

Swab Barcelona turns 10 and gives way to a new fair

With an edible stand and other transgressive proposals that highlight its independent spirit, the international contemporary art fair of Barcelona celebrates its first decade with a special edition, a new face and the participation of 70 galleries from around the world.

Swab Barcelona sheds its skin: It celebrates a decade of existence with a very special edition and announces its future move towards a “boutique fair” concept. An edible booth, an unprecedented Brazilian participation, a cycle of politically charged performances with Ukraine as guest country and a renewed international selection committee are some of its new features. From September 28 to October 1, 2017, Swab Barcelona gathers 70 galleries with works ranging from 50 to 50,000 euros on average and the participation of more than 20,000 visitors. Established artists such as Carlos Pazos, Joan Fontcuberta, James Rielly, Sanitago Vélez, and Laura Bruce participate alongside dozens of new names. In this new edition, Independence is key: Self-managed spaces such as La Trastera, which was born in a garage in Segur de Calafell, and dozens of proposals where art and activism go hand in hand, from Algiers to Damascus, among others places. The fair is a reflection of our times and seeks to “provoke, ponder, feel, love, and awaken”, in the words of Joaquín Díez-Cascón, founder of Swab Barcelona and collector.

Swab Barcelona welcomes -at the Italian Pavilion of Fira de Barcelona, next to the Font Màgica de Montjuïc- curated projects, collector programs, prizes, and activities that transcend the fair walls to bring art to Barcelona locals. The curators of this tenth edition are the Barcelona-based independent curators Imma Prieto, Frederic Montornés, Xavier de Luca, and Carolina Díez-Cascón. Omar López-Chahoud, artistic director of UNTITLED art fair, also participates as curator of the circuit Behind the Artist, part of the Swab Collectors program. The fair is possible thanks to the collaboration of the Generalitat de Catalunya, the Barcelona City Council, and the Banc de Sabadell Foundation, among others.

There are eight programs promoting new voices in contemporary art: **Swab Seed**, which features six experimental and self-managed spaces from Bogota, Zurich, New York, Tarragona, Berlin and London, giving visibility to innovative proposals; **On Paper**, which brings together different techniques, from installation to drawing, linked to a new use of paper as medium and concept per se; **Swab Performance**, with interventions by five young Ukrainian artists blurring the line between art, activism and social criticism; Focus Mediterranean, which brings together independent platforms from Algeria, Tunisia, Libya, Egypt, Syria, Lebanon, Palestine, and Morocco which highlight voices and discourses that are often left outside of the traditional art circuit; Ephemeral, which showcases works on media such as installation, performance or video games that interact with the public and propose a reflection on contemporary life framed in a

capitalist, globalized, and accelerated system; IN / OUT, which questions the meaning of being inside or out, showcasing artists represented by galleries that may or may not be present at the fair; MYFAF (My First Art Fair), which supports young galleries less than two years, giving them the opportunity to participate free of charge in their first international art fair; and a revamped General Program, with the participation of leading galleries from around the world.

For complete list of Swab Barcelona galleries and programs visit www.swab.es

Swab Barcelona 2017 presents a new selection committee comprised of collectors: Susanne Birbragher, Art Nexus commercial vice-director; Giuseppe Casarotto, engineer and president of the ClubGAMeC of Bergamo; Alfredo Hertzog, president of Hertzog Art Business, and Harold Berg, economist and member of the Whitney Museum's Photography Committee; as well as independent curators Domenico de Chirico, Albertine de Galbert, David Armengol and Marisol Rodríguez.

The Swab Collectors program is also among the highlights, with dozens of collectors from around the world participating in visits to private spaces and arts institutions in Barcelona within the framework of the fair. In this special edition, Omar López-Chahoud, artistic director of UNTITLED art fair, curates Behind the Artist, a visit to the private studios of six artists based in Barcelona. The fair also awards several prizes in collaboration with the Banco Sabadell Foundation, DKV, the Lluís Coromina Foundation, MANGO, Maset, Grisart, and Diezy7 art collection.

Concurrently, the Swab Barcelona Foundation presents the exhibition 'In Search of Territory' at Arts Santa Mònica, curated by the art collector and member of Swab Barcelona selection committee Alfredo Hertzog. The exhibition proposes a reflection on the concept of territory, from its most explicit to the most abstract meaning, based on video art works by three Brazilian artists representing the emerging scene of that country: Deborah Engel, Joao Castillo, and Ayrton Heráclito.

Main sponsors:



Swab Barcelona 2017, Special 10th Anniversary Edition

From September 28 to October 1, 2017

Full list of galleries, artists and countries: www.swab.es

PRESS PHOTOS:

<https://www.dropbox.com/sh/87v0pddnx2qh7lj/AACcnxPVbZFKQXuiJOYKXXKa?dl=0>

Location: Italian Pavilion, Fria de Barcelona (in front of the Font Màgica de Montjuïc).

Hours: **Thursday, September 28** at 18h, official Swab Barcelona 2017 opening (invitation only).

Friday, September 29, from 16h to 21h, open to general public. **Saturday, September 30**, from 12h to 21h, open to general public. **Sunday, October 1**, from 12h to 20h, open to general public.

Tickets: 1 day pass: 8€ (online) and 12€ (Box Office). 3 day pass: 24€. Free entrance to children under 12.

More information: www.swab.es // www.diezy7collection.com

►Press contact: prensa@swab.es 93 417 30 04 / 608 745 179 (Inés Martínez Ribas).