

STROKE.01
URBAN ART FAIR
OCTOBER 29-31



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

1. At the beginning a short story:

Around december 2008, after almost 2 years of "struggling and fighting" , Berlin gallery "INTOXICATED DEMONS" felt a strong need to request a major question: Berlin, inbetween time worldwide known as an inofficial "art capital", is a tough place for young and independent galleries - so is it possible to work beyond a subcultural level? Is it possible to have more then the average 60 people coming to see an exhibition?

Almost 5 months later that question could be answered. The staff of the I.D. Gallery decided to go to Munich for an guest-exhibition and went immediately successful. Within may 5th and 6th more then 1.400 people came to see the show called "Kunst im Tresor" ("Art at the safe").

(for more Infos please check: <http://www.kunst-im-tresor.de>)

2. Urban Contemporary Art

Its not really the news anymore, that Urban Art (as a melting pot for several young artdevelopements) found its way from subcultures into the Media and galleries worldwide. We dont really care anymore that there are still "old" artcritics who still proclaim there "its-no-art" theories.

We are part of a global artmovement, probably the first artmovement, that is kept alive and still growing based on a global network that works without borders or other cultural differences

But its a fact that most of the projects and galleries still work on a semi-profitable level and love and passion are the most important ingredients in the game. As a result, we have to face the fact that it's not the easiest job to be able to follow the rules and capture the dynamic leads of the classic artmarket.

So its time for STROKE.01 - the first Urban Art Fair ever!

3. The first Art-Fair for Urban Art

So - is it possible to unite young european galleries and artprojects and force them to act and move

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together - to be able to show under one flag? We think yes - and that's the reason why we started to build our project STROKE.01 as a platform to make this dream come true.

We offer affordable rents, professional public relation and a working infrastructure. Beside all necessary professionalism, we would like to keep a certain spirit of freedom. We believe in networking, collaboration, trust and passion. Most of the necessary ideas and strategies may be new to some of us so there will be a strong need for dynamic processes for sure.

We would like to invite all to support us with the realisation of the probably most thrilling art-event of the year.

4. The infrastructure

To be able to offer the participation to a huge variety of projects and galleries, we focused on finding a location which is, on the one hand affordable, and on the other hand very well located. The location we chose for STROKE.01 is situated right around the heart of Munich, just 2 Minutes of walk to the central area of Munich's well known "Glockenbachviertel". This area is known for its high density of shops, cafés and galleries.

The area has a total size of round about 750 sqm. About 650 sqm are divided into two buildings, each with two floors. The backyards size is around 100 sqm.

Both buildings have several small, medium or large rooms. No fair-constructions are necessary to display the work. With the front- and the backbuilding we have room in 2 pricing categories. The frontbuilding is in a very good shape and has already a gallery light system. The backbuilding is currently in renovation.

Galleries and projects will have different possibilities to display their work. They can rent single rooms, combine single rooms or rent parts of the available big rooms. Regarding the fact that this is the first expo with these dimensions we have to face "first comes, first moves". Because not all the rooms have a similar relation between groundshape and wallsize, we will have special offers for calculation.

- Rooms in the frontbuilding (category A) are 20 EUR per sqm (plus VAT)
- Rooms in the backbuilding (category B) are 12 EUR per sqm (plus VAT)

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Reservation starts now. The price of the rent has to be paid in August. If you cancel your order until the end of August, we charge 25%, and starting from October 1st, 50% of the rental price. In case of a higher request we keep in mind to move to another location.

The price includes the rent for the space, an insurance for damages within the opening hours, an insurance for theft through the closing hours, logotypes/names of the galleries/projects in their rooms. (If possible, we would like to offer a catering - t.b.c)

All participants have to find their accommodation and logistical needs by themselves. We will have partners to offer percentages on hotel rooms or hostel beds.

5. Who can participate:

Well – of course, there is no scientific explanation about Urban Contemporary but we would like to request at least some info from interested participants if it's not clear if they fit into the idea. In general everybody can participate if they fit into:

- all official galleries
- art projects that work under a certain name/title for a while
- projects surrounding the scene (for example toys)
- Magazines- or book publisher who can organize an expo surrounding their products

We expect, that most of the displayed artworks are original artworks. A presentation just based on prints is not requested. If we forgot to name something special, please send us an e-mail with a short explanation and some pictures to your project

6. If you would like to participate:

Please send us your reservation as soon as possible with the following information:

- Category of rooms (Category 1 or 2)

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- desired size
- Name of your gallery / project
- complete contact info

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Official Organisation

STROKE.01

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<http://www.stroke01.com>

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by

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INTOXICATED DEMONS GALLERY in Berlin