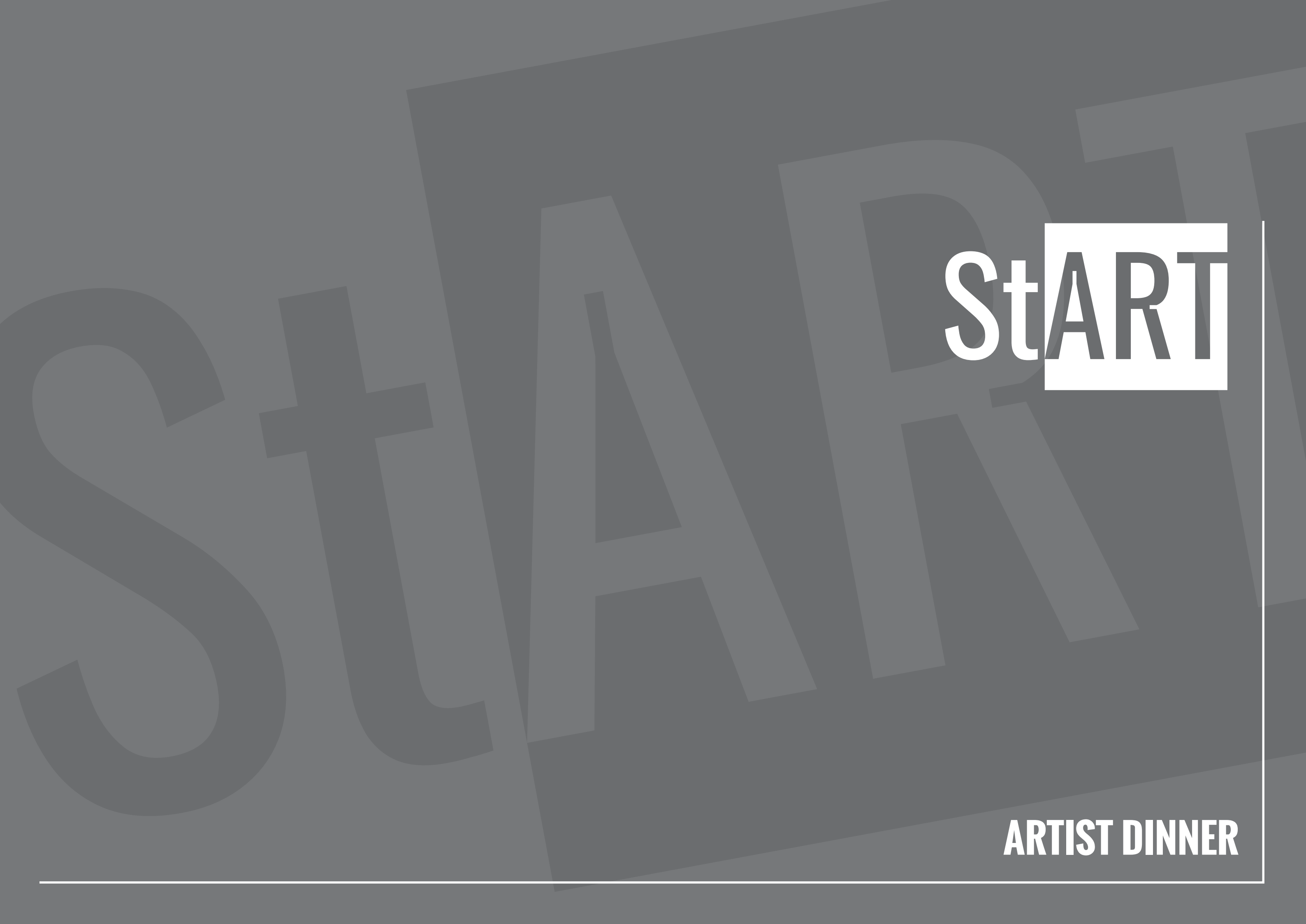




# SAMSUNG PHOTO BOOTH







St**ART**

**ARTIST DINNER**





JENNIFER GUERRINI MARALDI, JGM GALLERY



MARINA SHTAGER, SHTAGER GALLERY



KANG HUI



CORINNA STEINER, LUCY SPARROW, DAVID CICLITIRA, DAMON CROWHURST, HARTI & PEDRO MERRY



STEVE SMITH, ARTIST, DAVID CICLITIRA, SIMEON PINES, VIDEOGRAPHER & ELIZABETH STEINBRUECK, OWNER OF STEINBRUECK NATIVE GALLERY



MARIE JORDAN



ANTONIO TRIMANI, MARCO TONELLI & SERENELLA CICLITIRA



PEDRO SOUSA LOURO



HANNAH NIJSTEN



St**ART**

**START BAR & LOUNGE**

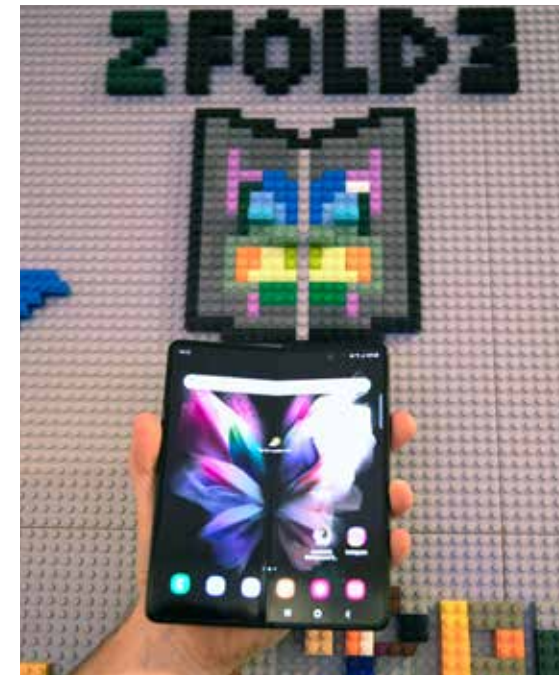


# StART BAR & LOUNGE

The bar and lounge, located on the second floor was a place where visitors could relax and grab a coffee and drink, write their name on our brick graffiti wall, enjoy the brick models and impose themselves onto an artwork with the Samsung photo booth!



**BRICKLIVE®**











# Start

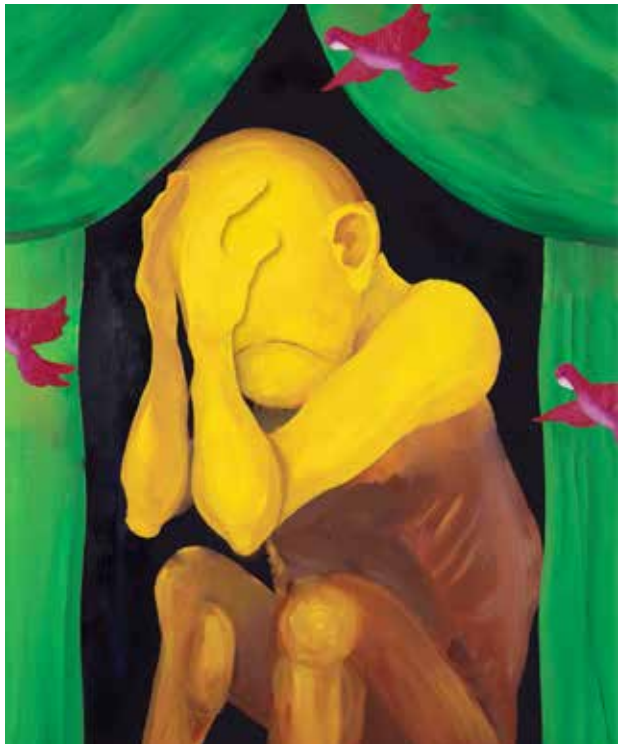
**NFT'S**



# LAUNCH OF NFT ART AT StART

During the fair we launched exclusive NFT artworks by Ohnim, Yooyeon and Chris Fallows. They were displayed on Samsung screens on the 2nd floor for all visitors to enjoy. They can be purchased from the link below.

