



**SCOPE** **Basel**  
**June 15-19 11**  
International Contemporary Art Show

**PRESS  
HIGHLIGHTS**

Zeger Reyers -  
*Rotating Kitchen (Eating the Universe,*  
*Kunsthalle Düsseldorf), 2009. Video still*  
Courtesy of Galerie Maurits van de Laar

Basel June 15-19 **11** Hamptons July 21-24 **11** London Oct 13-16 **11** Miami Nov 30-Dec 5 **11** New York May 3-6 **12**

# SCOPE

International Contemporary Art Show

New York | Basel | Hamptons | London | Miami



This Packet Contains :

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**SCOPE BASEL 2011 OFFICIAL PRESS RELEASE**

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**GALLERY HIGHLIGHTS**

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**EXHIBITORS LIST**

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**PROGRAM HIGHLIGHTS** VIP Dinner / Playbutton I Featuring Lady Lamb the Bee Keeper  
Kaserne Performance Series

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**MUSIC EVENTS** Opening Party  
Soul Clap at Hinterhof Bar and Catering

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**INSTALLATIONS** Alex Schweder I Counterweight Roommate  
Robert Montgomery I Courtesy of Anilix Forever Gallery

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**SPECIAL PROJECTS** SCOPE Kids  
Invisible Heroes  
Art from Berlin  
BLANK Lounge  
Self-o-MAT  
NESCAFÉ on Tour Lounge  
Dirty Old Town I Film I Off-Site

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**MEDIA PARTNER** Collectrium

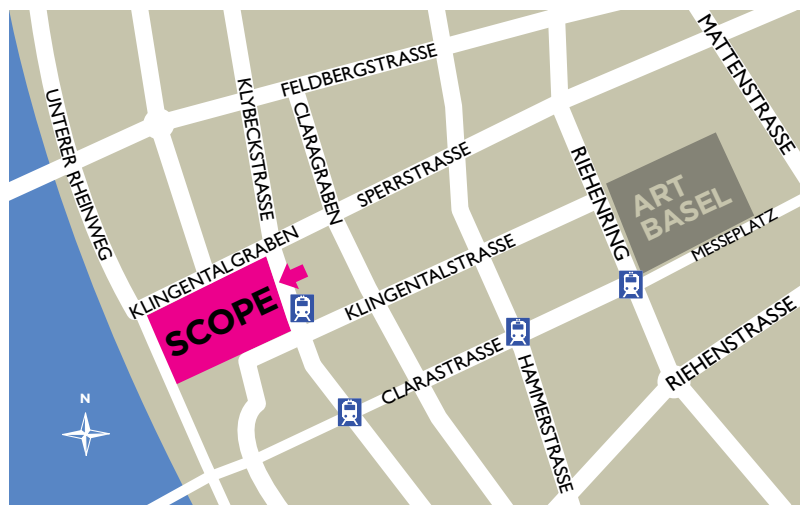
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**ABOUT SCOPE** SCOPE Foundation I The Center

# SCOPE BASEL

## June 15-19 11

### International Contemporary Art Show



#### Venue Location

Kaserne Basel | Klybeckstr. 1b  
CH - 4057 Basel

#### First View

for VIPs and Press  
(or 100 CHF donation at the door)  
Wed | June 15 | 10am - 7pm

#### General Admission Fair Hours

Thurs	June 16	10am - 7pm
Fri	June 17	10am - 7pm
Sat	June 18	10am - 7pm
Sun	June 19	10am - 7pm

#### Admission

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

*For Immediate Release*

### SCOPE Basel 2011 returns to its high profile venue at historic Kaserne

BASEL – SCOPE, the art show that has established its name by curating cutting edge contemporary art from around the world, proudly returns to Basel for the fifth year. Running concurrently with Art Basel, SCOPE returns to its high profile venue in historic Kaserne just blocks from Art Basel 42. Located in the heart of the city, SCOPE Basel's home, a pavilion offering over 5,000 m<sup>2</sup>, provides the real opportunity for gallerists, collectors, curators, artists, critics and art lovers alike to experience a view of the contemporary art market available nowhere else. The fair opens to Press and VIP's on Wednesday, June 15 with the FirstView benefit.

