

Press Release 15 June, 2006

## Bigger, better ULTRA VOLTA!

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### **VOLTAshow02 in the new expanded location at the ULTRA BRAG shipping facility in the Basel harbour district opens to bumper crowds and organizers announce exciting collaboration with London's Zoo Art Fair.**

VOLTAshow02 opened on Wednesday June 14<sup>th</sup> with an early morning VIP preview that saw the participation of an impressive group of international collectors all enjoying brunch at the outdoor restaurant and café. Attendees included **Don and Mera Rubell** and **Marty Margulies** from Miami; **Michael and Susan Hort** from New York, **Frank Cohen** from Manchester, **Anita Zabłudowicz** from London, **Larry Fields** and **Michael Alper** from Chicago, **Mike Ovitz** from California, agents for **Mr. Kim** from Korea and for **Charles Saatchi** from London, **Leif Dujurhaus** from Copenhagen, and the art advisor for **George Michael**. Founders and exhibiting dealers **Kavi Gupta**, **Ulrich Voges** and **Friedrich Loock** were extremely pleased by the response.

The industrial atmosphere—with shipping containers being moved overhead and freight trains passing inches away from the elite crowd—belied the interior of the warehouse that had been transformed from a raw storage facility into a pure, elegant exhibition space. Featuring a central atrium, the 56 exhibiting galleries were arranged in two stories, the second a terraced gallery overlooking the central area, which featured the special 8 invited artist projects.

The unusual harbor location did not deter the visitors, however, and they came in droves. Unexpectedly large crowds—over 3,000 VIP visitors alone came in the first three hours—made the docks heave and packed the buses. Another 2,000 visitors on opening day alone kept the facility buzzing with the Art Newspaper declaring “VOLTAshow gets even better!” Among the visitors were even some of the harbor workers, intrigued by this cultural event in their environment, and members of the ULTRA BRAG shipping facility staff, who were given a private tour. While the Harbormaster was overwhelmed by the unusual number of passenger cars, overall the entire district was excited and energized by this development of the area.

Another exciting development was the announcement by VOLTAshow directors **Amanda Coulson** and **Karoline Willems** and Zoo Art Fair founding director **Soraya Rodriguez** that the two fairs would collaborate this October to co-curate an international section for the third edition of the London satellite fair, which has until now focused exclusively on UK galleries, project spaces, artist collectives, curatorial groups and publications. In exchange Zoo Art Fair will co-curate VOLTAshow's special project section in June 2007. For further details please see separate press release or consult web site at [www.voltashow.com](http://www.voltashow.com).

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