



ART BELOW PRESENTS BERLIN PILLAR OF ART CURATED BY ART BARTER (17.6.2010)



A selection of Berlin's most celebrated artists display their work on 14 ft high pillars on the streets of Central Berlin.

Riding high on the success of last year's Berlin project, Art Below are pleased to announce the 3rd installment of Pillar of Art. In a variation on last year's theme, 2010's Pillar of Art will exclusively showcase work from artists living and working in Berlin. This June, the Prenzlauer Berg and Mitte districts - Berlin's cultural hub - will play host to the latest collaboration from art entrepreneurs Art Below & Art Barter. Kicking off with Art Barter's exclusive Alexanderplatz launch party, followed by Art Below's week long exhibition on 10 public pillars displaying Berlin's hottest established and emerging artists. Over the last 5 years Art Below have displayed the works of over 800 international artists, seen by tens of millions as they travel, and are proud to play host to a fantastic range of highly acclaimed creatives. What started as a London based initiative soon received overwhelming international interest enabling Art Below to establish themselves in both Europe and Tokyo. Developing a soft spot for Berlin's refreshingly street-level arts culture, Art Below are pleased to be returning again - this time in creative co-horts with London's latest arts venture Art Barter.

The Art Barter event revolves around the idea that artwork will be acquired by individuals through alternative means to money. Artists have always been familiar with the use of barter, from Picasso exchanging sketches for his meals, to hotels accepting art as payment for rent. However, the Art Barter event is unique in its promotion of such a form of exchange in the current art market, and in the lasting working relationships that are being born out of it. Some of the exchanges that were made last year were 3 months of psychotherapy; website design; 30

hours of French tuition and an all expense paid trip for two to a retreat in the South of France. Following in the footsteps of London's Tracey Emin, Gary Hume, Mat Collishaw and Gavin Turk, this year's Art Barter will showcase the work of 25 Berlin based artists including; Jonathon Monk, Jason Dodge and Uwe Henneken. Revolutionary, resourceful and truly avant-garde in spirit, Art Barter and Art Below have, in each other, found their perfect playmate. Art Barter boasts a fresh, engaging approach to the sometime elitist art world, bringing work by highly acclaimed artists back into the public sphere. Art Below continues in its quest to stage passive public interventions by turning 'Ad space into art space', to increasingly critical acclaim. Co-inciding beautifully with Berlin's 6th Biennale for Contemporary Art, this summer promises to only further establish the city's reputation as a creative melting pot.