WELCOME TO THE SIXTH EDITION OF START ART FAIR AT SAATCHI GALLERY

START focuses on emerging artists and new art scenes. Inside this brochure you will find highlights of the fair, The Oblique Life Eco Lounge events schedule and a plan of where to find all our amazing exhibitors across all three floors of Saatchi Gallery. With prices that range from £100 to £80,000 the fair has something for everyone, from seasoned collectors through to those looking to buy their first piece of art. Enjoy the fair!

HIGHLIGHTS FROM THIS YEAR’S EDITION
START Art Fair 2019 received an overwhelming volume of top quality artist and gallery applications from all around the globe, our only regret this year is not to have been able to offer all of them space to exhibit. Some of the team’s personal highlights include:

The gallery STEINER who embodies START’s ethos of supporting emerging artists by occupying not one but two top-floor gallery spaces, in 11.4 they will present Samir Sammoun and in 12.8 Erika Navas. Two artists who have never been shown in London before.

DISCOVER TOMORROW’S ART TODAY
100+ ARTISTS / 24 GALLERIES / 30 COUNTRIES

The gallery STEINER, Erika Navas, Dearer, 2017, Acrylic on canvas (Booths 11.4 & 12.8, 2nd Floor)

Roberto Lombana, Vida verde, 2018, 38 cm diameter (Booth 12.1, 2nd Floor)

Illuminati Neon, God save the Queen, 2019 (Booth 7.8, 1st Floor)
Katya Shkolnik, MG Grey&Pink, 2019 (Booth 4.3, Ground Floor)

Tristan Leicester, Piping Figure, 2019 (Booth 6.8, 1st Floor)

Stained Glass artist Tristan Leicester has translated his exploration of brush-and-line work from his drawings on to a series of stained glass and sand blasted panels. Inspired by Samuel Palmer’s writings around “mystic luminosity”, some of Leicester’s glass pieces are a direct response to the work of Palmer’s drawings. Find this exciting young artist on the first floor in booth 6.8.

On the ground floor in 4.3 former nuclear physicist Katya Schlonik uses the medium of photography, manipulating the information collected by the matrix of a digital camera to demonstrate a different projection of any given subject in attempt to expose its essence. On the second floor in booth 12.1 find Colombian artist Roberto Lombana whose photographic work is executed with a creative use of fish-eye lenses. And in the SALON on the Lower Ground floor MOP CAP winner Shirin Mohammad presents a multi-media installation that immerses the viewer.

MOP CAP Winner, Shirin Mohammad (SALON, Lower Ground Floor)

The Arts: Where Are The Women and How Do We Achieve Diversity?
How has the gender gap influenced societal, historical and artistic successes?

1:30pm
Art Avenues: New Markets, Players and Audiences
Catering for intergenerational needs, how are market players adapting their programming and outreach?

3:00pm
Closing Comments from Art World Forum

YOUR TICKET PERMITS ACCESS TO THE SYMPOSIUM, FEEL FREE TO POP-IN AND OUT

START x Formula E
FIND A GEN2 FORMULA E RACE CAR IN THE OBLIQUE LIFE ECO LOUNGE
WITH AN INSTALLATION BY KOREAN ARTIST, DOOWON
This year’s START will include a Korean Eye 2020 teaser exhibition ahead of its international launch. This exciting teaser will bring together a group of 12 visual artists and one performance artist in a group exhibition.

This eclectic mix of artists are all of Korean cultural heritage, some living and working exclusively in South Korea, and others travelling between their studios in South Korea and Europe. This mix highlights the growing importance of Korean contemporary art and the European influence on those artists living abroad. Local cultural influences have largely shaped their art practice, some reflect how they have negotiated and responded to changes in the international art scene, ultimately examining the interplay between various cultural worlds. From paintings on silk and traditional Korean fabric to photography to sculpture to light installations and performance, artists included in this exhibition have employed a wide array of artistic methods in their practice, which synthesises the multifaceted nature of South Korean identities and triggers a consideration of the nation’s artistic spirit regardless of geographic location.

The teaser acts as a glimpse into Korean Eye 2020, narrating the individualistic experience of contemporary Korean artists, whether shaped domestically or internationally. A new show featuring 30 artists will open in St.Petersburg in Spring 2020 before travelling to the Saatchi Gallery and finishing in Seoul next autumn.

**KOREAN EYE 2020 TEASER ARTISTS INCLUDE:**

START PROJECTS

START X ROLAND MOURET

In compliment to Korean Eye 2020, START 2019 is delighted to have formed a partnership with Roland Mouret to present the START x Roland Mouret space. Aligned with Mouret’s devotion to the promotion and celebration of strong women, Mouret has co-curated the ground floor space with Korean Eye 2020 Curator, START /PCA Founder and CEO Serenella Ciclitira, featuring works by two female Korean artists; Seoul-based Hyojin Park and London-Seoul based Meekyoung Shin. Following START the works travel to Mouret’s Flagship Boutique at 8 Carlos Place, Mayfair for an extended pop-up exhibition.

With over 20 years in luxury fashion and an international reputation, Roland Mouret has brought a unique approach to draping fabric creating silhouettes that celebrate the female form – a style that has made him one of the best-loved names in the industry.

