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# Art

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## Art Central 2015

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**Art Central** isn't just a 'satellite fair' - but its invention isn't to steal the limelight from Art Basel either. Co-director Eve Share Banghart tells Ysabelle Cheung about creating a cohesive arts hub

Immediately after the satellite fair Art Central was announced last year, people both in and around the art scene began to talk. Will it take over Art Basel? Can Hong Kong handle another art fair? What will this mean for the community during the other 11 months of the year, March aside? These questions weren't surprising to Art Central co-director Eve Share Banghart, though. Having worked at Art Hong Kong through to its transition into Art Basel and beyond, Banghart and the Art Central team were acutely aware of the delicate ecological impact a fair of this nature could have on our city.

"We are not competing," stresses Banghart. "It's completely about our fair complementing what Art Basel is doing because we are able to bring more world class galleries who are showing fantastic, interesting artists that people want to see." Banghart mentions that the international art committee for the fair – which includes gallerist Angela Li of Angela Li Contemporary – has kept this equilibrium in mind when curating the gallery sector. Among the 75 galleries included in the inaugural event,

## Zetterberg Gallery

[zetterberggallery.com](http://zetterberggallery.com)

Zetterberg Gallery is a Helsinki based gallery founded in 2008.

## Barcelona Academy of Art

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which runs between March 14 and 16 at the Central Harbourfront, are contenders from Sydney, Tokyo, London and Tel Aviv, as well as an interesting selection from Hong Kong (Mur Nomade, Galerie Huit and Yallay Space are just three).

Also inside the bespoke Stiff and Trevillion-designed tents is the 'Rise' sector, which features emerging artists from galleries five years old or less. There's no age limit either. "At Art HK we had a rule that you had to be aged 35 or less to be considered for the 'Young' sector," says Banghart, "but then you'd see a fantastic artist who fit every other criteria but was 36 and couldn't be included. It just started to get a little bit pedantic. So these artists may be relatively known in their area but this is the first time they will be on an international stage." In this sector, expect works by installation artist and sculptor Farid Saleem Kamboh (presented by Emerge Gallery) and Colombia's Rafael Gómezbarros (presented by MAS Arte Contemporáneo).

Some galleries are presenting artists for the first time in Asia, including London's Coates and Scarry. "It's a great opportunity for us to showcase four accomplished British artists: Kate MccGwire, Lisa Wright, Dean Melbourne and Nick Bright," says gallery co-founder Richard Scarry.

Banghart, along with co-director Maree di Pasquale and other cohorts from the Art HK era – Tim Etchells, Sandy Angus, Charles Ross and Will Ramsay – are keen to cultivate a solid foundation for a year-round presence as well. "We don't want to be only on the radar for four days out of the year," she says. "We need to stay in people's consciousness and we are planning some events throughout the year to do that." For the moment, though, the team is launching – with, we expect, a mix of anxiety and excitement – Art Central with a firm foot in the local arts scene, already having a close relationship with the Hong Kong Art Gallery Association, SCAD (which hosts student tours through the fair), the Asia Society (which is hosting the talks) and education centre Art Loop. So, like Art Basel, it's not to be missed. In fact, we're fairly certain (and hoping) this fair will be on our radar for years to come.

**Art Central Central Harbourfront, Mar 14-16. Tickets: \$50-\$200; [hkticketing.com](http://hkticketing.com).**

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