

START: Discovering tomorrow's art today.

Nengi Omuku (Nigeria) 'Boys Follow Me'

London, Wednesday 20th June: START Art Fair today announces its return to London's iconic Saatchi Gallery for its fifth edition, as it continues to provide a vital platform in London for emerging artists and young galleries from around the world showing exciting new art. Taking place from 13th-16th September 2018, the fair will present over 50 artists from more than 25 countries to collectors, investors and art lovers on a global stage in central London.

Kicking off London's autumn art season, **START** will be marking its fifth year with exhibitors' presentations and curated projects, featuring some of the most talented emerging contemporary artists from the United Kingdom and internationally.

Of particular interest is London-based *The Gallery of Everything*, which has chosen **START** as its first ever fair appearance. This young gallery is fast becoming a key player with its ahead-of-the-curve approach and will be presenting two emerging international artists who use the memories of their violent and unpredictable pasts to influence their practice.

Complementing **START**'s ethos of presenting up and coming artists and galleries are a series of curated projects that reflect the Fair's global agenda. **START 2018 Projects** is proud to present *Resolution District*, an exhibition co-curated by the Hong Kong based, world-renowned Tsong-Zung Chang – known in the west as Johnson Chang – and the China Academy of Art, Beijing, which will bring a group of the most forward-thinking and pioneering young contemporary artists in China today to central London and an international audience.

Yan Wang of the China Academy of Art, commented: "The exhibition will look back at the power of video and image itself and the installations under the ear of digital and self-media age. To explore the mobility of images, the image-borne poetry in works of young generations, and the social status quo and problems these artists intend to express."

New exhibitors at this year's **START** Art Fair include *AN INC.* (South Korea), showing Japanese artist Kazuo Morishita's new innovative series entitled *Kazuo Moon*, a dedication to the moon that has been captured through his unique photographic compositions combining traditional camerawork with modern technology. Joining him will be *SMO Contemporary Art* (Nigeria), specialising in using the full range of artistic expression – from visual art and dance to poetry and performance – and exhibiting Nigerian artists Nengi Omuku, Olumide Onadipe and Ngozie Omeje, as well as *Galleri Fagerstedt* (Sweden).

Today's news also comes as **START** announces its first patron to join the initiative – Utsava Kasera, a successful entrepreneur and investor with a strong background in international business. Always in pursuit of the most interesting projects across a diverse range of sectors – including fashion, luxury and tech start-ups – Utsava's patronage will support the presentation of two emerging artists, enabling them to bring their work to the fair within the Utsava Kasera sponsored space. Without this vital support these talented young artists could not afford to show outside of their home countries.

Nigel Hurst, CEO at the Saatchi Gallery, said: "We're proud to be able to continue hosting the **START** Art Fair as it marks its fifth year in September. Our mission at the Saatchi Gallery has always been to provide a highly accessible platform to bring contemporary art to the widest possible audience, and with **START**'s ambition to supercharge the careers of emerging talent, it's a wonderful partnership that provides a real platform for some of the most exciting emerging talent in the sector. I very much look forward to seeing what new discoveries this initiative will bring for this year and beyond."

David and Serenella Ciclitira, co-founders of START, said: "We have been lucky enough to travel the world and visit many exhibitions and art fairs, a background that has inspired us to launch something a little different to what's currently available in the way of supporting emerging artists across the world. Now in our fifth year, we're proud of the truly international fair that **START** has evolved into today, and we remain committed to discovering new artists and art scenes and giving them the platform they deserve at such a high-quality location as the Saatchi Gallery."

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About START

Launched in 2014 by Parallel Contemporary Art, **START** Art Fair is a high-profile platform for emerging artists and new art scenes from around the world. It takes place across all three floors of London's prestigious Saatchi Gallery enabling collectors, curators, art enthusiasts and the public alike to discover new artistic talent in an elegant museum environment. **START** was founded by David and Serenella Ciclitira together with Saatchi Gallery, united by their dedication to identifying and supporting emerging talent from around the world. The fair builds on this legacy for supporting and showcasing global emerging work, and recognises the need in London for a dedicated platform that brings fresh talent to the fore in a gallery environment.

For the latest updates on **START**, visit www.startartfair.com and find us on Facebook at facebook.com/STARTArtFair or follow [@start_artfair](https://instagram.com/start_artfair) on Instagram and Twitter.

About Parallel Contemporary Art

Parallel Contemporary Art is an organisation dedicated to supporting emerging artists across the world. It was founded by David and Serenella Ciclitira who have been collectors and patrons of contemporary art for over two decades. 23 years ago, as part of their commitment to supporting emerging artists, they founded two annual awards at the Royal College of Art, London; the Parallel Prize for painting and the Serenella Ciclitira Scholarship for sculpture, both of which continue to provide valuable support and stipends for graduating fine artists. Through their love of travel and discovering new artistic talent, they realised young artists in many parts of Asia were under supported. To help develop the careers of these emerging Asian artists, they launched the Eye Programme, an initiative that nurtures under-exposed artistic talent.

About Saatchi Gallery

The Saatchi Gallery was founded in 1985 with the aim of bringing contemporary art to as wide an audience as possible and make it accessible by providing an innovative platform for emerging artists to show their work. Over the last five years the Saatchi Gallery has hosted 17 out of the top 20 most visited exhibitions in London, according to The Art Newspaper's survey of international museum attendance, and also has more

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followers on social media than any other museum in the world. Entry to all the Saatchi Gallery's exhibitions is free. www.saatchigallery.com