



SCOPE
BASEL 2012
JUNE 12 - JUNE 17
PRESS KIT



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SCOPE Art Show

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**OUR REACH IS GLOBAL
OUR SCOPE IS INFINITE**

SCOPE

With over 50 art fairs spanning more than a decade, SCOPE has solidified its position as the premier showcase for international emerging contemporary art and multi-disciplinary creative programming. SCOPE's extensive reach enables an unrivaled opportunity for networking with art patrons, creative professionals and a culturally relevant public audience. Renowned for presenting the most innovative galleries, artists and curators, SCOPE Art Shows in Miami, Basel, New York, London and the Hamptons have garnered extensive critical acclaim, with sales of over \$300 million and attendance of over 500,000 visitors.

SCOPE taps into the cultural psyche to present only the most pioneering work across multiple creative disciplines. With over a decade of critically acclaimed art fairs and non-profit initiatives that extend beyond the ordinary in Contemporary art, design, music and fashion: Our Reach is Global. Believing the creative act has no bounds: Our SCOPE is Infinite.



FOR IMMEDIATE RELEASE

BASEL, SWITZERLAND – SCOPE, the world's leading contemporary art show, proudly returns to Basel for the sixth year. Renowned for curating cutting edge contemporary art from around the world, SCOPE will return to its high-profile venue in historic Kaserne, running concurrently with Art Basel, and just blocks away.

SCOPE Basel's 5,000 m2 pavilion in the heart of Basel, will provide an extraordinary opportunity for visitors to experience a view of the contemporary art market available nowhere else. Attendees to SCOPE Basel are a serious and dedicated group of collectors, press, museum professionals and art enthusiasts whose impact on the cultural landscape is of inestimable importance.

SCOPE Basel opens to Press and VIP's on Tuesday, June 12 with the First View benefit from 1pm – 9pm; the fair will run June 12 -17, 2012. Featuring 80 international galleries of the highest caliber, SCOPE upholds its unique tradition of solo and thematic group shows presented alongside museum-quality programming, collector tours and special events in partnership with Kaserne's cultural organizations, featuring: film, music, theatre and performance.

SCHEDULE FIRST VIEW

Tuesday | June 12 | 1pm – 9pm
For VIP and Press
(or 100 CHF donation at door)
Proceeds benefit The SCOPE Foundation

SHOW HOURS

Wed | June 13 | 11am – 7.30pm
Thur | June 14 | 11am – 7.30pm
Fri | June 15 | 11am – 7.30pm
Sat | June 16 | 11am – 7.30pm
Sun | June 17 | 11am – 6pm

TICKETS ADMISSION

Free for VIP cardholders
FirstView | Wednesday | 100 CHF
General | Thurs - Sun | 20 CHF
Student | Thurs - Sun | 15 CHF



EXHIBITORS LIST

EXHIBITORS A-Z

- | | |
|--|--|
| D24 AB Gallery | E27 Gallery LiNART |
| G18 Alp Galleries | D12 Hania Bailly Contemporary |
| H16 Amstel Gallery | A29 Harlan Levey Projects |
| E03 Analix Forever | B03 Hohenthal und Bergen |
| A30 ARANAPOVEDA Galeria | G05 janinebeangallery |
| B01 Art Lexing | E15 JanKossen Contemporary |
| G31 ASYMMETRIK | G08 Jonathan LeVine Gallery |
| D18 Aureus Contemporary | E09 Kaikai Kiki Gallery |
| A18 Camara Oscura Galeria de Arte | H14 La Lanta Fine Art |
| H01 CANVAS INTERNATIONAL ART | B11 LICHT FELD |
| A03 The Cross | F03 Lukas Feichtner Galerie |
| A07 De Buck Gallery | F01 Mario Mauroner Contemporary Art |
| A34 Dubner Moderne | H11 The McLoughlin Gallery |
| A09 Ethan Cohen Fine Arts | H13 Mindy Solomon Gallery |
| F16 European Art Project - Galerie Hrobsky
+ Galerie Chelsea | D16 Muriel Guépin Gallery |
| B13 EXPO Gallery | H17 N2 Galleria |
| A33 Fabbrica Eos | F09 NOMAD |
| F13 Fabian and Claude Walter Galerie | G01 Officine Dell'Immagine |
| C03 Frans Jacobs Fine Art | A12 OltreDimore |
| C17 + D22 Gagliardi Art System | C19 Polka Galerie |
| H33 Galeria Contrast | E01 Primo Marella Gallery |
| F18 Galerie Alex Schlesinger | H29 Robert Fontaine Gallery |
| H31 Galerie ARTABAN | D01 STANDING PINE - cube |
| A18 Galería Astarté | C21 Steinmetz Contemporary Kunst Klub |
| C13 GALERIE FRANK PAGES | A01 The Flat - Massimo Carasi |
| H23 GALERIE HENGEVOSS-DÜRKOP | H34 Trait Noir - AROYA |
| G28 Galerie Judy Straten | G05 c. wichtendahl. galerie |
| H20 Galerie Karin Sutter | A14 Wanrooij Gallery |
| C01 Galerie Kashya Hildebrand | C15 Waterhouse & Dodd |
| E07 Galerie Maurits Van De Laar | B15 White Space Gallery |
| H15 Galerie Villa Köppe | D03 Willem Kerseboom Gallery |
| G25 Galerie von Braunbehrens | A21 Witzgenhausen Gallery |
| B18 Gallery H.A.N. | G14 x-ist |

