

Basel, 16.03.2017

JUNE 13–18TH 2017

SELECTED ARTISTS BY SELECTED GALLERIES – THE-SOLO-PROJECT ART SHOW

In 2017 the-solo-project enters its 10th year of unflinching dedication to a singular vision of curated solo shows. To mark this decade, we go to the next level.

Fresh Start. New Venue.

the-solo-project celebrates its tenth anniversary with a fresh start at a new venue.

«Zu den Hirzen», a lush park estate close by Messe Basel, offers the luxury of space, and significant expansion: the-solo-project art show becomes an art event platform. These elegant surroundings: the villa, its park, the glass pavilion, demand a game-changer.

In 2017, the-solo-project delivers not only high-profile art, but also public talks, concerts and events. Following its very own concept of curatorial cooperation with its galleries and artists, the show transforms the villa into an art space. The park becomes a curated open-air art event space.

The centerpiece remains the contemporary art fair, representing up to 50 selected galleries housed in a fair tent in the park.

Not Just Another Art Fair

the-solo-project was founded by Paul Kusseneers, and is supported by an array of established galleries. The fair showcases work by leading emerging and established artists, handpicked by Kusseneers and an advisory board of international curators and gallerists.

the-solo-project has quickly established itself as one of the foremost satellite fairs in Basel. This project is not an attempt to replicate already existing subsidiary fairs, rather it offers an opportunity to enhance the contemporary art experience by presenting a more in depth view of individual works.

The fair consciously models itself after solo gallery shows in well constructed spaces, giving exhibited works more 'room to breathe'; the artists more leeway to make a clear statement; and the visitors an environment in which to experience the works in context of the artist's oeuvre, rather than individual pieces in abstraction.

Within this context and in response to an increasing number of collectors, participation in the-solo-project is exclusively by personal invitation from Paul Kusseneers and his curatorial advisors.

The 10th anniversary of the-solo-project offers an extraordinary one time only chance to celebrate our passion for contemporary art. We invite you to share in this commonwealth.

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