

Art | Basel

Basel | June | 15–18 | 2017

PRESS RELEASE
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Swiss artist Claudia Comte will transform Basel's Messeplatz into an immersive funfair

'NOW I WON', a new monumental outdoor installation by Claudia Comte (1983), curated by Chus Martínez, Head of Art Institute at FHNW Academy of Art and Design, Basel, will be presented for the first time during Art Basel. Situated directly on Messeplatz, in front of the exhibition halls, the work will take the form of a fully functioning funfair. Here the artist will challenge the audience to various games and activities including darts, bowling, arm wrestling, mini golf, dancing competitions and more. Comte's own works – such as her target paintings, wooden or marble sculptures – are part of the very environment in which the audience will compete to win an original artwork by the artist.

Made especially for the show, 'NOW I WON' consists of two parts: an immersive funfair installation, which actively engages the public to compete in a range of games and competitions, and a large-scale sculpture that spells out the palindrome title of the work: 'NOW I WON'. Made of 23 tree trunks, each six meters long, 50 centimeters wide and each weighing 800 kilograms, the sculpture will sit upon an artificially created hill overlooking the funfair.

Claudia Comte's funfair will include seven booths, each one placed underneath one of the letters of the sculpture and with an individual design corresponding to the respective letter. Formally, the installation serves as a comprehensive representation of Comte's work and visual language, exploring the intrinsic nature of her work as well as recurring themes such as geometry versus nature, formalism versus affect, pop culture and Op Art. 'NOW I WON' is the artist's response to Art Basel and the art market in general: a playful commentary on the value of art once it enters the art market, which Comte quite literally refers to as a 'fun fair'.

When entering, visitors will be stepping into the universe of Claudia Comte. All wooden booth stalls will be carved by the artist with a chainsaw – a tool she uses traditionally in her work. Inside, the booths will feature Comte's circular abstract paintings installed as dart targets and her wooden and marble sculptures, this time functioning as bowling pins or as tunnels, slopes and barriers of the mini golf course. The funfair will be open to everyone for a small nominal fee and there will be a prize for the overall winner of the competition: an original artwork by the artist, created especially for the fun fair.

Activities include:

Slurp 'Em Up: At this booth participants take part in a number of drinking games

Swing it Through: A mini golf course that has to be completed with a limited number of swings

Hit The Middle: A darts stand with paintings by Comte for targets

Dance Or Die: Participants face a competitive dance-off

Knock 'M' Out: At this ball toss stand participants aim at a row of sculptures made by Comte

Drop 'Em All: The bowling alley will also feature Comte's sculptures instead of traditional pins

Bend Or Break: Competitive arm wrestling

NOTES TO EDITORS

'NOW I WON' Opening hours

Tuesday, June 13, 2017, 1pm to 9pm

Wednesday, June 14, 2017, 1pm to 9pm

Thursday, June 15, 2017, 1pm to 8pm

Friday, June 16, 2017, 1pm to 8pm

Saturday, June 17, 2017, 1pm to 8pm

Sunday, June 18, 2017, 1pm to 7pm

About Claudia Comte

Claudia Comte is an artist living and working in Berlin. She is represented by König Galerie in Berlin and Gladstone Gallery in New York and Brussels. Comte's recent solo exhibitions include '40 Walls, 10 Rooms and 1046 m2' at Kunstmuseum Luzern; 'The Curves, the Corners and the Machines, Le printemps de Septembre' at Festival International d'Art Toulouse, and 'Zigzag Division' at Musée Cantonal des Beaux Arts, Lausanne. Her current group project 'Desert X' in Palm Springs, California offers the Coachella Valley and its desert landscape as backdrop to site specific works.

Curatorial Statement

A curatorial statement by Chus Martínez, alongside her biography is available upon request. Please contact: Jenni Schmitt, Press & Communications, jennifer.schmitt@fhnw.ch

About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition.

Art Basel's engagement has expanded beyond art fairs through a number of new initiatives. In 2014, Art Basel launched its Crowdfunding Initiative, in collaboration with Kickstarter. This initiative presents jury-selected art projects to potential benefactors, which include Art Basel's vibrant audience and the Kickstarter community. The initiative has catalyzed much-needed support for outstanding non-commercial art projects worldwide and so far has helped pledge over \$1.4 million to creative projects around the world. For Art Basel Cities, launched in 2016, Art Basel is working with selected partner cities to develop vibrant and content-driven programs specific to the individual city. Connecting them to the global art world through Art Basel's expertise and network, Art Basel Cities supports its partners to develop their unique cultural landscape. For further information, please visit artbasel.com.

Partners

UBS, global Lead Partner of Art Basel, has supported the organization for more than 20 years. As Art Basel's global network expanded, UBS increased its lead partnership to include all three shows: Basel, Miami Beach and Hong Kong. In addition, UBS has a long and substantial record of engagement in contemporary art: as a holder of one of the world's most distinguished corporate art collections, as an active partner in global contemporary art projects such as the Guggenheim UBS MAP Global Art Initiative, and as a source of information and insights through the UBS Art Competence Center, UBS Arts Forum and its new contemporary art news-focused app, 'Planet Art'.

Art Basel's Associate Partners, supporting all three shows, are Davidoff – the prestigious Swiss cigar brand, whose Davidoff Art Initiative encompasses residencies, art dialogs and grants; Audemars Piguet – the independent high-end watch

manufacturer, whose expanding activities in contemporary art include the Audemars Piguet Art Commission; and NetJets – the world leader in private aviation. BMW, the renowned car manufacturer, has co-developed with Art Basel the BMW Art Journey, enabling the winning artist to design a journey of creative discovery. Additionally, Art Basel is supported globally by Ruinart as Official Champagne Partner.

The Art Basel show in Basel has a partnership with Baloise Group, whose Art Prize is awarded to up to two artists exhibiting in the Statements sector. Joining the show for the first time as a partner is La Prairie, the premier luxury skincare. Further Partners of the Basel show are AXA ART, Vienna Tourist Board, ARVI and Mobimex. Art Basel's Media Partner is The Financial Times. For further information about partnerships, please visit artbasel.com/partners.

Important Dates for Media

Preview (by invitation):

Tuesday June 13, 2017 and Wednesday June 14, 2017

Public opening dates and hours:

Thursday June 15, 2017 – Sunday June 18, 2017: 11am-7pm

Press accreditation:

Online registration for press accreditation is now open. Please apply online before coming to the fair: artbasel.com/accreditation.

Upcoming Art Basel shows

Basel, June 15-18, 2017

Miami Beach, December 7-10, 2017

Hong Kong, March 29-31, 2018

Media information online

Media information and images can be downloaded directly from artbasel.com/press. Journalists can subscribe to our media mailings to receive information on Art Basel.

For the latest updates on Art Basel, visit artbasel.com, find us on Facebook at [facebook.com/artbasel](https://www.facebook.com/artbasel) or follow @artbasel on Instagram, Google+, Twitter, Weibo and Wechat.

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