<https://start.art/nft/>



Ohnim, SHY, 12secs



Ohnim, Untitled, 12secs



Chris Fallows, The Pearl, 10secs





Start

**MERCHANDISE**

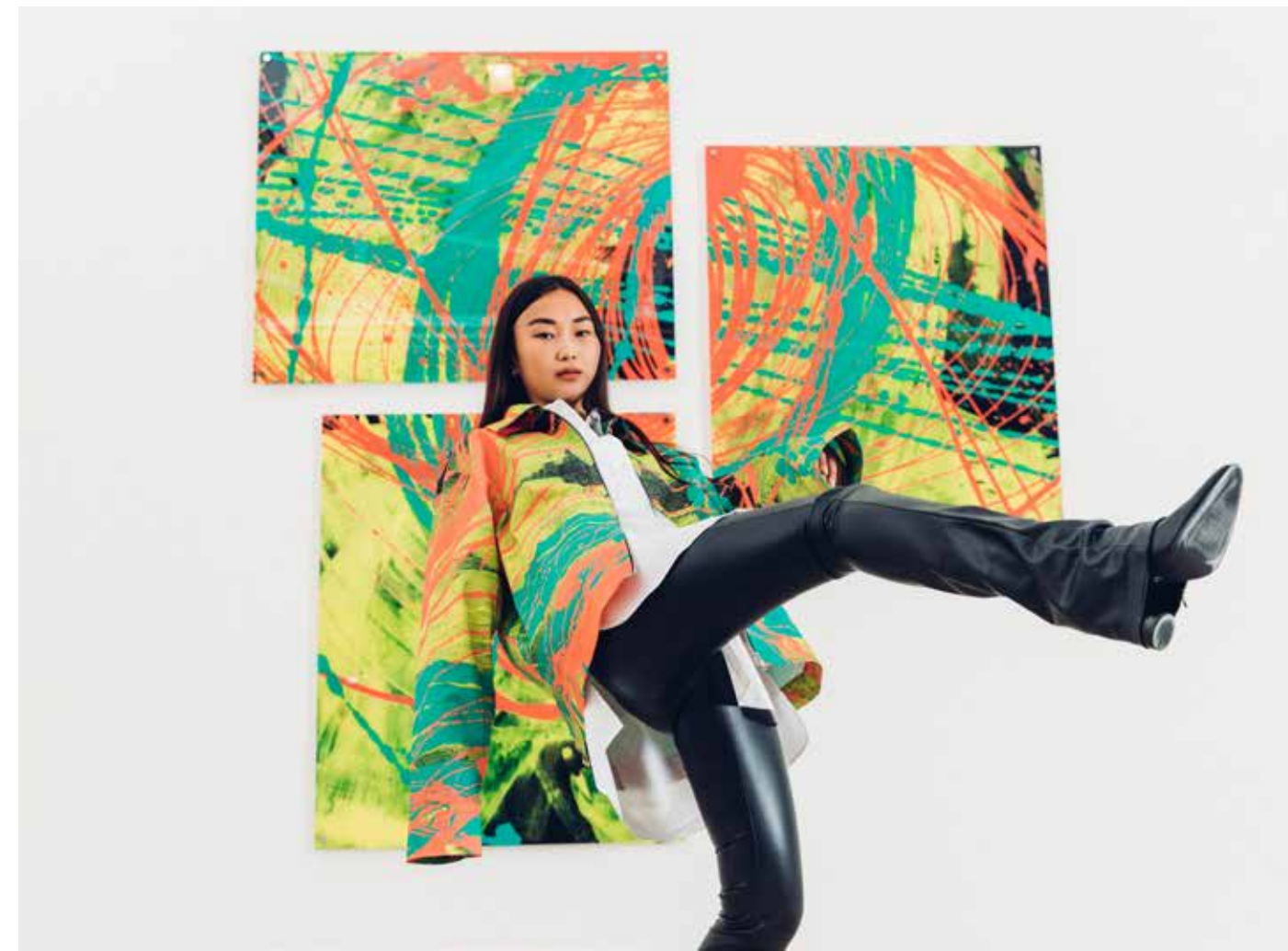


# StART.ART MERCHANDISE

Exclusive merchandise and wearable art featuring artwork by Ohnim, HENRY LAU and Yooyeon was available to buy on the second floor and through our online e-commerce platform StART.art