This year's edition of SCOPE Basel, June 15 -19, 2011, presents 75 international galleries upholding a unique tradition of solo and thematic group shows presented alongside museum-quality programming, collector tours, screenings, and special events. Returning galleries include: SPINELLO Projects ( Miami), Fabian and Claude Walter Galerie (Zurich), Jacob Karpio Galeria (San Jose), Primo Marella Gallery (Milan), Officine Dell'Immagine (Milan), Galerie Maurits van de Laar (The Hague), Analix Forever (Geneva), janinebeangallery (Berlin), The Drawing Room (Makati), x-ist (Istanbul), Wilde Gallery (Berlin) and newcomers: Aranapoveda (Madrid), Balloon (Chicago), Cross Gallery (Dublin), Contra Projects (Detroit), Da Xiang Art Space (Taichung City), Flo Peters Gallery (Hamburg), Guillochon Gallery (London), Hania Bailly Contemporary (Geneva) and Semarang Gallery (Semarang).

Additionally, SCOPE is proud to welcome back the Galleries Association of Berlin (LVBG) for its third year featuring: Galerie Deschler, LEEgalerieBERLIN, MORGEN CONTEMPORARY, schultz contemporary, Swedish Photography, and WAGNER + PARTNER. The unique SCOPE Basel experience expands this year in partnership with Kaserne's cultural organizations, featuring: film, music, theatre and performance. "This season we want to highlight SCOPE's lead role as creative R+D for a wider audience of taste makers who make art their business" says SCOPE President & Founder Alexis Hubshman. "Introducing artists, curators, and cutting-edge galleries to new international audiences has made SCOPE the most comprehensive destination for the emerging art world."

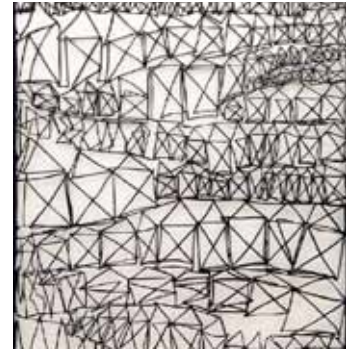




**SPINELLO PROJECTS | Miami**  
Manny Prieres | Hexagram | 2011



**Flo Peters | Hamburg**  
Toby Burrows | Home | 2010



**c.wichtendahl.galerie | Berlin**  
Annette Schröter | Und Nebenan /  
And next door | 2010



**Jacob Karpio Galerie | San José**  
Francisco J. Valdes | Siameses | 2010



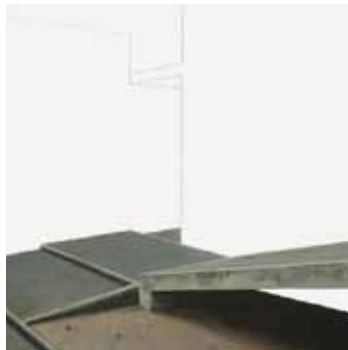
**Jonathan LeVine | New York**  
Invader | Alias SD\_18 | 2011



