



MEDIA INFORMATION

READING CONTEMPORARY ART FAIR 2011

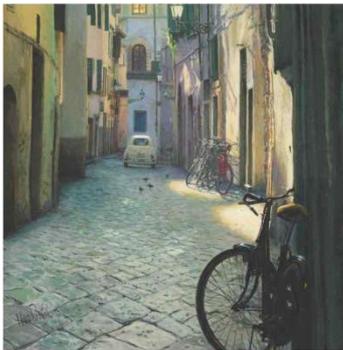
14-15th May

Rivermead Leisure Complex

(www.readingcontemporaryartfair.co.uk)

The second Reading Contemporary Art Fair 2011 promises to be a vibrant, celebration of the best contemporary art with artists and galleries from the UK and worldwide.

The fair returns after a successful first year showcasing the work of over 80 established and emerging contemporary artists, printers, sculptors and photographers (14/15th May 2011, Rivermead Leisure Complex).



Organisers Deborah James and Sarah McAllister say "We want people to come along and find out what contemporary art is all about. Visitors will have the chance to see and buy pieces of extraordinary originality, whether they are collectors or just want something eye-catching for their home. "Above all," they say, "we want to debunk any myths that contemporary art is something only for the connoisseurs.

"In fact, it's fun, vibrant, exciting and incredibly creative."

The fair will be opened by **Sir John Madejski OBE DL** at the Private View on Friday 13th May. (See website for tickets)



Meet the artists

One particular benefit of the Reading Contemporary Art Fair is that it gives visitors unprecedented personal access to artists giving them the opportunity to talk to the artists about their work, inspiration and methods.

Sarah McAllister said: "At most art exhibitions, artists would be represented by a gallery, together with several other artists. The Fair gives them a different kind of exposure and many of them relish the experience of explaining what their work means to them."

Exhibitors this year include established names, as well as some of the best up-and-coming artists. Their work spans fine watercolours and oils, mixed media pieces, photography, sculpture and 'urban' art.

For anyone looking to buy, pieces will be selling for between £40 and £4,000+, putting collectable contemporary art well within reach.

Wonderful workshops

Highlights of this year's Fair are a series of hands-on workshops run by The Jelly of Reading. These including printing classes led by Jo Quinn and painting master classes by Paul Kessling. Encouraging youngsters to get involved express their creativity and take home their own wonderful piece of art.

International exhibitors

Among this year's international contingent are Art Chinese, a gallery who are dedicated to the promotion of Chinese emerging contemporary artists with a range that includes modernist ink painting, calligraphy, oil painting and photography.



Atomo Gallery from Porto in Portugal, who will be bringing a range of both established and up and coming international artists.

Local talent

Closer to home, artists from Berkshire feature prominently with fresh talent and established exhibitors alike, including award winning Reading Artist Jonathan Newey.

Supporting The Prince's Trust

The Reading Contemporary Art Fair will be selling 8" x 8" canvases painted by a variety of artists including exhibitors. All proceeds will go to The Prince's Trust to help change the lives of disadvantaged young people in the Berkshire area.

Where to go

The Fair will be held at Rivermead Leisure Complex 14/15th May (open Saturday 10am-6pm and Sunday 10am-5pm). Tickets are £6 for adults, £4 concessions and children under 12 get in free. Refreshments will be available.

Ends

Journalists' notes

To contact the Fair organisers, Deborah James and Sarah McAllister, please call 01753 591892 or email info@readingcontemporaryartfair.co.uk

- Images
1. Fiat in Florence by Helen Parsley
 2. Wild Flower by Hideyuki Sobue, Art Chinese
 3. 123 by Jonathan Newey