**LIMITED EDITION OHNIM LEATHER JACKET**









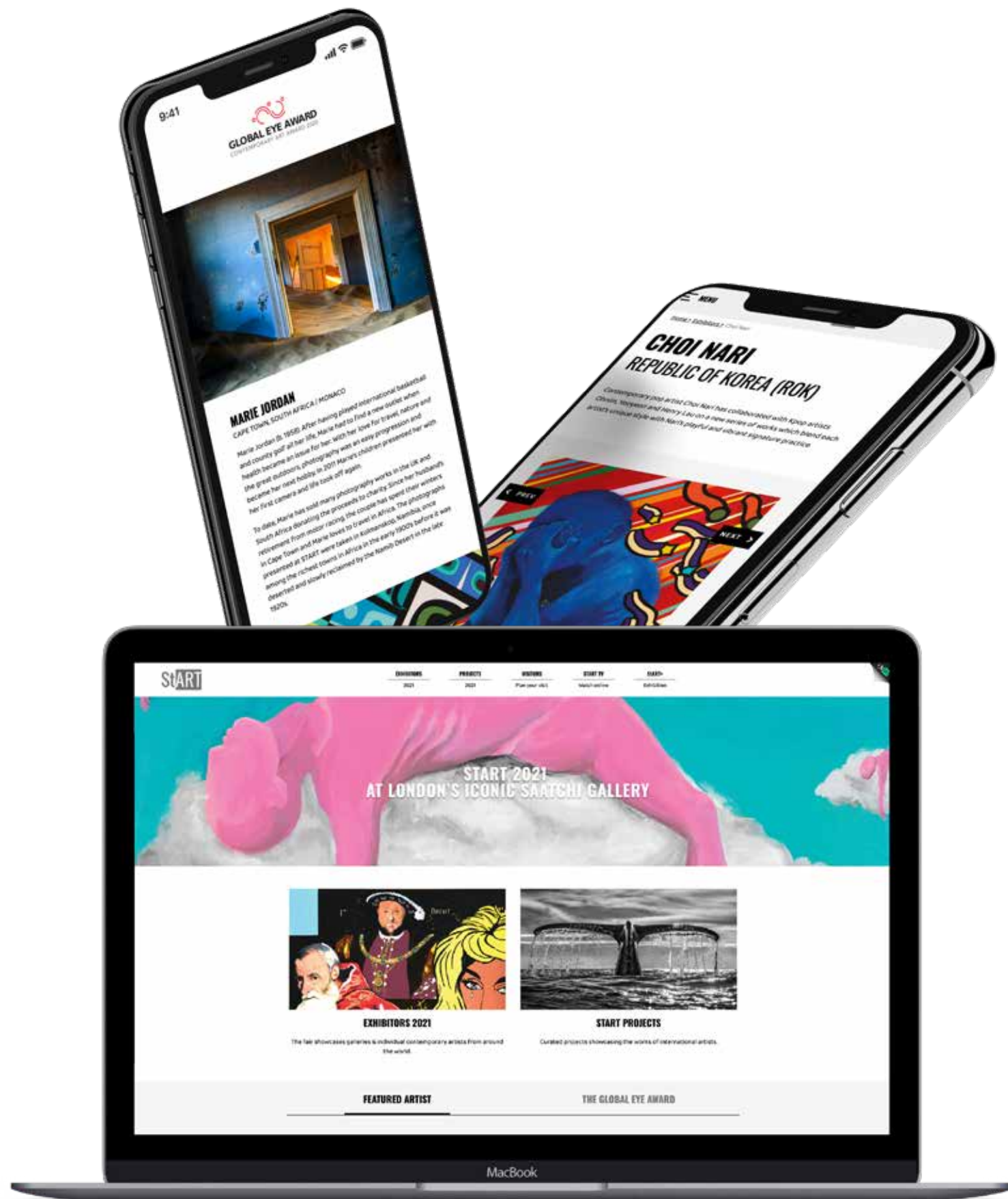
St**ART**

**CATALOGUE, WEBSITE  
& FAIR BROCHURE**









# START WEBSITE

WWW.STARTARTFAIR.COM



# START FAIR BROCHURE

All visitors were provided with a comprehensive 20 page fair brochure highlighting a selection of 2020's exhibitors and projects and also included floor plan with booth locations.



START+

START+  
EXHIBITION AT THE ARX

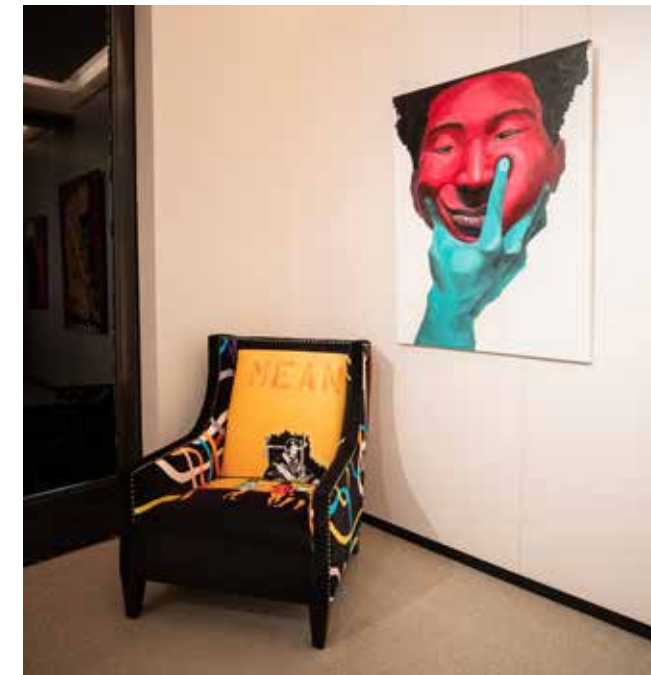


# StART+ AT THE ARX

START+ IS A CURATED SELECTION OF WORKS BY START ART FAIR ARTISTS THAT WILL HAVE AN EXTENDED EXHIBITION PERIOD, FROM 20 OCTOBER TO 10 NOVEMBER AT THE ARX, A NEW GALLERY SPACE BRINGING TOGETHER ART, TECHNOLOGY, SUPERLATIVE CRAFT AND DESIGN.

Participating artists: HENRY LAU, Ohnim, Yooyeon, Chris Fallows, Pedro Merry, Steve Smith, Marie Jordan, Harti, David Magee, Mark Beattie, Bassa, Palm, Tommy Fiendish, Pedro Sousa Lauro, Matt Small, Mai Yononama, Thierry Noir and Welbart Slowhands.

StART+ ARX SAMSUNG

















START

SELECTED  
PRESS COVERAGE





MULTI award-winning South African wildlife artist Chris Fallows launched his latest three works of art at the StART Art Fair at the Saatchi Gallery in London this week. His exhibition, 'The 11th Hour' will run until Sunday. This picture is titled LEVIATHAN. Fallows has worked as a wildlife photographer, host or expert facilitator on more than 60 international wildlife documentaries for The BBC, Discovery Channel and National Geographic. | CHRIS FALLOWS

26 METRO | Tuesday, September 28, 2021

## METRO PROPERTY

PHILIPP HUMM TELLS OLIVER STALLWOOD HOW HE QUIT LIFE AS A CORPORATE BIGWIG FOR A WORLD OF ART...

HAVE you ever said your soul to the devil? As an expert in what is essentially an interview interview, it might seem like a fairly obvious question. But Philipp Humm, the one-time CEO of Vodafone and T-Mobile and now with Amazon, has been searching inside for a while now.

The 50-year-old began sketching in the boardroom before he traded in decades of corporate success for the art studio. Since then he has created more than 200 works – including paintings, pencil drawings, books, sculptures, fine art photography – and is preparing to showcase his latest oil paintings and bronze sculptures at the Saatchi Gallery next month.

Philipp not only wrote and directed 'The Last Faust', a 2019 fantasy sci-fi film, but the Goethe novel is the backdrop for his new exhibition. His modern versions of the man who sold his soul to the devil is a rich man modelled on the likes of Steve Jobs and Mark Zuckerberg, but also an extreme version of ourselves. Living in the pleasures of the moment.

And as a human being I would say you more than one', says Philipp in reply to the question. 'Yes, and I include myself in that, have aspirations in life and do make off, we say 'yes it will be good' and if it's not we will change it – we are going for the dream and we neglect the fact that the dream can have consequences.'

Being where we are in art is something of a second life for Philipp Humm, free from the constraints of the boardroom. 'We are in an era of living long enough to have two lives away from us suggests.

I DON'T think in modern times we should look at living one life. We live long enough for average people to be looking at their



Human thing different: Philipp was the CEO at Vodafone and T-Mobile

table, which the couple chose themselves from a mobile yard. There is a mirror glasswork, which carries some of the screws, as well as allowing anyone looking to stay connected to the work. 'Black kitchen took away' laughs Philipp.

Caught in the mirror is a masterpiece of Philipp – a smiling look back at his previous life as a manager. 'You are the masterpiece of someone, even as CEO you are masterpiece of shareholders. None of my work have been out in this world but even the art market is a market where you don't need to market your art in some way, you need to speak to collectors, or even as an artist you need to live in reality, which makes you a little bit of a puppet – but there is not a puppet master.'

Upstairs, the studio expands across the first floor. It is filled with Philipp's artworks, including a series of studies for his Life Made piece, which are now a row of heads on the wall. Philipp here is anything but utilitarian. The collection is a German 19th century hunting scene and the table chair designed by Jansen. 'Karlheinz is so comfortable in it looks like he is from somewhere in Asia,' Philipp says. 'I bought it in America.'

# 'My new peace of life'

lives as a multitude of lives. Our side can look at three or four lives but we can realistically look at two lives. So it's a great opportunity to be here to see we can live different passions and live them fully.

One of the first things Philipp did when he made the transition into life as an artist was to buy this Victorian property in Kensington with his wife, photographer Susanne Moll. Originally a flat, but the first floor has been turned

into a studio. Filled with sculptures, sketches and artworks, it is a place to work spontaneously. 'With this new career came a new outlook on life and the more vibrant being aware that you are here. I am spending my time more to stay surroundings, he says. In corporate life, you are often in a house, not the richness of colour and shadows and light. Before, my home was an extension of my corporate life. Philipp's works and pictures by candle seen started filling the walls in the boardroom through the window, which now runs from front to back. Pieces include a rubber mask of Philipp being held out of the

will by a static hand – a take on the traditional death mask, reimagined as a Life Mask – and Bartholomew's Day, inspired by Michelangelo's Last Judgement. In the middle of the corner room is an Asian sculpture table that was once used as an altar, now worshipped by a number of sculptures that stand above.