**Da Xiang Art Space | Taiwan**  
Zhang Yu | Fingerprints 2011.2.20 |  
2011



**Cross Gallery | Dublin**  
Kieran Moore | Through the  
Gates with a Silver Key | 2010



**Galerie Bertrand Gillig | Strasbourg**  
Patrick Cornillet | Structure | 2010



**Dubner Moderne | Lausanne**  
Glenn Ligon | Warm Broad Glow |  
2008

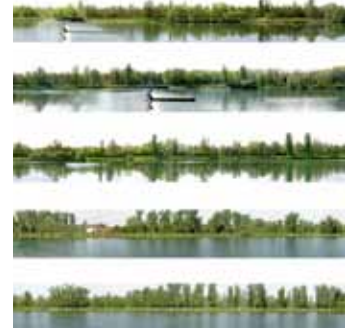
## SCOPEBASEL | GALLERY HIGHLIGHTS



**mbf Art Projects | Munich**  
Raul de Zarate | Cimarron | 2010



**Canvas International Art | Amsterdam**  
Jiao Xingtao | Nightmare | 2009



**Schultz Contemporary | Berlin**  
Stephan Kaluza | Rhineproject | 2011



**Alessandroarena Project | Turin**  
Luis Vidal | Pig's Monument | 2011



**Guilochon Gallery | London**  
Darren Coffield | Being Picasso | 2011



**Officine Dell'Immagine | Milan**  
Mattia Biagi | Damaged Goods IV | 2010



**X-ist | Istanbul**  
Erkut | Till We Meet Again | 2010



**MORGEN CONTEMPORARY | Berlin**  
Sabine Dehnel | Mona VI | 2010/2011



**Swedish Photography | Berlin**  
Julis Peirone | Girl Behind Laundry | 2003

AB GALLERY  
ALANistanbul  
Alessandro Marena Project  
ALP GALLERIES  
Analix Forever  
Anya Stonelake | White Space Gallery  
ARANAPOVEDA Galeria  
art company MISOOLSIDAE  
Artaban Gallery  
ASYMMETRIK  
AUREUS Contemporary  
Besharat Gallery  
c.wichtendahl.galerie  
Canvas International Art  
Contra Projects  
Cross Gallery  
Crown Gallery  
Da Xiang Art Space  
Dubner Moderne  
eN arts  
Ethan Cohen Fine Arts  
Fabian and Claude Walter Galerie  
Fang Gallery  
Flatland Gallery  
FLO PETERS GALLERY  
Frantic Gallery  
frosch&portmann  
Gagliardi Art System  
Galeria Contrast  
Galerie Alex Schlesinger  
Galerie Bertrand Gillig  
GALERIE FRANK PAGES  
Galerie Judy Straten  
Galerie Karin Sutter  
Galerie Kashya Hildebrand  
Galerie Maurits van de Laar  
Galleria Barbara Mahler  
Gallery H.A.N.  
Gallery Jung  
Guillochon Gallery  
Hamburg Kennedy Photographs

Hammer Gallery  
Hania Bailly Contemporary  
HOHENTHAL UND BERGEN  
Jacob Karpio Galeria  
janinebeangallery  
Jonathan LeVine Gallery  
Krampf Gallery  
LICHT FELD  
Lukas Feichtner Galerie  
MAUGER MODERN ART  
mbf art projects | mbf-kunstprojekte  
Officine dell'Immagine  
Opus Art  
Paul Stolper Gallery  
Peppercanister Gallery  
PRIMO MARELLA GALLERY  
Semarang Gallery  
SPINELLO PROJECTS  
Sundaram Tagore Gallery  
Tally Beck Contemporary  
The Cynthia Corbett Gallery  
The Drawing Room  
The Flat - Massimo Carasi  
Waterhouse & Dodd  
WILDE GALLERY  
Willem Kerseboom Gallery  
Witzenhausen Gallery  
x-ist

### BERLIN GALLERIES

BERLIN LOUNGE |  
Galleries Association of Berlin | LVBG  
Galerie Deschler  
LEE galerie BERLIN  
MORGEN CONTEMPORARY  
schultz contemporary  
Swedish Photography  
WAGNER + PARTNER

VIP DINNER

# SCOPEBasel

VIP DINNER

KASERNE

Wednesday, June 15 | 7:30pm-9pm  
By Invitation Only | Seating Limited  
RSVP: [vipdinner@scope-art.com](mailto:vipdinner@scope-art.com)

Please join SCOPE Art Show as we celebrate SCOPE Basel 2011 with a private dinner onsite at the SCOPE Pavilion at Kaserne, Basel.

Playbutton™, a wearable album in the form of a button will grant guests exclusive access to the dinner and Official Scope After Party.

SCOPE Pavilion | Klybeckstrasse 1b | CH-4057 | Kaserne

**SCOPE**  
International Contemporary Art Show

Playbutton | Featuring Lady Lamb the Bee Keeper



## PLAYBUTTON

Playbuttons give music not just a new delivery system to the listener, but also an opportunity for music retailers as well as outlets that don't typically focus on music. Buttons have long been a popular and fashionable way for people to champion their favorite bands, artists, actions and political causes — playbuttons take the concept a step further: listen to the music that you are wearing on your chest, a proud declaration of your tastes.

With the advent of digital distribution music has become more disposable and less tangible than ever, something that is heard but not held. Playbuttons add physicality and ownership to music, turning the timeless button in to something that not only represents the music you like but also contains and plays it.

Playbuttons are less than 2 inches in diameter, allowing ample room for any manner of design. They weigh close to the weight of a regular button and are affixed with a pin back and casing made of stainless steel.





