



## **Alt\_Cph10 in Space**

Copenhagen's alternative art fair at The Factory for Art & Design.  
17-19 September 2010.

We hereby invite you to apply for participation in the 5<sup>th</sup> (annual) alternative fair, Alt\_Cph10, at The Factory for Art & Design.

"In Space" means that we will open up the space in order for the exhibitors to create the form. This will take place both inside the hall of The Factory, and out and around in the local community.

## **Out**

Much speculation takes place nowadays, to get galleries and artists to move into worn down areas, in order to inflate property values. This is what is happening, at present, in the Carlsberg quarter and in the "white" meat market; endeavours to persuade creative people to move in, in order to breathe new life into that area, and thereby step up the value of the property there.

The area around The Factory is currently a part of the "Sundholmsvej Area Lift" project, and we think it would be interesting to make a gallery and art quarter, just for a weekend, as a hint to the debate. We also want to underline the important role that all the small exhibition spaces in fact play all around the city, and therefore we want to encourage exhibition spaces to produce projects in the surrounding quarter. Such projects would not necessarily have to be limited to the weekend. Nor is it a condition for participation, that work be carried out in the neighbourhood, simply a challenging suggestion.

For, as usual, Alt\_Cph 2010 takes place primarily in the hall of The Factory for Art & Design. The function of the fair remains that of bringing together diverse exhibition spaces, which are otherwise spread out, and somewhat isolated, all over the city, in order for them to have a place to meet in that weekend. In short, we want both the one ...and the other!

## **In**

This year, the art fair will be set up around a new structure which will, to a greater extent, resemble the character of a skeleton. This means that participants will be allocated an open area, where they can form, construct and develop their ideas. This will give the participating exhibition spaces more freedom to create their identity in the hall.

Alt\_Cph *In Space* gives the initiative directly to the participants. Your commitment, in co-operation with the Co-ordinator, will form the fair. The fair will unfold on several planes, and this invitation is for artists, whom you represent, to contribute projects, events, performances, or similar, which can take place in the neighbouring quarter and/or in the art fair hall.

## **Practical**

If you want to do something out in the neighbouring quarter, then the Area Lift project ("Områdeløft") can assist with co-ordination, making contacts, and obtaining permits, whether it be for a shop, a community space or a lamppost ...what ever. Later on, participants will receive a map of the area and some pictures, precise information about the structure of the fair, stands, etc.

This invitation is for the whole Nordic region, but there is only room for 20 exhibitors. The price for participation is 1500 DKKR. This money is used on construction, etc.

If you are interested in participating, then an idea of what your exhibition space would like to contribute with, must be sent to us no later than **March 22nd**. We will then choose twenty



interesting and committed exhibition spaces, or similar initiatives.

We believe that the best alternative art fair for artist-run, profit-free exhibition spaces, is created by the strong initiative, drive and expertise, which comes from the very same art scene.

Again this year, Signe Vad is the co-ordinator and curator, in close co-operation with the art fair committee at The Factory, the members of which are: Camilla Nørgård, Mette Høyen Andersen, Lise Nørholm, Hans E Madsen, Claus Bjerre and Karen Land Hansen.

Mvh.

Signe Vad and The Factory Alt\_Cph committee

Fabrikken / Alt\_Cph  
Sundholmsvej 46  
DK-2300 København S  
Tel.: +45 32549424  
altcph@altcph.dk  
www.altcph.dk