'It is a pity that in many houses are without art because art changes a home. When you see a statue, wall you make, pretty dull. It's with art you like and it's really something. It's something we need to do more of, it makes us happy.' The front room is just as surrealistic. It's no surprise that one of Philipp's

influences is Salvador Dali – with a set of giant lips in the form of a Dali 45. Marilyn says. There are matches, or perhaps a matchbox, to a Verner Panton globe. 'I think it's boring if you stay in one style,' Philipp says. 'When you find different styles and bring them together it makes them all. If it is all together each piece is reduced but like this each piece stands alone. We typically get one anchor piece and the rest follow.'

Outside adds: 'My reaction is if you don't fall in love with something at first sight then don't buy it.' The dark kitchen at the back of the house was Dali's idea, contrasting with the floor and the marble dining



Art attack: Unique art adorns every wall. Above: Jansen's custom table chair



Dark side: The contrasting kitchen was Dali's idea



In the mix: Philipp loves to blend styles



# StART SELECTED PRESS COVERAGE

In the run up to and during the eighth edition of StART, the event attracted positive comment from the press globally including The Guardian, The Daily Mail, The Evening Standard, The Art Newspaper and many more.

Art



Stuart Jeffries

Wed 13 Oct 2021 06:00 BST



## K-boom! How the unstoppable stars of K-pop went gunning for the art world



First came K-cinema, then K-pop and K-TV. Now South Korea's young stars are conquering the world with K-art. But what do their dark visions say about their nation's psyche – and ours?

Ohnim is having a blue period, just like Picasso. Over Zoom from a gallery in Seoul, the Korean rapper Song Min-ho, better known as Mino to K-pop fans but Ohnim in the art world, shows me a painting he finished the previous evening in collaboration with artist Choi Na-ri. It depicts a blue crouched figure, like a depressed version of Rodin's Thinker. It may be still wet but will soon be shipped to London's Saatchi Gallery for an art fair that showcases work by three of Korea's biggest K-pop stars.

The meeting of K-pop and K-art is making the art world lick its lips. Businessman David Ciclitira, who set up the StART Art Fair at the Saatchi, says: "K-pop stars have immense reach through their social media. Guys like Mino, Henry Lau and Kang Seung-yoon, whose work will be in the show, have six to seven million followers each on Instagram. In Seoul, fans queue round the block just to see a work of art by any of them. Then they fight each other to buy. I don't suppose it'll be quite like that at the Saatchi Gallery, but you never know."

Ohnim and Kang Seung-yoon, both members of K-pop band Winner, and Canadian-born Henry Lau, former member of Super Junior-M, are effectively multimedia brands, combining singing, acting, making art, fashion, reality TV ... and plugging products. Ohnim, for instance, endorses a German lip balm and did his first art show in collaboration with a Korean eyewear brand. He also modelled for Louis Vuitton.

Stars such as Ohnim are part of what's known as *hallyu*, or the "Korean wave" in culture, embracing K-pop, K-cinema (Oscar-winning *Parasite*), K-TV (Netflix's *Squid Game*), K-tech (Samsung) and even K-philosophy. Next year, *Frieze* will launch a Seoul fair, while London's Victoria and Albert Museum will showcase the popular culture of South Korea in an exhibition. And then there is the K-art diaspora, with artists such as Bath Spa University academic Young In Hong, and Korean-born American conceptual artist Anicka Yi, whose commission at Tate Modern's Turbine Hall opened this week.

<https://www.theguardian.com/artanddesign/2021/oct/13/k-pop-k-boom-k-cinema-k-art-south-korea-stars>

Date: 13 October  
Circulation: 3.5m  
Ad value - £14,400  
PR value (x3) = £43,200





## K-Pop star Henry Lau's art work on show in London

After quitting K-Pop boy band Super Junior M, Henry Lau has had a successful solo career as a musician, producer and actor. Now he's also put paint to paper to create works of art.

Henry's work is currently hanging at Knightsbridge's Arx gallery, but before that formed part of a show at the START art fair at London's Saatchi gallery.

Unable to travel, Henry's first glimpse of that exhibition was via video chat as he talked through each piece with the BBC's Alex Stanger.

🕒 7 November | **BBC News** | **Entertainment & Arts**



## Meet the K-pop stars taking on the art world

Published 8th October 2021



**A**t first glance, the three names beside a series of surreal high-contrast paintings, moody black and white photographs and Jackson Pollock-esque splatters might not jump out among over 70 artists appearing at a London art fair next week.

But fans of K-pop may recognize at least one of them: Henry Lau, a Chinese-Canadian singer who rose to fame with South Korean boyband, Super Junior. Reversing another of the artist's names, Ohnim, meanwhile reveals his identity as rapper Mino, a member of popular K-pop group Winner. His bandmate Kang Seung-Yoon is flying under the radar using the pseudonym Yooyeon.

The three performers have all forged successful careers in South Korea's burgeoning music industry. Now, they are attempting to crack an even tougher market: the elite world of contemporary art.

The trio may not be short of potential buyers when their art goes on show at StART, a five-day fair at London's Saatchi Gallery. Keen-eyed Winner fans have already offered Mino -- who asked to be referred to as Ohnim for this piece -- thousands of dollars for one of his original paintings. However, speaking via video call from Seoul, the rapper said he was hesitant about selling his work publicly.



141



## Artist Lucy Sparrow turns London's Saatchi Gallery into handmade felt crime scene

VIEW COMMENTS



**T**he Saatchi Gallery has been transformed into a bank heist crime scene by artist Lucy Sparrow.

Sparrow and her team of assistants mocked up a high security vault in the Sloane Square gallery and filled it with thousands of hand-sewn bank notes and luxury watches made from felt, lycra gold bars and felt Old Master paintings.

There is also a get-away van, loaded up with loot, and a Vauxhall Astra covered in hand-made police markings with flashing blue lights on top bought from a car boot fair for £20.

Date: 13 October  
Circulation: 1.2m  
Ad value: £7,080  
PR value (x3): £21,240

<https://www.standard.co.uk/news/london/lucy-sparrow-saatchi-gallery-billion-dollar-robbery-exhibition-b960219.html>



THE ART NEWSPAPER

## The gossip from Frieze London's VIP day: from Gavin Turk's bargain taped banana to a fuzzy felt crime scene

Plus, Dante's divine inspiration and plans for a "new hybrid work, life and art centre" in Brussels



### Soft on crime

Last summer she recreated an entire pharmacy in felt and now Lucy Sparrow has used her trademark fuzzy fabric to construct a billion-dollar crime scene. Everything—from scattered gold bullion and bundles of cash to priceless art and a life-sized police car—is either made from, or covered in, felt. "It's an all-female crew of bank robbers who have broken into a vault to steal art and money," explains Sparrow, who sees her chaotic scenario as "a nice comment on how lots of money is going to exchange hands in the upcoming week". The disrupted heist can be found at the START art fair at the Saatchi Gallery and, as Sparrow points out, the cost of her hand-sewn versions of Munch's *Scream*, the *Mona Lisa* or Van Gogh's *Sunflowers* is infinitely lower than that of the originals. And her felted £50 notes can be acquired for a mere £30—a total steal, in fact.

Date: 14 October  
Circulation: 8,000  
Ad value: £5,000  
PR value (x3): £15,000

<https://www.theartnewspaper.com/2021/10/14/frieze-london-2021-day-2-diary>



## Inside a London couple's south of France holiday home

How did a CEO turned artist and his photographer wife make their mark on their French bolthole? With bold colours and eye-catching furniture



A mattress, a sofa and some outdoor dining furniture were the extent of the home comforts available to Philipp Humm and Daniele Mah as France went into lockdown in March 2020. The London-based couple had raced down to the Côte d'Azur in their Mini Cooper with their bulldogs, Charles and Henry, to complete the purchase of their second home just before President Macron closed the country's borders.