FEATURED SECTIONS | Art From Berlin

- C23** Galerie Brockstedt OHG
H41 Galerie Deschler
E35 Galerie Hirshmann
F24 Kit Schulte Contemporary Art
H39 KunstBüroBerlin
H37 WAGNER+PARTNER
H35 Zeller Mayer Galerie

LOUNGES

- H43** Berlin Lounge
PAV Vulcanelli + The Basel School
of Design

SPECIAL PROJECTS

- PO2** Satch Hoyt | *Say It Loud, Recreating the Canon*
PO3 Invisible Heroes | *Paradise Now*
PO1 Robert Montgomery | *Broadstairs Fire Poem (Rather Burned Than Captured)*

SCOPE EXHIBITOR HIGHLIGHTS

NOMAD GALLERY



SATCH HOYT
SAY IT LOUD, Recreating The Canon
Installation, 2012

ANALIX FOREVER



CHARLES MOODY
"Untitled" (man), 2011
Oil-on-panel

C. WICHTENDAHL



SILVIA SCHREIBER
Crossover
Sculpture, Paper, 180x60x40cm

DE BUCK GALLERY



RUBY ANEMIC
No Guts No Glory, 2012,
Sculpture, Neon, 19" x 48"

CANVAS INTERNATIONAL



JIAO XINGIAO
Untitled, 2010
Wood, Painted fiberglass,
108x87x88cm

THE FLAT - MASSIMO CARASI



PAOLO CAVINATO
Rilievo #1, 2012
Cardboard, acrylic, paper, plexiglass
85cm x 85cm x 8cm

GALERIA ASTARTE



JOAO Mouro
Mouradia Walteregolivia, 2012
Mixed media

MURIEL GUEPIN GALLERY



MATTHEW CONRADT
Shelters, 2012
Mixed media

PRIMO MARELLA GALLERY



VITSHOIS MWILAMBWE
BONDO
Untitled, 2011-12
Collage and acrylic on canvas

MARIO MAURONER



JAVIER PAREZ
A 60 cm. del suelo
Mixed media

CROSS GALLERY



GARETH JENKINS
Grey 2429, 2012
Acrylic on birch plywood, 12276cm

MAURITS VAN DE LAAR



MARTIN ASSIG
Korperseele, 2012
Work on paper

PROGRAMMING

SCHEDULED EVENTS

OPENING RECEPTION

On-site | VIP First View

VIP & Press only
(or 100 CHF at door)

Proceeds benefit
The SCOPE Foundation
Tuesday | June 12 | 1-9pm

THE ONE FIFTY

Off-site | Garage

VIP & Press Reception
Presented by SCOPE &
Artnet

The Garage
Tuesday | June 12 | 9pm
By Invitation Only

OFFICIAL SCOPE PARTY

Off-site | Circuit

SCOPE's Official Party
celebrating 6 years in Basel.

Circuit, Erlenstrasse 23
Thursday | June 14 | 9pm

LOUNGES

VULCANELLI + THE BASEL SCHOOL OF DESIGN

SCOPE Lounge

The SCOPE Basel Lounge will
be a stylish and interactive
retreat for visitors to relax
during show hours.

BERLIN LOUNGE BOOTH H43

The hub of the ART FROM
BERLIN presentation of Berlin
galleries at SCOPE Basel
Art Show 2012 provides an
insight into Berlin as an art
metropolis.

TECHNOLOGY

AUGMENTED MOUNTAIN

Inside & Outside Pavilion

Palimpsest iPhone and iPad
app enables the creation of
virtual narratives attached to
real-world physical space.
Visit SCOPE Special Projects.

COLLECTRIUM

Check-in Counter

The SCOPE iPhone and iPad
app provides centralized
access to digital catalogues,
program information, and
artwork.

OUTER SPACES

On the KASERNE Lawn

SCOPE redefines perceptual
experience to introduce
Outer Spaces: the
groundbreaking app that
presents contemporary art in
virtual space.

SPECIAL PROJECTS

SATCH HOYT

Say It Loud, Recreating the Canon

PAVILION ENTRANCE | P02

Satch Hoyt's installation SAY IT LOUD: Re-
Creating the Canon is comprised of dozens of art
books, both found and donated from around the
world. A critique on the contemporary art world,
which by its very definition is ever-evolving, SAY
IT LOUD is a work of posterity to commemorate
those who are not yet enshrined in the annals of
art history.



