

STROKE.01
URBAN ART FAIR
OCTOBER 29-31



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at a (or one) stroke: *by a single action having immediate effect*

STROKE.01 – Urban Art Fair Munich

October 28 – 31

Munich

<http://www.stroke01.com>

The Munich event agency HERR.KEUNER presents together with the team of “INTOXICATED DEMONS” from Berlin, and Munich’s „Team from Hell“ the biggest art event of the year! At the end of October more than 15 international galleries and art projects based on “Urban Contemporary Art” will be showing their pictures, drawings, toys and other exhibits at STROKE01. STROKE.01 will be the first international Urban Art exhibition of this kind in Europe.

1. A little story first:

In November 2008, after two years of struggling and fighting, the owners of the Berlin urban art gallery "INTOXICATED DEMONS GALLERY" (ID.G) ask themselves an important question:

Is „Urban Contemporary Art“ still only a sub cultural phenomenon for a special selected target group?

Almost five months later they could answer their question by themselves. The owner of HERR.KEUNER and the ID.G Gallery in Berlin started a vernissage in Munich in a specially selected location. “Kunst im Tresor” was held in a 650sqm safe in an old and unused bank building near the English Garden. More than 1.400 guests and visitors took part in the event on May 5th and 6th. (further information: <http://www.kunst-im-tresor.de>)

2. Urban Contemporary Art

Urban Art, used as a general term for different contemporary art techniques and developments, has already found its way out of the subculture into all media and many galleries. It is already a worldwide art movement and maybe the first ever truly international art movement. Urban Art is demonstrating a new way of global networking for artists and fans. It is already part of shows in many museums and is traded in auctions worldwide.

Nevertheless a lot of Urban Art projects and galleries still operate unprofitably. Passion and devotion are still the most important keys to help push financial calculations into the background. Because of this the young generation of galleries and art projects still have problems handling the rules of the international art market. For us, this is the starting point for the STROKE.01 exhibition.

3. Our idea to run the first exhibition for Urban Art

After the big success of „Kunst im Tresor“ the owners of HERR.KEUNER and Intoxicated Demons started to think about the possibility of pushing many German and European galleries to start a new project together and run a concentrated vernissage to present all the different styles and types of urban art.

Raiko Schwalbe: „We feel confident with this idea and want to launch a new platform. Therefore we have started STROKE.01 and we want to transport our idea to include as many European galleries and art projects as possible.“

4. The infrastructure

To make participation possible and interesting for many galleries and art projects, the organizers were looking for a special location to run STROKE.01. After checking different types of buildings they decided to choose a former BMW car dealership on Dachauer Strasse near the Stiglmaierplatz just 10 minutes away from the Munich railway station. The total area covers more than 2000 sqm and is split into 3 levels with different types of rooms. With the public transport system it's easy to reach the location within minutes from anywhere in Munich.

6. Contact:

If you would like to get further information about STROKE.01 just use the following contacts:

→ *For all inquiries about sponsoring, press or partners:*

Raiko Schwalbe - raiko@stroke01.com - Telefon: 01577.388.11.51

→ *For all inquiries about the participations, the creative concept and design:*

Marco Schwalbe – marco@stroke01.com – Telefon: 0176.969.73.44.7

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Officially organizer

Agentur HERR.KEUNER
Marco und Raiko Schwalbe
Malplaquetstrasse 13A
13347 Berlin
Deutschland

Responsible for the INTOXICATED DEMONS GALLERY in Berlin and the organizer of "Kunst im Tresor".

Co-Promoterr:

TEAM FROM HELL: run by Florian Pop (Spielbar Tragbar), Hubertus Becker (SUPER Magazin) and Quirin Schwanck (Modus Vivendi Music) from Munich. These guys are responsible for running the parties and special events at STROKE.01.

You will find all further information on our website: <http://www.stroke01.com>