## SCOPEBASEL | PROGRAM HIGHLIGHTS

### KASERNE PERFORMANCES SERIES



#### Saving the World | GOB Squad

**June 14 & 15 | 8 pm | Kaserne Basel**

In Saving The World, Gob Squad squeezes the world into a handful of videotapes. Produced in 24 hours, a seven camera panoramic film portrays Basel's Claraplatz, (a square located a short walk from Scope), as a microcosm of the entire world. Starting with 'saving' the sunrise, Gob Squad soon moves on to 'saving' the essentials of life on earth such as money, freedom, ice cream and love.



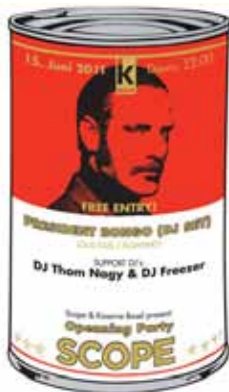
#### Bodies in Urban Spaces | Von Cie. Willi Dorner

**June 15 at 4 pm | June 17 at 4 pm | June 18 at 2 pm**  
**Starting Point Bahnhof St. Johann**

Bodies in Urban Spaces is a moving trail, choreographed for a group of dancers. The performers lead the audience through selected parts of public and semi-public spaces. A chain of physical interventions set up very quickly and only existing temporarily, allows the viewer to perceive the same space or place in a new and different way - on the run. By placing the bodies in selected spots, the interventions provoke a thinking process and produce irritation. Passers by, residents and audience are prompted to reflect their urban surrounding and their own movement behavior and habits.

## SCOPEBASEL | MUSIC EVENTS

### OPENING PARTY | PRESIDENT BONGO



**Wednesday June 15 | 10 pm**  
**Kaserne Basel**



### SOUL CLAP | BON MÉLANGE

**Thursday June 16 | 8 pm**  
**Hinterhof Bar | Münchensteinerstr. 81 | 4052 Basel**

[www.soulclap.us](http://www.soulclap.us)

Visuals by PIXELPUNX [videokultur.ch](http://videokultur.ch)

Supported by SCOPE Basel, Hinterhof and Academy of Art and Design | FHNW | Masterstudio Design

hinterhof

n|w

University of Applied Sciences Northwestern Switzerland  
Academy of Art and Design



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## SCOPEBASEL | INSTALLATIONS

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### DAILY INSTALLATION



#### Counterweight Roommate | Alex Schweder

Tethered to either end of a single rope, movement in this vertical habitat for two depends on the opposite movement by one's roommate. When one wishes to go up to the kitchen, the other must go down to the bathroom. Counterweight Roommate is a self-contained living unit and will be continuously inhabited for the full five days of Scope Basel by performance-architecture artists Alex Schweder La and Ward Shelley.



#### Robert Montgomery | Courtesy of Anilix Forever Gallery

Robert Montgomery works in a poetic and melancholic post-Situationist tradition. His texts are part poetry, part an enquiry into our collective unconscious. Best known for his iconic billboard pieces, he additionally re-interprets his texts into a range of sculptural forms. For SCOPE Basel, Montgomery proposes a large gesso panel with text from one of his Royal Wedding poem series. The wooden panel echoes the final line of the poem "Then I Think Of Wood And I Think Of My Bones As Wood, Something Slow And Put Here A Long Time Ago"; the letters appearing as subdued, ghostly outlines.

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## SCOPEBASEL | SPECIAL PROJECTS

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### DAILY | SCOPE KIDS | MOBILE JUGENDARBEIT BASEL

Mobile Jugendarbeit Basel (Streetwork Basel), short MJAB, was founded June 3rd, 1999. MJAB focuses on working with youth in their general environments and their social spaces. Social space and environmentally orientated work explore the contexts in which lives are important and influence (young) people.



#### Light Graffiti and Littering | New Street Art Project | Streetwork Basel

"Streetwork Basel" along with Graffiti Artists David Kumin (Chromeo), Florian Wieland and Oliver Benz turn trashbins into art. The project looks into the subject littering and recycling. Trash, garbage, waste is something disgusting. Kids from "Streetwork Basel" started to think about how build public awareness on the littering and recycling. The kids decided art would not only bring a conscious awareness to the topic but also decorate the city. Thirty public trash cans throughout Basel will be designed by "Streetwork Basel" and renowned graffiti artists. Additionally, the trash cans will make different noises and sounds when garbage is disposed of in the receptacle. At night, participants will decorate the surrounding space with light graffiti.



