



Press Release
Date of Issue: 8 December 2020

Armenia Art Fair returns in a new format for 2020-2021.

On December 10th Armenia Art Fair is presenting **Open Space**, a unique platform curated in the framework of Armenia Art Fair digital space. This project was created with funding from the International Relief Fund of the German Federal Foreign Office, the Goethe-Institut, and other partners.

Made up of submissions ranging from video artists to photographers, established and emerging artists, over 30 international artists will present their work as part of the Open Space curatorial project. Since 2018, the Open Space platform, curated by Eva Khachatryan and designed by Nouneh Khudaverdyan, was created to present contemporary art through new media within the AAF framework.

Curator and Director Open Space

Eva Khachatryan:

“Getting in touch with all the selected artists and researching their work was a huge excitement for us, and encouraged us to continue thinking about Open Space as a growing platform with immense possibilities online and off line”.

Open Space platform will be presented at armeniaartfair.com home page and will be online from 10 December to 30 January 2021 on direct link: <http://openspace-armeniaartfair.com/>

From the very beginning, the Open Space platform as part of Armenia Art Fair was created to present an image, using primarily new media such as video art and photography, of contemporary Armenian art and all of its constituents: independent, artists, curators, off-spaces, local and international collaborations.

In 2019 the Open Space, as an important component, was integrated into the main body of the Art Fair with the presence of alternative spaces and curatorial projects from Armenia and abroad. And in 2020, we came up with the idea to announce an open call to broaden the Open Space to a wider international community. The unfortunate reality of the pandemic made it impossible to organize physical exhibitions, and so the Open Space along with the other Art Fair programmes had to move to an online platform. We were dismayed about not being able to physically exhibit the artists and their works but were excited to experiment with possibilities of digital space with the online Open Space platform. We received submissions from all over the world; from video artists to photographers, established and emerging artists, different generations and diverse contexts, all combining to create a mosaic of the art world in the framework of a singular digital space. Here are the countries where artists are coming from: Lebanon, Iran, Germany, France, Poland, Serbia, Brazil, Russia, Indonesia, Belarus, Greece, Colombia, China, USA, Italy, Slovenia, Mexico, Armenia.

Cofounding director Armenia Art Fair

Zara Ouzounian-Halpin:

“Open Space is an online exhibition where we experimented with the digital space to reach across borders and bring together a truly international collaboration of 30 artists from 19 different countries, all on one platform”.

Co-founder Armenia Art Fair

Nina Festekjian:

“A digital platform is an immediate solution for continuing our activities and mission in the context of the coronavirus outbreak. It also adds long-term sustainability for us as a contemporary art organization, since a permanent digital platform will enable constant public access to artworks and educational programs that will run in parallel with the eventual return of physical exhibitions and events”.

On December 20th Armenia Art Fair is launching an online **curatorial project** by AAF Guest Curator and Director of Curatorial Studies Institute in Slovakia, Juraj Carny. It's a truly special project for us which asks difficult questions and challenges how to speak about human issues and avoid political propaganda dressed as art. Through the lens of a metaphor, this project explores the importance of social and political visibility and its complex relationship with modes of art and exhibition.

Armenia Art Fair Guest Curator

Juraj Carny:

“The Arts and, in fact, the global cultural industry have come to a halt, leaving us hoping that we are just taking a breath now, before an uncertain start to an even less clear future. The only certainty is that nothing will be as it was before. However, we are getting a unique opportunity to redefine our priorities and to re-design and improve how the Art scene functions. This is a chance for us to speak not only about who we were, but also about who we want to be and in what world we want to be living”.