

Press Release June 19th, 2006

VOLTA^{show}02

VOLTAshow02 confirms its position on the Basel platform.

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At its closing on Sunday evening, June 18th, VOLTAshow02 reports over double the visitors and three times the sales of last year.

On Sunday night, June 18th, the elated participating gallerists at VOLTAshow02 gathered in the outdoor bar to make a champagne toast to the exhibition founders **Kavi Gupta**, **Friedrich Loock** and **Uli Voges**. Almost everybody had reached their goals or even wildly exceeded them during the fair's five-day run. Galleries reported sales to-date that collectively garnered over 3.5 million euros for the exhibiting dealers, not including pending deals.

Day one unexpectedly saw over 5,000 guests (half the total amount of the visiting public in last year's entire week), causing some serious back up on the transportation. Nonetheless, collectors made repeat visits to close deals, see the daily changing re-hangs in the daily sold-out booths and to enjoy the comparatively laid-back atmosphere, dining in the riverside restaurant. While the freight trains ground to a halt over the weekend, the crowds continued to flow bringing the total number of visitors to 13,000 (30% increase from last year).

Exhibition directors **Amanda Coulson** and **Karoline Willems** were thrilled by the response. "Last year we had the element of surprise on our side," Coulson commented, "so it was relatively easy to impress. This year we needed to surpass our own expectations and those of our very serious clientele. Last year they were comparing us to Liste; this year it's to Statements at Art Basel. Through the collector response and the additions these two fairs have made to their programs, it's clear that VOLTAshow was a necessary addition to the market."

The VOLTAshow directors, together with Zoo Art Fair directors, also announced an exciting collaboration beginning this October with an international section – co-curated by both fairs – to be showcased at the third edition of the London satellite fair, which has until now focused exclusively on the UK. 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.

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