## SCOPEBASEL | SPECIAL PROJECTS

### DAILY | INVISIBLE HEROES | COMENIUS ROETHLISBERGER AND ADMIR JAHIC



This installation features an elaborate display of 350 wooden hands all making a Corna hand Gesture. The hands always keep the same, but still unique, hand position (The Corna) which is fixed and branded. The Corna has a variety of meanings and is used in various cultures. Each hand in the installation signifies a person. For example, during an European Union meeting in 2002, Italian Prime Minister Silvio Berlusconi did this gesture during a meeting while posing for a picture. When asked why, he answered, "I did it because it's fun".

### DAILY | ART FROM BERLIN | C/O GALLERIES ASSOCIATION OF BERLIN | LVBG

## ART FROM BERLIN

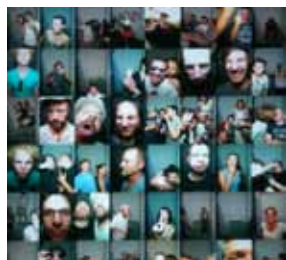
ART FROM BERLIN presents a selection of contemporary art galleries across the globe, from Seoul/Korea to Istanbul/Turkey, accompanied by the BERLIN LOUNGE with information about the art metropolis Berlin. Also featuring an outdoor lounge.

### DAILY | BLANK LOUNGE | ACADEMY OF ART AND DESIGN | FHNW



The name says it all – if you translate the word from English into German, blank means path, empty space or cut. To support the idea of communication in the lounge, the layout provides an open space for dialogue. Artistically translated, blank means to draw in a color field as a framework for the face and torso. The elegant furnishing of the lounge in the Biedermeier style invites guests to communicate and relax. Hinterhof Bar and Catering will take over the culinary aspects, which assure a variety of high quality drinks and delicious food.

### DAILY | Self-o-MAT | MARCK | LICHT FELD



Self-o-MAT. The reason why this machine exists is this: We are in a time of exhibitionism; self staging. Everybody displays themselves with their camera, making themselves public via facebook and other networks. These photos are viewed around the world. All for free. Self-o-MAT is old fashioned. But it takes this new trend and allows visitors to shoot a 3 sec. movie of themselves for 1 CHF. The 3 sec. movies are snap-shot's that only exist inside of the Self-o-MAT, captured by the machine. If there are more than 72 shots, the machine starts to overwrite. If the screen is full, a screen shot will save the first 72 photos. These self made movies are not for the future.

### DAILY | NESCAFÉ ON TOUR LOUNGE



To honor the 20th birthday of NESCAFÉ, a design competition was organized giving young creatives the opportunity to design their own snowboard. During SCOPE Basel, NESCAFÉ will present the best designs in a small exhibition of those submitted during the NESCAFÉ Design it! competition in 2010. Visitors will also have the opportunity to win one of the limited edition snowboards by Nicolas Constatin and talk to the winner on Friday evening at an Apéro at the NESCAFÉ on tour bus.

OFF SITE | DIRTY OLD TOWN | FILM | LICHT FELD



SWISS **PREMIERE**

Limitierte Plätze  
Reservations: [www.kultkino.ch](http://www.kultkino.ch)

## DIRTY OLD TOWN

A Film By: Jenner Furst,  
Daniel B. Levin and  
Julia Willoughby Nason.  
From Blowback Productions  
and Executive Producer  
Marc Levin.

Followed by Q & A  
with Filmmakers  
Thursday June 16th, 7:15pm  
Kult Kino Atelier  
Theaterpassage, Basel

After chillout 72 Dzbl party  
at Filter 4 ([www.filter4.ch](http://www.filter4.ch))  
Entrance Reservoirstrasse,  
Basel 10pm - 1am  
Shuttle service available.

[www.dirtyoldtownmovie.com](http://www.dirtyoldtownmovie.com)

kult.kino  
**A TELIER**

In cooperation with:

LICHT FELD



SCOPEBasel 11  
International Contemporary Art Show  
June 15-19 | KASERNE



# COLLECTRIUM™

Basel, Switzerland — Thanks to Collectrium — a new “next-gen” mobile technology that recognizes works of art—collectors and collectors-to-be at this summer’s gathering of art world glitterati in Basel will experience art as never before at SCOPE Basel (Tuesday, June 14 to Sunday, June 19, 2011).

