

LISTE 15

THE YOUNG ART FAIR IN BASEL

New Award - redtoo Art Prize!

redtoo, the IT Full Service Provider in Northwest Switzerland, will be awarding its newly created art prize „redtoo Art Prize“ to the most outstanding newcomer gallery at the fair.

redtoo Art Prize

For the first time at LISTE, The Young Art Fair in Basel, the newly created “redtoo Art Prize” will be awarded to the most outstanding newcomer gallery at the fair. The prize is open to galleries exhibiting for the first time at LISTE. An international jury will evaluate the galleries’ overall concept and stand presentation. In the future, the “redtoo Art Prize” will be awarded each year at LISTE.

Commitment to Art with a Future

The “redtoo Art Prize” was created by redtoo ag with the goals of promoting emerging galleries and young talented artists, increasing their recognition, and facilitating their entry into the international art scene.

As redtoo ag seeks to support both gallery and artist in equal measure, the “redtoo Art Prize” is composed of two parts: Firstly, the stand costs of the winning gallery will be assumed by redtoo; secondly, redtoo ag will acquire a work by one of the artists represented by the gallery which will then be displayed at one of the firm’s locations in Reinach, Basel or Berne. By purchasing a work of art, redtoo will be laying the foundation for its own art collection.

The Jury 2010

Members of the jury for this year: Henriette Bretton-Meyer (Director, Overgaden Institute of Contemporary Art, Copenhagen), Florence Derieux (Director, FRAC Champagne-Ardenne, Reims), Dr. Matthias Mühling (Head of Department Collections / Exhibitions / Research, Staedtische Galerie im Lenbachhaus und Kunstbau, Munich), Adam Szymczyk (Director Kunsthalle Basel, Basel) and Philipp Oser (Chairman of the Board of Directors of redtoo ag, Reinach).

Further information can be found at www.redtoo.com and at www.liste.ch

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A Project in the Workspace Warteck pp

Preview und Press viewing: Monday, June 14, 2010, 1:00 p.m. to 5:00 p.m.

Opening reception: Monday, June 14, 2010, 5:00 p.m. to 10:00 p.m.

Opening reception party: Monday, June 14, 2010, 10:00 p.m. to 4:00 a.m. in the NT/Areal, Erlenstrasse 21/23

Fair: Tuesday, June 15 through Sunday, June 20, 2010

Tuesday through Saturday, 1:00 p.m. to 9:00 p.m. Sunday, 1:00 p.m. to 7:00 p.m.

Main sponsor: E. GUTZWILLER & CIE, BANQUIERS, Basel

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