

TRAJECTOR ART FAIR

Press Release – 22 February 2011

Trajector Art Fair – Hotel Bloom!, Brussels, 30 April & 1 May 2011 – Exhibitors and Programmes

April 2011 sees **Trajector Art Fair** return to Brussels after its first appearance in the Belgian capital in 2010. **Trajector Art Fair** is an initiative by **Hotel Bloom!** and **Centrifugal Projects** that will take place on 30 April & 1 May 2011, coinciding and collaborating with **Art Brussels**.

In 2011, **Trajector Art Fair** will once again transform Hotel Bloom! into a vibrant 'boutique hotel art fair' providing a platform for a range of approximately 30 international art spaces, galleries and curators to present some of the best contemporary art to a Brussels audience. In 2011, the exhibitor list will once again be truly international. Trajector is pleased to announce the initial list of participants that constitutes a very strong offer this year as including...

Bearspace (London), **Broodwork** (Los Angeles), **Carter Presents** (London), **Centrifugal Projects** (London), **ed projects** (Ostend), **Ersatz** (Mobile), **Family Viewing** (London), **Flaggfabrikken** (Bergen), **Fred Ltd** (London), **Grey Area** (Paris), **Houldsworth** (London), **Isis Gallery** (London), **Galerie Marion De Cannière** (Antwerp), **MU** (Eindhoven), **P/////AKT** (Amsterdam), **RAiR** (Rotterdam), **Rokeyb** (London), **Ruimte Morguen** (Antwerp), **Galerija Škuc** (Ljubljana), **Torch Gallery** (Amsterdam), **Galerie Toxic** (Luxembourg), **TPTP** (Paris), **Union Gallery** (London), **Vierter Stock Projektraum** (Berlin)

Trajector's traditional focus has not been on the commercial gallery sector, but on the project spaces, artists' initiatives and independent curatorial projects that provide important platforms and experimentation grounds for emerging contemporary artists in the international arena. In part a celebration and playful game with the role of non-profit organisations, project spaces and independent curators within the art commerce systems, Trajector takes the original concept and reconfigures it as a hotel art fair in Brussels' top design hotel. Tongue-in-cheek, critique or hardcore commercial? That's largely up to the participants and audience to determine.

And, indeed, with the inclusion of young commercial galleries and galleries presenting solo projects or artist-initiated projects for the first time in 2011, the questions and games become even more complex.

In addition to the core presentations by individual exhibitors, **Trajector Art Fair** will deliver two special programmes of interest to not only an art-specialist audience but also a broad public.

As an experimental context that predates the recession and current funding cuts to arts and cultural budgets across many European regions, we are also pleased to announce that one of the special programmes for 2011 is the thematic strand entitled **Neuconomics**.

This is meant as open-ended reflection on the status quo of alleged differences –and similarities- of various positions in contemporary art practice and arts organisations. As many non-profit organizations brace themselves and prepare for both traditional and new means of protest or alternative strategies for economic viability, it is apt to step back and ask a range of questions ranging from ideological questions about the nature of current artistic positions to more tenuous ones about the relationships between aesthetics, practice and political position.

In a context in which no artificial divides will be imposed by Trajector between the various invited sectors, these ideas will even be intrinsic to the fair's structure. Are the old divides and differences as clear as they once seemed? In navigating the artistic and physical

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paracours of the hotel itself, for example, does what is presented automatically indicate the position of the presenting agency? In an art world in which there is increasing crossover between all sectors, do the once ephemeral and vehemently anti-commercial artistic practices manifesting during the 1960's remain the domain of non-profit or the underground? Or are they as much at home in the commercial gallery sector these days? If not artistic practice, then what differentiates the different positions and sectors now? Technicalities? Politics? Aesthetics? Networks?

And, when faced with challenges such as recession or funding cuts, do the traditional means of activism, survival and resistance still hold true? In the potential for new means of protest through technology, do many of these new media themselves not already show signs of audience empathy and interest fatigue? In a situation in which only those who are at risk of losing their funding seem to be prepared to launch into action, what new strategies for sustainability are there? And economy itself: how do the residues of the world's current economic woes find their way into the practices of artists?

In addition to a range of events and presentations that will attempt to tease out an insightful discussion of such complex topics, Trajector will invite a number of related presentations from artists engaging with the thematic both directly and laterally.

The second and most substantial of the 2011 programmes is '**Taut – Fashion & Art**'. Since its highly successful appearance last year as the specific programme **Taut – That Certain Tension Between Fashion & Art**, Taut has now become a standing feature of Trajector's manifestation.

The **Taut - Fashion & Art** programme curators are Laurent Dombrowicz and Ken Pratt, who jointly founded and programmed Taut in 2010. This was a natural follow on from their previous respective roles and collaborations as Fashion Director and Art Editor – and later as Joint Editors in Chief - of the lauded niche magazine *Wound*. From their respective fashion creative and art curatorial backgrounds, whilst at the creative helm of *Wound*, they created a thinking magazine in which the respective disciplines of fashion, art, architecture and design always developed a thematic discourse; each discipline operating with autonomy and credible in its own field.

Each continues to undertake a range of roles in the respective fields of fashion and art for a range of publishing manifestations - *So Chic*, *Vogue Korea*, *Other Edition* etc- and other work located in practice ranging from the practicality of consultancy to the more theoretical work of curatorial or reflective projects. In 2010, with the advent of Taut, they launched a bold statement that they hope will continue to examine the intersections between fashion and art well into the future.

2011's Taut programme is entitled '**Knitting Together An Image of Fashion**'. Fuller details of the programme are available on the separate press release on Taut.

Details of exhibitors and the special programmes will be updated on the website on a regular basis. For any additional queries or information, please contact info@trajectorartfair.org or check www.trajectorartfair.org