<https://www.thetimes.co.uk/article/inside-a-london-couples-south-of-france-holiday-home-x6x0v6m0p>

## Pop goes my heart: Tatler meets South Korean star Kang Hui at the Saatchi Gallery

He's exhibited alongside the K-pop stars in Seoul and, now, in London too. Tatler meets Kang Hui, a South Korean actor, model, artist and It Boy who is fleetingly in Chelsea for the StART art fair

By Annabel Sampson  
14 October 2021



KANG HUI AT SLOANE SQUARE Instagram / kanghui\_

Date: 14 October  
Circulation: 1.2m muv  
Ad value: £10,800  
PR value (x3): £32,400

<https://www.tatler.com/article/kang-hui-south-korean-actor-model-artist-saatchi-gallery-start-art-fair>



# SELECTED ITALIAN PRESS



## Riparte a Londra la Settimana dell'Arte. Significativa la presenza italiana

Si è aperta a Londra - dopo un anno di fermo dovuto alla pandemia - la settimana dell'arte, che ruota attorno alla grande fiera Frieze, con molti appuntamenti che coinvolgono l'Italia. Il servizio di Marco Varvello

Share 79

Tweet

17 OTTOBRE 2021



LONDRA  
ITALIA  
IL GIORNALE DI LONDRA



L'arte italiana grazie a sette artisti del Belpaese approda tra le sale della celebre Saatchi, iconica galleria nel cuore di Chelsea. I sette sono ospiti di un evento presentato in anteprima a Londra (foto in alto) nell'ambito di Spotlight Italia, progetto speciale all'interno della rassegna StART Art Fair.

Per la prima volta viene proprio dedicata all'Italia un'area nella sezione *Projects*, curata dal direttore della galleria di arte moderna e contemporanea di Spoleto, Marco Tonelli, e dall'esperta collezionista Serenella Ciclitira, fondatrice di Parallel Contemporary Art e, insieme al marito David Ciclitira, ideatrice di StART Art Fair.

*"Abbiamo voluto dare voce ai nuovi artisti contemporanei. Non quelli del passato, anche recente, ma quelli che rappresentano l'Italia oggi"* ha spiegato Serenella Ciclitira. *"L'obiettivo è andare oltre la visione tradizionale dell'arte italiana, spesso intrinsecamente associata a correnti più classiche e rinascimentali, portando a Londra il lavoro di sette artisti che incarnano l'attuale contesto nazionale"*.

I sette artisti sono **Mimmo Nobile, Chiara Sorgato, Maurizio Cannavacciuolo, Franco Accursio Gulino, Antonella Zazzera, Salvatore Cuschera e Antonio Trimani**.

Marco Tonelli racconta il criterio dietro la scelta di chi far esporre: *"Abbiamo voluto selezionare sette artisti che rappresentassero l'arte italiana a tutto tondo. Scultura, pittura, installazione video, in modo da creare un'atmosfera dinamica e rappresentare tutte le sfaccettature dell'arte italiana oggi"*.

Questa prestigiosa vetrina è realizzata in diretta collaborazione con l'Ambasciata italiana a Londra in una settimana cruciale per l'arte contemporanea. Inizia infatti Frieze, il grande evento che attira collezionisti ed esperti da tutto il mondo. La mostra sarà disponibile al pubblico fino al 17 ottobre e [qui il link ufficiale](http://www.londraitalia.com/cultura/larte-italiana-approda-tra-le-sale-della-saatchi-gallery-di-chelsea/).



## CULTURA ITALIANA NEL MONDO - REGNO UNITO - CON ITALY4ART SI RIPARTE A LONDRA ALLA SAATCHI GALLERY CON IL CONTEMPORANEO IN UNA SERIE DI INIZIATIVE PROMOSSE DALL'AMBASCIATA D'ITALIA

(2021-10-14)

La ripresa delle attività di public diplomacy passa dall'arte contemporanea e l'Ambasciata d'Italia a Londra, in occasione di #Italy4Art, propone una serie di iniziative dal 13 al 18 ottobre.

Si inizia con Spotlight Italia, progetto speciale all'interno di Start Art Fair presso la Saatchi Gallery. Per la prima volta StART dedica all'Italia un'area speciale nella sezione StART Projects. Curata da Marco Tonelli e Serenella Ciclitira, questa vetrina sull'arte contemporanea italiana è realizzata in diretta collaborazione con l'Ambasciata. Obiettivo: andare oltre la visione tradizionale dell'arte italiana, spesso intrinsecamente associata a correnti più classiche e rinascimentali, portando a Londra il lavoro di sette artisti italiani che incarnano il più ampio contesto nazionale: un'atmosfera dinamica, moderna e in continua evoluzione, in cui un passato glorioso ispira nuove espressioni di creatività.

Si prosegue con Italy at Frieze, un'iniziativa avviata nel 2019 per celebrare e promuovere l'arte italiana a Londra in occasione di Frieze London, uno dei più grandi eventi mondiali dedicati all'arte contemporanea. Diciotto gallerie partecipanti a Frieze London e Frieze Masters esibiranno in esclusiva nei saloni dell'Ambasciata, a cura della storica dell'arte e curatrice Flavia Frigeri, altrettante opere d'arte italiana del dopoguerra e contemporanea. La mostra-evento "Italy at Frieze" si apre il 14 ottobre alle 19. Il programma di Italy at Frieze viene poi arricchito in questa edizione da due ulteriori incontri in programma il 15 ottobre. In mattinata, si svolgerà in residenza un breakfast talk dal titolo: "A view from London. Perspectives on Italian contemporary art", con l'artista Gaia Fugazza, lo scrittore e direttore artistico di In Between Film/Art Alessandro Rabottini e Flavia Frigeri.

Nel pomeriggio del 15, invece, Italy at Frieze ospita un'edizione speciale di Italy4Innovation, la rassegna dell'Ambasciata d'Italia dedicata all'innovazione e la cooperazione tecnologica tra Italia e Regno Unito. Tema dell'incontro è la rivoluzione introdotta dalla digitalizzazione nel mondo dell'arte. Opere d'arte realizzate e commercializzate come non-fungible tokens sono infatti recentemente divenute uno dei temi più dibattuti dagli addetti ai lavori, con alcuni pezzi che hanno raggiunto quotazioni milionarie. Se ne discuterà con critici d'arte, artisti, esperti di tecnologie, gallerie e case d'asta, per una conversazione che mira ad analizzare il fenomeno sotto molteplici prospettive: commerciale, artistica, tecnologica e sociale.

## L'arte italiana conquista Londra, c'è anche l'artista di Sciacca Franco Accursio Gulino

Di Letizia Buttacavoli - 15 Ottobre, 2021

1394



L'arte italiana conquista le sale della celebre Saatchi, iconica galleria nel cuore di Chelsea. Sette artisti ,Mimmo Nobile, Chiara Sorgato, Maurizio Cannavacciuolo, Franco Accursio Gulino, Antonella Zazzera, Salvatore Cuschera e Antonio Trimani, sono ospiti di un evento presentato a Londra, nell'ambito di Spotlight Italia, progetto inserito all'interno della rassegna StART Art Fair.

Per la prima volta, sarà dedicata all'Italia un'area nella sezione Projects, curata da Marco Tonelli, direttore della galleria di arte moderna e contemporanea di Spoleto e dall'esperta collezionista Serenella Ciclitira, fondatrice di Parallel Contemporary Art e, insieme al marito David Ciclitira, ideatrice di StART Art Fair.

