

Within a few years, Contemporary Art Ruhr has developed as a successful and increasing art fair. C.A.R. consists of two annual events that have been taking place in several halls at Essen's Zollverein World Heritage site since 2006: the media art fair in spring (2014: May 30 - June 1) and the innovative fair for contemporary art in autumn (2014: October 24-26).

The first part of C.A.R., the **Media Art Fair & Photo Special, May 30-June 1, 2014**, takes place within the beautiful and unique atmosphere of **the architectural master piece SANAA-building**, a futuristic cube which was designed by the SANAA Japanese architectural firm (Kazuyo Sejima and Ryue Nishizawa), the 2010 Pritzker Prize winners. Innovative exhibitors present for the second time at the SANAA building video and media art, installations, multimedia projects but also photography as one main theme this year. Innovative galleries, art projects, art universities and a special choice of C.A.R. talents take part. For the first time, C.A.R. presents a special exhibition with contemporary artists from Romania, which will be extended by the innovative art fair in autumn.

The Media Art Fair describes itself as a platform and moreover, as a staged exhibition for exceptional and new kind of arts. Video works or installations are presented by an exceptional atmosphere and architecture. The interaction between photography and an architectural master piece is unique.

About C.A.R.

Today, more than 2000 participants have taken part in C.A.R. at the Zollverein World Cultural Heritage Site. C.A.R. is designed as a fair for discoverers which present new perspectives in a communicative atmosphere: With an open exhibition space without the usual fair booths and boundaries, art and communication will be on the focus; communication barriers between participants and visitors are disappearing. Special exhibitions, workshops, the C.A.R. Video-Lounge will take place in conjunction with the fair.

What's innovative about C.A.R.? It is **fair** - offering all participants the same opportunity to access. **Minimalist** - with an open and puristic appearance. **Pulsating** - with ever-new insights into contemporary art trends. By offering a contemporary exhibition concept, newcomers, avant-garde and established artists can all showcase their works at C.A.R. Both experienced and newer art collectors will be able to find pieces of interest - and discover something new at C.A.R.



Contemporary Art Ruhr is the only art fair that takes place twice a year – in summer and autumn – at the same location. It also organizes Germany's first fair for media art and is the only fair for contemporary art to take place at a UNESCO World Heritage Site.

After the successful participation as a cooperation project and official part of the program of the European Capital of Culture RUHR.2010, C.A.R. continues network activities since 2011. In addition to the two art fairs, C.A.R. organizes - only for selected participants - several exhibitions and events in Los Angeles, for example in 2013 at LA Art Show, in Seoul at ZAHA Museum, in Paris, or a C.A.R. get-together during Art Basel Miami Beach.

Important dates & facts

Contemporary Art Ruhr (C.A.R.) 2014, May 30 – June 1, 2014

Opening	Friday, May 30, starting at 8 p.m. (tickets available at sales points during the opening)
Fair days	Saturday, May 31 from 11 a.m. – 7 p.m. Sunday, June 1 from 11 a.m. – 7 p.m.
Place	World Heritage Site Zollverein XII, Areal A, SANAA building, A35, Gelsenkirchener Strasse 209, 45309 Essen, Germany.
Admission fee	EUR 8 / EUR 6 reduced
Catalogue	EUR 8

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