

Spring. 1883

Sydney
September 11th - 14th, 2019
The Establishment

SPRING 1883 – Sydney 2019

An unexpected encounter with contemporary art in a luxury setting

The highly anticipated boutique fair SPRING 1883 returns to The Establishment, concurrent with Sydney Contemporary. The four-day event (Wednesday 11 – Saturday 14 September) sees 24 leading contemporary galleries – from Australia, New Zealand and the USA – take over the entirety of this luxurious CBD-hotel.

Now in its sixth year, SPRING 1883 showcases the best of contemporary art, from emerging artist-run spaces such as Mercy Pictures, Auckland to established institutions such as Charles Nodrum Gallery, Melbourne. Participation is by invitation, allowing the exhibitions to evolve out of shared conversations and conceptual concerns.

According to the latest The Art Basel and UBS Global Art Market Report 2019 there are over 300 art fairs annually, one for almost every day of the year and for many participating gallerists and fair attendees, art fair fatigue or ‘fairtigue’ is a very real phenomenon.

SPRING 1883 was established to provide a counterpoint to the often sterile and exhausting atmosphere of larger art fairs by encouraging a more relaxed and leisurely encounter with contemporary art.

Geoff Newton, co-founder of SPRING 1883 and Director of Neon Parc, Melbourne comments: “Neon Parc is a regular participant at international art fairs including Art Cologne, Material Art Fair, Mexico and NADA, Miami, but I always look forward to SPRING 1883. It’s collegiate – both in the way we interact with collectors in the rooms and for the chance to interact with other gallerists after hours,” Newton says.

SPRING 1883 co-founder Kate Barber says the hotel-based art fair responds to demand from both galleries and audiences for a more intimate experience-driven version of the art fair format.

“SPRING 1883 responds to a more intimate encounter with contemporary art. Both audiences and collectors enjoy discovering challenging and cutting-edge contemporary art behind each new door, across The Establishment’s four levels” Barber says.

Modeled on immediacy of the Gramercy International Art Fair (now The Armory Show), SPRING 1883 taps into a growing trend of galleries looking for more immersive ways of showing art and for audiences seeking something more intimate or experiential.

Vikki McInnes is SPRING 1883 co-founder and, together with Barber, co-director of Melbourne gallery Sarah Scout Presents. She notes a shift towards a more intimate and authentic experience.

“Many commercial galleries were originally based in dealers’ homes and, today, we see the rise of the house museum with private collectors increasingly opening their homes to the public, so a hotel-based art fair – in a quasi-domestic environment – strikes me as a more authentic way to go about it.”

“There is also the terrific frisson of encountering contemporary art in a hotel room, which is quite a charged space to be in, and many of the works that artists make for the fair respond to this context.”

For gallerists like Melbourne-based Kalli Rolfe, who doesn’t have a bricks and mortar gallery space, the opportunity to place works by blue chip artists such as Juan Davila and Howard Arkley, alongside younger artists, into a luxurious hotel Penthouse suite “creates an immersive art environment that is a much better approximation of art living and breathing in a domestic setting,” she says.

Kalli Rolfe says: “The format allows me to introduce early-career artists in a way that does not pose a significant financial risk: it is financially viable for me and rewarding for the artists.”

The collegiate atmosphere SPRING 1883 engenders is also significant, with galleries enjoying the chance to share ideas with colleagues, while also meeting collectors, in the relaxed ambience of the hotel rooms.

SPRING 1883 co-founder, and director of Neon Parc, Geoff Newton says this collegiality is important in a sometimes cut throat art world.

SPRING 1883’s relaxed and informal is also an excellent way for new and first-time collectors to meet gallerists and artists and learn more in an accessible environment.

Kalli Rolfe says: “The intimacy of the SPRING1883 presentation context in a hotel and its approachability also gives art patrons a sense of the way that contemporary art may look in their own homes, introducing new and younger audiences to collecting; actively building a next generation of supporters of contemporary art practice. People are invited into a space with which they engage and experience a more personal interaction than what is offered by the large, formal art fair model – and this unique experience is provided without an entry charge.”

Barber says: “Millennials have emerged as active art market participants and the more informal atmosphere of SPRING 1883 is a perfect fit for this audience. Presenting an art fair in a hotel is just a more enjoyable way to do business and the participating gallerists are very approachable. The gallerists and their artists are there to have a conversation with, so if you’re just starting out on your personal art journey it’s perfect,” she says.

ENDS

SPRING 1883

SPRING 1883 is a young and exciting hotel-based art fair that draws on the traditions of the Gramercy Park Fair, New York to present the best of contemporary art practice from Australia, New Zealand and beyond in a luxury setting.

SPRING 1883 was established in 2014 by Geoff Newton (Director, Neon Parc), Vikki McInnes and Kate Barber (Directors, Sarah Scout Presents) and Vasili Kaliman (art advisor), and first presented at The Hotel Windsor, Melbourne in August 2014.

Further editions of the fair have been presented at The Establishment Hotel, Sydney (September 2015, 2017) and The Hotel Windsor (2016, 2018). The sixth edition of SPRING 1883 will take place at The Establishment, Sydney from 11th-14th September 2019, concurrent with Sydney Contemporary.

PARTICIPATING GALLERIES

[Andrew Baker Art Dealer](#), Brisbane
[Arts Project Australia](#), Melbourne
[Blockprojects](#), Melbourne
[Charles Nodrum Gallery](#), Melbourne
[Cement Fondu](#), Sydney x [Daata Editions](#), London
[Dutton](#), New York
Fires, Sydney
[Funaki](#), Melbourne
[Gould Creative](#), Melbourne
[John Street Studios](#), Melbourne
[Jonathan Smart Gallery](#), Christchurch
[Kalli Rolfe Contemporary Art](#), Melbourne
[LON Gallery](#), Melbourne
[Mercy Pictures](#), Auckland
[Moore Contemporary](#), Perth
[Murray White Room](#), Melbourne
[Neon Parc](#), Melbourne
[Sarah Scout Presents](#), Melbourne

Success, Melbourne
[{Suite}](#), Wellington
[Sumer](#), Tauranga
The Renshaws, Brisbane
[The Vivian](#), Matakana
[THIS IS NO FANTASY](#), Melbourne
[Tributary Projects](#), Canberra

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