"Abbiamo voluto dare voce ai nuovi artisti contemporanei. Non quelli del passato, anche recente, ma quelli che rappresentano l'Italia oggi" ha spiegato Serenella Ciclitira.

"L'obiettivo è andare oltre la visione tradizionale dell'arte italiana, portando a Londra il lavoro di sette artisti che incarnano l'attuale contesto nazionale".

Marco Tonelli racconta il criterio dietro la scelta di chi far esporre: "Abbiamo voluto selezionare sette artisti che rappresentassero l'arte italiana a tutto tondo. Scultura, pittura, installazione video, in modo da creare un'atmosfera dinamica e rappresentare tutte le sfaccettature dell'arte italiana oggi".

La prestigiosa vetrina è realizzata in diretta collaborazione con l'Ambasciata italiana a Londra, in concomitanza con Frieze, il grande evento che attira collezionisti ed esperti da tutto il mondo. La mostra sarà disponibile al pubblico fino al 17 ottobre.



# SELECTED THAI PRESS



Date: 13 October 2021  
Ad Value: 60,000 THB  
PR Value (x3): 180,000 THB



Date: 5 October 2021  
Ad Value: 60,000 THB  
PR Value (x3): 180,000 THB

Bangkok Post

LIFE > ARTS & ENTERTAINMENT

## Three local artists feature in London art fair

PUBLISHED : 13 OCT 2021 AT 04:00

NEWSPAPER SECTION: LIFE

13

0



Three Thai musicians are having their artworks showcased at "Start Art Fair 2021", which is running at London's iconic Saatchi Gallery from today until Sunday.



Eyes On You #01 by Oh Futon. (Photo: Tero Entertainment)

Date: 13 October  
Ad Value: 60,000 THB  
PR Value (x3): 180,000 THB

<https://www.bangkokpost.com/life/social-and-lifestyle/2197031/three-local-artists-feature-in-london-art-fair>





## โอกาสดีสายอาร์ต

สายอาร์ตเตรียมตัวให้ดีมาชมงาน "ที่อุ้งถ้งขี้เกียจ" ที่ googigtr@gmail.com อย่าให้คนอื่นไปขโมยงานของคุณไป

ไทยมีโอกาสนานาชาติมากมาย ระดับโลก

ศิลปินที่อุ้งถ้งขี้เกียจ หนึ่งคนในไทยที่โด่งดังไปทั่วโลก ชื่อที่โด่งดัง-ที่โด่งดัง-ที่โด่งดัง มีคนมาไปร่วมจัดแสดงงานที่ Saatchi Gallery ที่ประเทศอังกฤษ รู้จักกันดีในนาม เพราะเขาเป็นศิลปินที่โด่งดังไปทั่วโลก และเขาเป็นศิลปินที่โด่งดังไปทั่วโลก

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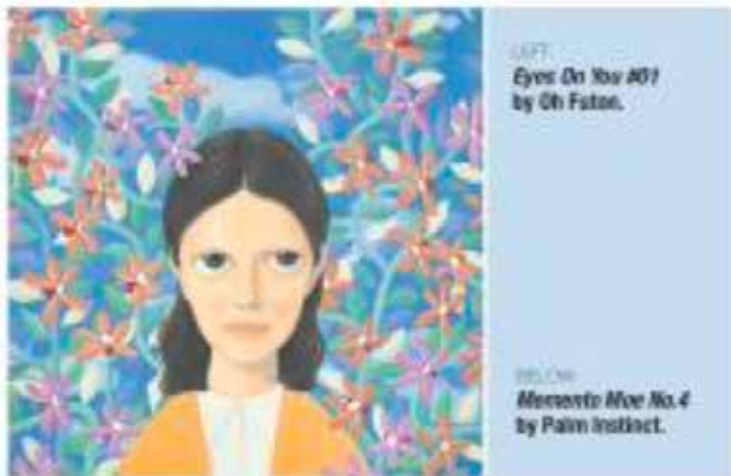
### THREE LOCAL ARTISTS FEATURE IN LONDON ART FAIR

Three Thai musicians are having their artworks showcased at "Start Art Fair 2021", which is running at London's iconic Saatchi Gallery from today until Sunday.

Thanasak Uchir aka Pod Modern Day, Priyavit Nitchakulaka aka Palm Instinct, and Hatairat Charoenchabana aka Oh Futon, who are known for their music achievements in Thailand, were selected to showcase two of their paintings to be exhibited alongside contemporary art of more than 70 artists from 25 countries.

Also featured in the line-up are famous K-pop artists Song Min-ho (Ohnim) and Kang Seung-yoon (Yooyeon), both of whom are members of the boyband Winner, as well as Henry-luu, a former member of Super Junior M.

"Start" was launched in 2014 and has become known for presenting the work of lesser-known artists to the world through the Global Eye Programme, which presents international artists and adheres to the concept of presenting both emerging and established artists and galleries.



It also has a digital platform, start.art, which showcases works to collectors and art enthusiasts around the world.

All six Thai works — two acrylic paintings by Pod, two acrylic digital paintings by Palm, and two oil-on-linen paintings by Oh — are also available on the digital platform where Pod and Palm present their additional works. Viewers are invited to view and purchase authentic artwork in a convenient and safe environment.

Any interested Thai artist wishing to present their work on start.art can ask for details via the Tero Entertainment Facebook page.

Visit start.art and start.artfair.com.



### 'ป๊อด โมเดิร์นด็อก' สะบัดฝีแปรง-โชว์งานศิลป์ที่อังกฤษ



## สก็๊ปพิเศษ

ป๊อด โมเดิร์นด็อก เป็นศิลปินระดับตำนานที่สร้างแรงบันดาลใจให้ใครหลายคน สำหรับ 'ป๊อด โมเดิร์นด็อก' หรือ ธนชาติ สุขจินตธรรม 'โมเดิร์นด็อก' และเขาทำทุกอย่างด้วยตัวเอง เขาได้ร่วมจัดแสดงงานศิลปะร่วมกับศิลปินระดับโลกที่ Saatchi Gallery ที่ประเทศอังกฤษ

ป๊อด โมเดิร์นด็อก ได้ร่วมจัดแสดงงานศิลปะร่วมกับศิลปินระดับโลกที่ Saatchi Gallery ที่ประเทศอังกฤษ

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modernpod • ศิลปิน

modernpod ศิลปินระดับตำนานของไทย ได้ร่วมจัดแสดงงานศิลปะร่วมกับศิลปินระดับโลกที่ Saatchi Gallery ที่ประเทศอังกฤษ

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## ป๊อด โมเดิร์นด็อก-ปาล์ม อินสติกต์-โอ ฟุตอง

3 ศิลปินไทยร่วมแสดงผลงานศิลปะในงาน START Art Fair ที่อังกฤษ

16.19.11

16.19.11

16.19.11

ป๊อด โมเดิร์นด็อก-ปาล์ม อินสติกต์-โอ ฟุตอง

3 ศิลปินไทยร่วมแสดงผลงานศิลปะในงาน START Art Fair ที่อังกฤษ

16.19.11

16.19.11

16.19.11



## Andres Barrioquinto's Works on View at the Upcoming StART Art Fair 2021 in London

Wrote by FRANZ SCHILLER IV | September 28, 2021



The annual StART art fair returns this year featuring massive site-specific installations and contemporary works from well-known artists from more than 25 countries



Since 2014, the annual StART art fair brings the works of artists from around the globe to be viewed on a worldwide scale. Its Global Eye programme for 2020 has included the works of K-pop stars Ohnim and Yooyeon as well as Henry Lau, as part of its effort to focus on the art scene from Asia.

