

BIENNALE AUSTRIA review

We are all winners!

BIENNALE AUSTRIA, a non-profit- organisation, was founded in 2005 by Mag. Christian Landsfried, Andreas Westermeyer and Elisabeth Rass

The initiating motive for founding this association was:

Herwig Maria Stark participated at the Biennale Florence 2005. Due to our inquiries we had to notice, that many Austrian artists, who are not represented by galleries, have a very strong exhibition activity that is not perceived by the public.

Andreas Westermeyer was able to convince the operators and tenants of the Ringstrassen-Galerien, the very luxury shopping mall of Vienna, located directly on the Ringstrasse beside Hotel Imperial and the Vienna Opera, to offer austrian artists and participants of the Biennale Florence an exhibition possibility in Austria.

With lightning speed the concept was created, the association founded and the project realized together with the Ringstrassen-Galerien.

A thousand thanks to the Ringstrassen-Galerien, who financed the whole project and to all the artists from the various fields of music, performance and media art, who supported us.

During this 8 month presentation a lot was decided in the short-term and upgraded. This process asked a high flexibility on the part of the Ringstrassen-Galerien, the artists and the organisation staff.

From 2006 on it was a bit silent concerning the presentation in the public and no collective exhibitions were organized, but we concentrated more on the individual service for some artists in the scope of marketing and public relation.

In 2008 we were asked "Why are you not present in the World Wide Web?" After some back and forth this new project was proceeded and on the 2nd July 2008 the BIENNALE AUSTRIA web portal was born and came online.

We support artists by an individual care in marketing and PR.

We offer to galleries, art-organisations, museums of contemporary art a platform to make their additional activities, like artist colloquies, event reports etc. more public and so subsequently to amplify their image in the public – and that for a reasonable price

We offer companies, producers, insurances, shipping companies to bring their specific range of offers on the target group

The result after one year web portal BIENNALE AUSTRIA:

- 9 artists of different countries
- 1 cultural manager and curator
- 1 exhibition possibility in Vienna (BIENNALE AUSTRIA ART LOUNGE at T.G.I. Friday's)
- 5 partners
- The monthly access rate increased from 12 145 (July 08) to 16 257 (June 09)
- The attendance in search engine Google raised from place 39 to place 2 within a year.
- Interested parties out of 39 countries visit the web portal regularly
- 369 events were entered by galleries and museums in the BIENNALE AUSTRIA Calendar (*among others Albertina Wien, Kunsthalle Krems, Kunstraum NÖ, Joanneum Graz, Galerie Lisi Hämmerle Vorarlberg, Galerie Meyer Kainer Wien, Galerie Mario Mauroner Wien, Galerie Voss Deutschland, Gora Gallery, Montreal, Marc Jancou Contemporary, New York. etc.*)

- 477 galleries, art institutions and organisations, museums of the germanophone region and curators draw the Online Newsletter regularly
- 412 galleries, art institutions and organisations, museums of the anglophone region and curators draw the Online Newsletter regularly
- 153 artists in the germanophone region are informed regularly by our activities
- 114 artists in the anglophone* region are informed regularly by our activities
- 2 exhibitions of a member were supported by individual public relation.

The association supported its members from July 2008 till end of June 2009 with:

- Permanent institution of the BIENNALE AUSTRIA ART LOUNGE im T.G.I. Friday's Vienna
- Agreement with T.G.I. Friday's Vienna regarding the Inhouse TV promotion
- Special agreement with urbanart (exhibition venue)
- Special agreement with Palais Pallfy (exhibition venue)
- Opening of a BIENNALE AUSTRIA account on facebook
- Press release
- Member information
- Monthly newsletter
- Entries in selected art web portals (Art Slant, Sacchi Gallery, Mutual Art)
- Individual public relation

The association BIENNALE AUSTRIA is collaborating with the Austrian Institute of Culture in Beijing and Rome and is able therefore to offer its members in case of need a more individual service.

Currently financial situation:

This project is financed and supported

- By the honorary work of the association members
- By the membership fees
- By fundraising

Perspective:

- Extension and enhancement of the service offer
- an own exhibition room in Austria is planned
- intensified collaboration with other associations and cultural institutions
- upgrading of a professional service offer
- intensive acquisition of sponsoring partners

Elisabeth Rass
Obfrau

Andreas Westermeyer
Obfrau Stv.

**) anglophone region means, global and outside the germanophone region and is not restricted to only USA, Canada and GB*