Collectrium is part of a new generation of art enthusiasts, looking to change the way people learn about and collect art via new innovations in technology. With Collectrium’s mobile app, a visitor to the fairs will be able to point her iPhone or iPad at any registered artwork and instantly receive extensive information on the artist and the piece; add the artwork to her “My Collection” favorites; share with friends via Facebook, Twitter, and e-mail; and contact the gallery about the artwork.

Tapped as one of ‘America’s Most Promising Start-ups’ by Bloomberg BusinessWeek (4/15/11), the Collectrium mobile app has been warmly embraced by galleries around the world since its launch in Basel last June. With Collectrium, visitors to any of the Basel fairs, including Art Basel, no longer have to make scribbled notes on postcards and flyers. The collector can leave the fair with a browsable list of her favorite artworks on her mobile device, complete with detailed information on each work, artist, exhibiting gallery, and personal notes – in effect creating her own personalized virtual gallery and catalogue of the fair. Collectrium also functions as a QR code scanner, so for sculpture, installation, moving image pieces, or any work with a QR code on the label, visitors can use Collectrium to scan the QR code to identify works of art.

“Collectrium’s image recognition capability is absolutely unique. It’s one reason I see them as the leader in the new breed of mobile and

social applications for the art world,” said Alexis Hubshman, Founder and President of the SCOPE Art Fair.

“This is a social art management system, part of the next generation of tools for appreciating art,” says Boris Pevzner, the former Silicon Valley entrepreneur who founded Collectrium. “Our app makes the experience of visiting an art fair more interactive for the art lover—enhancing the on-site visit, while also allowing visitors to take the fair home with them.”

In addition to using the Collectrium app to automatically identify artworks, visitors to the participating fairs will browse the entire art show catalogue on their mobile device; enter images, details and personal notes about works of art not already registered in the system; and view all the programming and scheduling information about the fairs. Pevzner concludes: “We’ve created a bridge between the physical and virtual art worlds by bringing the power of online technology to that live moment of discovery.”

Furthermore, the visitors who manage their own private collections using Collectrium will have easy access to their artworks through the same mobile app, alongside the artworks exhibited at the art fairs.

Founded by Boris Pevzner in 2009, Collectrium is a New York-based company providing innovative technology for discovering and displaying art on the web and mobile devices, including the revolutionary art identification and art similarity tools. Over time, the Collectrium team—which has extensive expertise in the fields of in technology, finance, and the contemporary arts—will offer collectors and galleries integrated services for art storage, appraisals, financing and other needs.



# SCOPE

International Contemporary Art Show

New York | Basel | Hamptons | London | Miami

## SCOPE MISSION STATEMENT

### FULLSCOPE

SCOPE is the largest and most global art fair in the world featuring emerging contemporary art with 7 markets worldwide. It is our goal and passion to present the most innovative galleries, artists and curators while networking them with our Patrons through a unique program of solo and thematic group shows presented alongside museum-quality exhibitions, collector tours, screenings, and special events.

### MICROSCOPE

Understanding the nuances of our Patrons and being an innovator in the emerging and contemporary art world allows SCOPE to mine the latest information ensuring our Patrons a view of the contemporary art world available nowhere else.

### BROADERSCOPE

Many new initiatives are around the corner for SCOPE and we intend to take our Patrons with us wherever we go, giving them the benefit of our industry respect, experience and global reach.

## SCOPE FOUNDATION PRESENTS | THE CENTER

**THE CENTER** carved by SCOPE is an artist driven 501(c)(3) launched in 2007 to fund and promote contemporary art in and out of the marketplace. Utilizing the dynamic force of trade and the principles of a gift economy, THE CENTER creates the opportunity for everyone to be a philanthropist. We are dedicated to supporting the international artist community, as well as other not-for-profit institutions where community development and social awareness are primary directives.

Founded in 2002, SCOPE has grown extensively in both volume and stature. Alexis Hubshman, President of SCOPE explains, "We've evolved from an industry niche to an influential global contributor, with ongoing events, educational programmes, and the SCOPE Foundation 501(c)3. SCOPE is the dynamic presence in the expanding global art market." With art fairs in Miami, Basel, New York, London and the Hamptons, SCOPE Art Show has garnered critical acclaim with sales of over \$150 million and attendance of over 400,000 visitors.