*Trending: [BTS Leader RM's 10 Favourite Artists](#)*

This October, StART art fair takes centre stage at the Saatchi Gallery, featuring 70 emerging and established global artists and galleries from more than 25 countries.

Date: 28 September  
Circulation: 3m muv  
Ad value: £2,431  
PR value (x3): £7,293

<https://www.tatlerasia.com/culture/arts/andres-barrioquintos-start-art-fair-2021?preview=1>

<https://www.theguardian.com/artanddesign/2021/oct/13/k-pop-k-boom-k-cinema-k-art-south-korea-stars>  
<https://www.theguardian.com/artanddesign/2021/sep/15/flying-great-white-shark-chris-fallows-best-photograph>  
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# START SOCIAL MEDIA

@StART.Art.Global

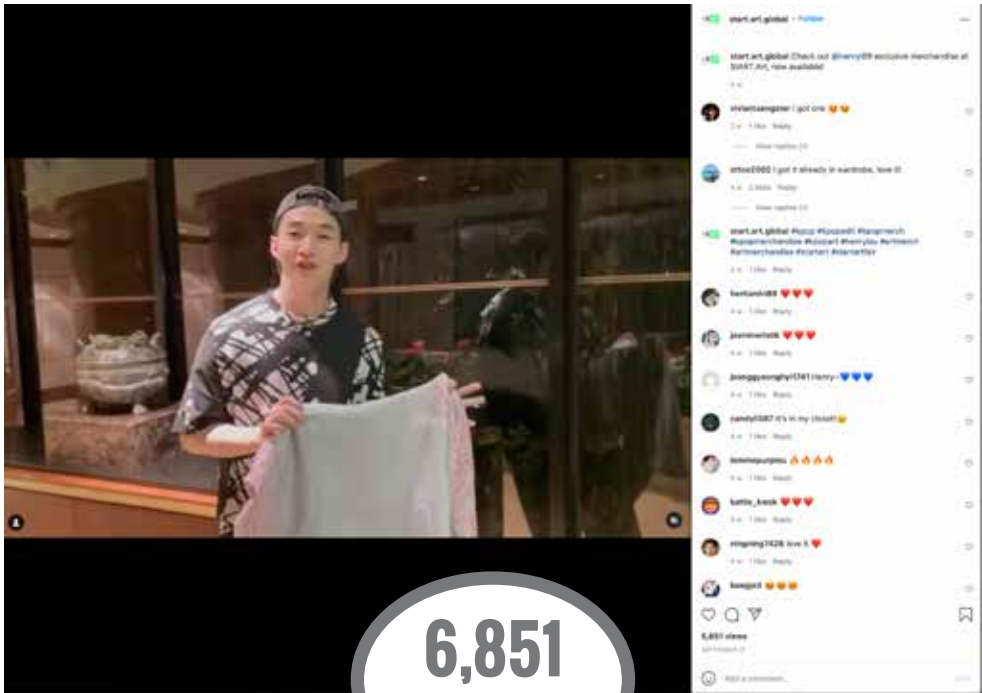
@StART.Art.Global



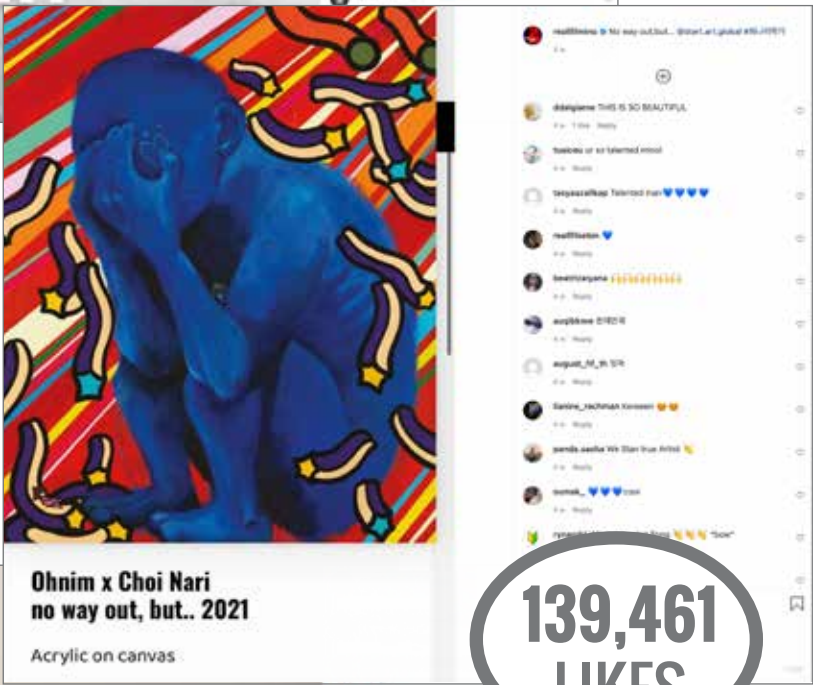
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LIKES



2,436  
VIEWS



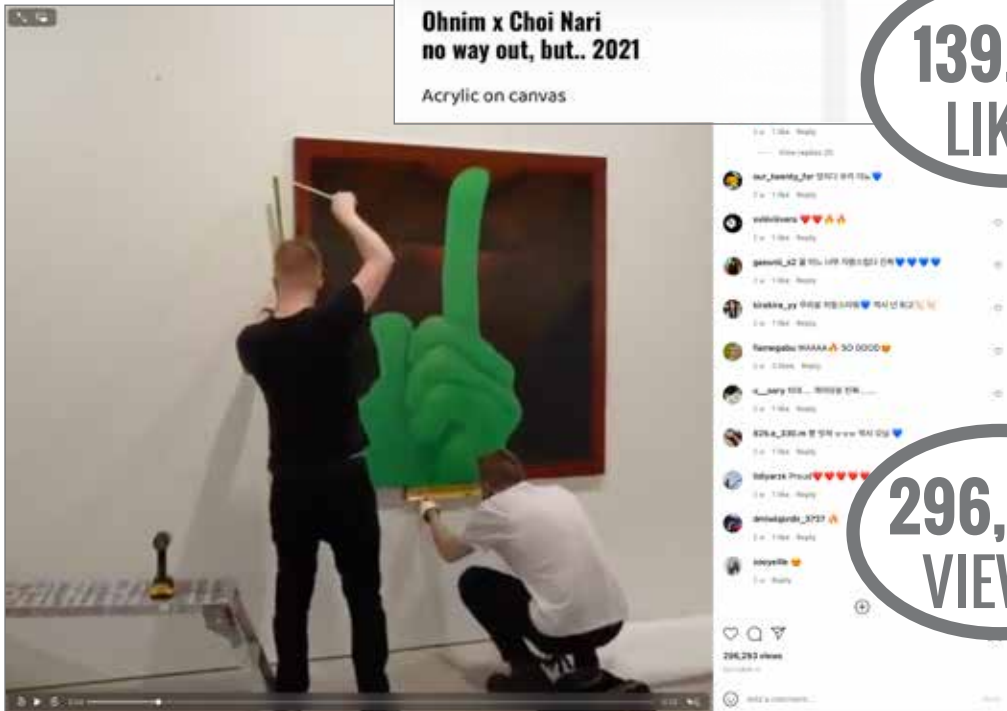
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VIEWS