FIND START X ROLAND MOURET IN BOOTH 4.1 (GROUND FLOOR)

MICHELLE POONAWALLA

Following the successful reception of her multimedia installation Introspection, which was first exhibited as a collateral project at the Kochi-Muziris Biennale 2018 and then at Alserkal Avenue, Dubai in during Art Week Dubai in March 2019, Michelle Poonawalla brings the project to START Art Fair 2019, London. The installation will be accompanied by a separate exhibit of Poonawalla’s recent paintings that encapsulate her varied practice.

Introspection was born from a sense of discomfort and unease with the way images of violence and displacement are consumed today, in endless news cycles. Developing on her experiments with digital technology, with this piece, Poonawalla turns to sound, digitally mapped visuals to create an uncanny sensorium. The end result is a work of art that creates an intense immersive experience, which the artist hopes, will push the audience into a contemplative space.

EXPERIENCE THE INSTALLATION INTROSPECTION IN GALLERY 10 (1ST FLOOR) AND MORE WORK IN GALLERY 16 (2ND FLOOR)

PHILIP COLBERT

Living and working in London, Colbert is known for his multidisciplinary approach, creating a “World of Art”. Deeply enthralled with pop theory, Colbert works across the mediums of painting, sculpture, clothing, furniture and design. He has been described as “the Godson of Andy Warhol”.

Colbert’s large scale oil paintings push the boundaries of contemporary narrative painting, following a dialogue established by artists such as Richard Hamilton, James Rosenquist and Roy Lichtenstein.

“We live in a world of ultra pop saturation, a sort of mega pop world where mass intake of Instagram and social media imagery merges with artistic memory,” says Colbert as he describes his practice which draws inspiration from a variety of moments related to the creation and success of pop art. Everything from the porcelain urinal of dadaist Marcel Duchamp and the colour blocking by Piet Mondrian all the way to the works of the father of pop art Andy Warhol and his peers Roy Lichtenstein and James Rosenquist.

Colbert’s sculptural work includes his infamous wearable artworks, such as the “Urinal Dress”, “Meat Dress” & “Washing Machine Dress”, many of which are in important public and private collections worldwide.

FIND PHILIP COLBERT’S WORKS IN BOOTH 8.3 (1ST FLOOR)

FANG FANG LIU

WINNER OF THE CICLITIRA PRIZE 2018

Each year START founders David and Serenella Ciclitira present a prize to one student graduating from The Prince’s Foundation School of Traditional Arts. Part of that prize is to exhibit at START the following year.

2018’s winner Fangfang Liu (b.1974) Beijing, China, took her masters degree in Visual Islamic and Traditional Arts at the Prince’s Foundation School of Traditional Arts, London (2016-2018). Thereafter she returned to China to work as assistant tutor at the PFSTA China Centre which launched in Suzhou, 2018. Before studying at the PFSTA, Fang learned oil painting at the China Central Academy of Fine Arts, 2010-2011. She also worked as assistant curator for Pingyao International Photography Festival.

As a continuation of her degree show at the PFSTA, Fang explored Chinese Gongbi Painting, which is demonstrated in her new works for START 2019. Gongbi is one of the oldest Chinese painting techniques, depicting narrative subjects with detailed brushstrokes. Primarily a “brush-and-ink” genre of painting, Gongbi maintains the quintessential Chinese identity while vividly reflecting contemporary life. Fang has studied Gongbi Painting since 2013. In 2018, she studied with her tutor Donghua Zhang from the China Central Academy of Art, who conducts systematic practice on traditional painting technique and methodology.

FIND FANG FANG LIU’S WORKS IN BOOTH 13.5 (2ND FLOOR)

MICHÈLE POONAWALLA

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EXPERIENCE THE INSTALLATION INTROSPECTION IN GALLERY 10 (1ST FLOOR) AND MORE WORK IN GALLERY 16 (2ND FLOOR)
A powerful digital platform to discover and interact with emerging artists where you can view, purchase works and build your own collection.

FIND OUT MORE IN BOOTH 11.1 ON THE SECOND FLOOR

MEMBERS’ CLUB & DIGITAL MAGAZINE

The Oblique Life is a lifestyle brand that puts community first, helping people connect and engage with each other through our Members’ Club and Digital Magazine. Our community receives access to an array of high-quality experiences, unique editorial content, and benefits from hand-selected partners.

Founded in 2016, our ongoing mission is to help people live their best lives through our diverse community, characterised by shared values, purpose and a sense of belonging. With over 350 members to date, we’re proud to have become a positive force in the London social scene, and look forward to making our mark for years to come!

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My Chelsea

Located moments from South Kensington and Brompton Cross fashion and art districts, My Chelsea offers a contemporary take on modern hospitality.

In celebration of START Art Fair, My Chelsea are offering 15% off our best available rates to all exhibitors, visitors and friends of START. In addition, when you book My Chelsea you’ll be able to enjoy 15% off food and drink at the hotel. Simply visit our website, click book now, and enter promo code SAF19.

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The Bigger Picture

2nd Annual London Event
Thursday 26th September 2019, Saatchi Gallery

www.artworldforum.com / @artworldforum / #artworldforum

Please note: All artists have a share of the sale proceeds. Artists may choose to donate a percentage of any further proceeds to their chosen charity.