



January 15th, 2009
ART ASIA Basel 09 Launch

<http://www.artasiafair.com>

ART ASIA, a premier international Asian contemporary art fair is launching its second edition in the Rhine Art District in Basel, Switzerland. ART ASIA Basel will be open daily from June 8-14, 2009 from 12:00 pm – 8:00 pm with Vernissage on June 8, 2009 at 12:00 pm.

ART ASIA Miami 08 had strong sales, outstanding attendance, and critical acclaim from both press and collectors. Following the success of the inaugural fair, ART ASIA will continue its mission to bring the best of Asian contemporary art from established and emerging artists to the forefront of the global art market.

Supporters of ART ASIA's inaugural fair reported great satisfaction with attendance: Sundaram Tagore, executive director of SUNDARAM TAGORE GALLERY shared, "Due to the financial meltdown in the US, our expectations were extremely low. However, we did exceedingly well at ART ASIA. I believe this was because it was the first Asian art fair in Miami and also because we had a concentrated number of collectors visiting our booth. TV reports stated that there was a 25% jump in the number of private jets arriving into Miami and I am sure some of those extra bodies made their way to ART ASIA."

Sales at ART ASIA were strong and consistent despite the lowered expectations from exhibitors. An early painting by Japanese artist Yoshitomo Nara sold for 120,000 USD to a German collector and Ma Baozhong's monumental painting Rise and Fall (2008) that was featured in ART ASIA's entrance and was recently on view at the Shanghai Biennial sold for over a million dollars. Overall, 97% of participating galleries reported meeting new clients and 72% of the exhibitors reported strong sales – most of them to new clients.

ART ASIA Basel 09 has assembled an Advisory Group of distinguished individuals with immense experience and influences within Asia as well as affiliations within the art community. Leading members include Weiming Wang, Director of National Treasure Funds and Chinese Contemporary Artists Funds, organizations under the Ministry of Culture of People's Republic of China and Victor Zhikai Gao, Director of China National Association of International Studies, International Councilor of Asia Society, President of

Yale Law School Association of China, and Legal Counsel of China Association of Mayors.

ART ASIA will continue to present museum quality lectures and discussion panels led by renowned individuals in the art world. With the backing, cooperation, and endorsement from the Chinese government, ART ASIA Basel 09 will be a dominating force within the Asian contemporary art world as well as a major contributor to the global art market.

ART ASIA is now accepting applications for ART ASIA Basel 09. For more information, please call + 1 212 268 6148 or email info@artasiafair.com.

To apply, please visit: <http://www.artasiafair.com/Index.php/asia/application>

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