INVISIBLE HEROES

Paradise Now

PAVILION | P02

Experimenting with the actual chemistry of their
materials, the infamously innovative duo, Invisible
Heroes, have created a new type of paint which
creates heat as it dries on paper, resulting in a
sculptural object. Presented in a series, *Paradise
Now* is a contemporary take on automatism in the
creative act



ROBERT MONTGOMERY

Broadstairs Fire Poem

(Rather Burned Than Captured)

PAVILION ENTRANCE | P01

The third installment in his site-specific series
created exclusively for SCOPE Art Shows,
Robert Montgomery will create a new work
to debut at SCOPE Basel. Working in a poetic
and melancholic post-situationist tradition,
Montgomery's poetic installments mimic large
scale billboards populating urban skylines, and
use the natural sunlight to power the LED text-
based sculptures.



TECHNOLOGY

AUGMENTED MOUNTAIN THROUGHOUT PAVILION & OUTSIDE PAVILION PALIMPSEST IPHONE & IPAD APP



Augmented Mountain's unique toolkit, Palimpsest, enables the creation of narratives contextualized by geographic location, games that interact with the physical environment, and artistic performances and installations that are virtually attached to real-world physical space.

Augmented Mountain, in collaboration with SCOPE, is using art fair geographies to demonstrate the fun, informative and mercantile capabilities of their innovative apps. This mobile media project allows users to learn about SCOPE Special Projects and events happening during the fair, while playing an augmented reality photo mash-up sculpture game.

Download the apps for free and experience their unique capabilities for combining worlds.

COLLECTRIUM CHECK-IN COUNTER SCOPE IPHONE & IPAD APP

COLLECTRIUM™

At this year's SCOPE New York, COLLECTRIUM will be introducing the new SCOPE iPhone and iPad app. Powered by COLLECTRIUM, the centralized app will include a full listing of all past SCOPE digital catalogues and program information in one easy-to-use format.

The SCOPE app will be the first of its kind to feature video. Exhibitors will now be able to upload video links and images within an art object, and users will be able to view the video from within the app on their iPhone or iPad. Search for "Scope Art" at the iTunes App Store to download the free app and begin using it at the fair!

OUTER SPACES OUTSIDE PAVILION IPHONE & IPAD APP



SCOPE, the emerging market pioneer, redefines perceptual experience to introduce Outer Spaces: the groundbreaking app that presents contemporary art in virtual space. Utilizing the latest advances in Augmented Reality (AR), Outer Spaces is a computer-generated, interactive art exhibition, fused into real-world locations. This extraordinary technology is made possible by Augmented Mountain for SCOPE, compatible with iPhones 4 and 4s as well as any iPad.

Outer Spaces launches May 28, 2012, featuring a real-time, simulated exhibition with SCOPE Foundation Award Winner, NOMAD Gallery, viewable at the following locations worldwide: Documenta, Kassel; Palais de Tokyo, Paris; Museum Square, Berlin; TATE Modern, London; The New Museum, New York City; LACMA, Los Angeles; SCOPE Miami at 36th St, Midtown; The Istanbul Modern, Istanbul; The Guggenheim, Bilbao; and SCOPE Basel, Kaserne, Basel.

THE ONE FIFTY OFF-SITE EXCLUSIVE VIP & PRESS EVENT TUESDAY | JUNE 12 | 9PM BY INVITATION ONLY

SCOPE Art Show is positioned at the cutting-edge of the contemporary art world, known for their uncanny ability to forecast new trends that are embraced globally. SCOPE's reach extends beyond the art arena and into multiple creative genres, much like their audience: a diverse crowd of tastemakers that defy conventional categorization.

SCOPE honors innovators in creative industries for their intrepid drive and incomparable ability to change the world through the creative gesture. For each edition of the SCOPE Art Show, our organizers, partners and advisers select 150 visionaries in art, fashion, design and music, all of whom play an integral role in defining the global, cultural landscape. This New York 2012, SCOPE has partnered with Mr & Mrs Smith, the world's boutique hotel experts, to host THE ONE FIFTY.

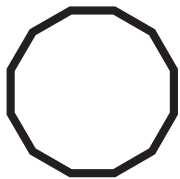
THE GARAGE VIPs & Press By Invitation Only



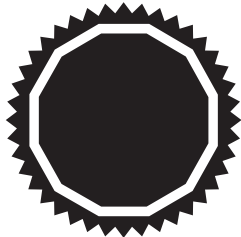
**THE SCOPE FOUNDATION AWARD
SCOPE PAVILION**

Dedicated to supporting the growth of new galleries and the exposure of emerging artists, The SCOPE Foundation is pleased to honor work that pushes boundaries and challenges expectations. For each edition of The SCOPE Art Show, The Foundation honors an emerging gallery of extraordinary promise, by presenting The Scope Foundation AWARD, aimed at bolstering creative exposure and amplifying professional profile.

The winner of the SCOPE Foundation Award will receive 100 square feet of exhibition space at the next SCOPE show, as a featured highlight of the Special Programming. The winner will be officially announced at The One Fifty exclusive VIP event at The Garage, on June 12th, from 9pm onwards.



CENTER



AWARD



UNION

Always striving to support advancement in the arts, The SCOPE Foundation presents UNION; an offshoot that strategically partners with like-minded not-for-profits, institutions and initiatives to realize even greater goals. We are also pleased to offer opportunities, gifts and donations to organizations with outstanding direction and impact in the contemporary cultural landscape.