139,461  
LIKES



1,115  
LIKES



296,293  
VIEWS



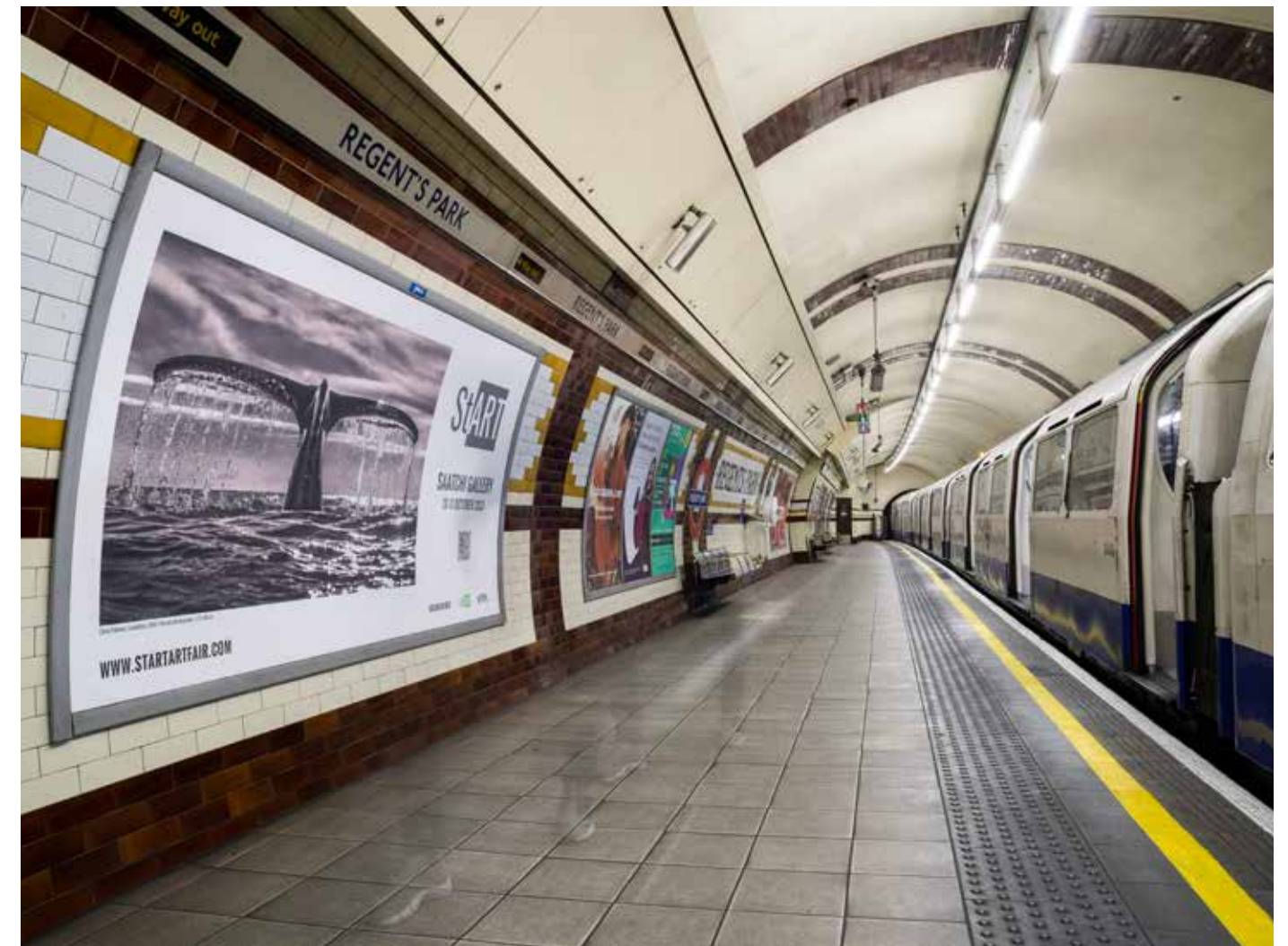
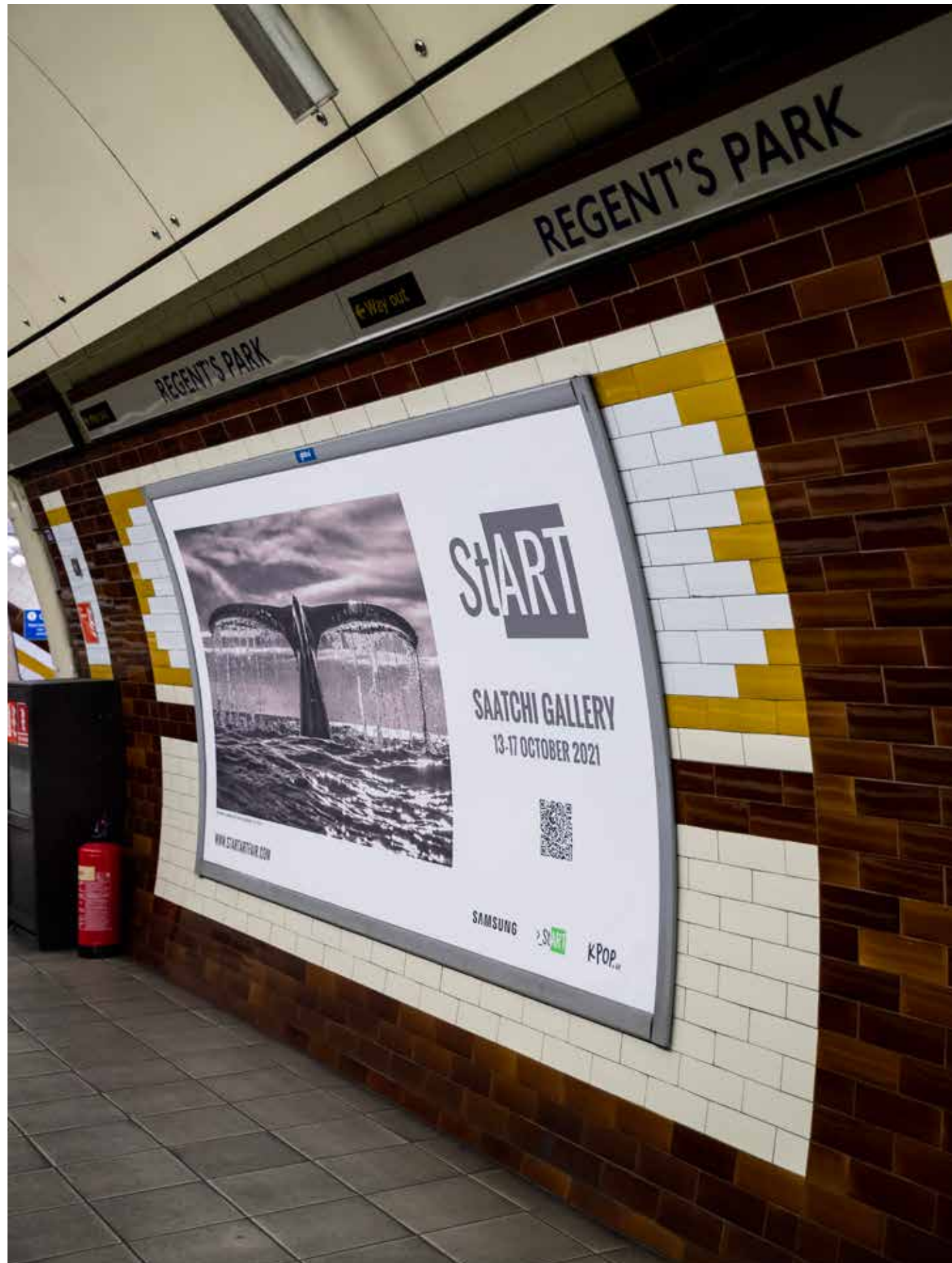
3,818  
VIEWS



1,395  
LIKES



# START ADVERTISING



Up to and during the fair we ran advertising at two prime locations in London, Sloane Aquare and Regents Park.



# StART SIGNAGE

