

Press Release
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VOLTAShow partners with Merchandise Mart Properties, Inc.

VOLTAShow, Basel's exquisite fair for cutting-edge art, announces a partnership with Merchandise Mart Properties, Inc. (MMPI).

“Having started out just three years ago, the VOLTAShow team is thrilled to be in partnership with MMPI, as it solidifies our presence in the marketplace and allows us to further develop the fair’s potential,” stated Amanda Coulson, Executive Director of VOLTAShow.

“VOLTAShow was conceived as an art fair for the next generation, conceived by galleries for galleries, in an enterprise based on a spirit of commitment and cooperation among fellow dealers who share a distinctive vision,” said Kavi Gupta, a co-founder of the fair. “While we never doubted our ability to pull off something first-class, the fair’s overwhelming success, in only two editions, turned what was conceived as a project into a fully-fledged business. Now with the support of MMPI, the partnership allows us to return our focus to the curatorial and artistic aspects of running the fair.”

According to the agreement, Amanda Coulson (Executive Director), Karoline Willems (Managing Director) and the VOLTAShow staff will continue to produce the fair as before and will further explore the prospects for expanding VOLTAShow’s reach. “The concept of VOLTAShow on the Basel platform was always to be small and exquisite—a contrast to what is happening simultaneously in Basel,” stated Ulrich Voges, co-founder. “We are more of a boutique and now are free to explore other opportunities and reach into other markets for our supporting galleries.”

VOLTAShow was started by three art dealers – Kavi Gupta (Kavi Gupta Gallery Chicago), Friedrich Loock (Wohnmaschine, Berlin), and Ulrich Voges (Voges + Partner, Frankfurt) in 2005. The first edition attracted 10,000 visitors and sales of 2 million euros; by VOLTAShow02, 2006 attendance increased by 30% and sales were reported at 3.5 million euro. The next edition, VOLTAShow03, will take place at the Ultra Brag facility in Basel, from June 11th-16th, 2007.

Merchandise Mart Properties, Inc. (MMPI), a Chicago-based trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year. Included in its show portfolio is Art Chicago, the Merchandise Mart International Antiques Fair, The Artist Project, the One of a Kind Show and Sale® in Chicago and Toronto, as well as multiple design shows such as the NeoCon® World’s Trade Fair, Interior Design Show Toronto, IIDEX/NeoCon® Canada and Design Vancouver, among others. MMPI also manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 72 New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

Vornado Realty Trust, based in New York City and owns MMPI, is a fully integrated equity real estate investment trust. Vornado’s common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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