

A Performance Affair

APA • A
Performance
Affair

During •
Brussels
Gallery Weekend

The Panopticon Edition

Review

From 7 to 9
September
2018

Vanderborght
Building,
Brussels



Carole Douillard presented by Galerie Michel Rein © Jeroen Verrecht

APA • INTRODUCTION

This inaugural edition was a resounding success with 23 artist activated performances and 1500 visitors, including world-class collectors, curators, representatives from cultural institutions, luminaries and performance aficionados.

We are thankful we could partner with Brussels Gallery Weekend for our first edition.

The Panopticon, A Performance Affair's first edition, transformed the second floor of the Vanderborcht Building into an immersive space for three days of performances in collaboration with the Brussels Gallery Weekend (7—9 September 2018).

Inspired by the notion of the Panopticon and the building's unique architecture, continuous and overlapping performance works by international artists were presented throughout the dynamic venue.

Presenting a myriad of performances for sale by emerging and mid-career artists selected by a high-level committee, and featuring Violent Incident, an historic performance video by Bruce Nauman, an interactive performance installation by Greg Finger, A Performance Affair put the whole spectrum of the economies of performance art on display and for discussion.

[Watch the replay on Youtube](#)



Joris Van de Moortel presented by Galerie Nathalie Obadia © Jeroen Verrecht

Thanks to the Vanderborght's unique architecture, *The Panopticon* transformed each visitor from witness to voyeur to performer, while the Bureau broadcasted live the whole duration of the weekend, enabling visitors from around the world to surveil the affair through our two YouTube channels.



APA youtube LIVE © Jeroen Verrecht

APA • CONCEPT

A Performance Affair is a new Brussels based association with international outreach dedicated to performance art. Set up as a not-for-profit organisation, APA is an evolving structure that brings together artists, galleries, collectors and institutions to research and discuss current tendencies in performance art and the economic structures around it.

A Performance Affair is not another art fair, but a flexible stage aimed at stimulating the acquisition of performance while finding solutions for its development and sustainability. Events are open to the public and free of charge.



APA • EXHIBITORS

- **Alice Anderson** presented by *La Patinoire Royale - Galerie Valérie Bach*
- **Elena Bajo** presented by *garcía | galería / Annex14*
- **Sanna Helena Berger** presented by *SUPER*
- **Julien Bismuth** presented by *Galerie Emanuel Layr*
- **Anna Byskov & Lidwine Prolonge** presented by the *FNAGP*, curator *Mathilde Roman*
- **Jeremiah Day** presented by *ARCADE / Ellen de Bruijne Projects*
- **Lieven De Boeck** presented by *Meessen De Clercq*
- **Marijke De Roover** presented by *Tatjana Pieters*
- **Carole Douillard** presented by *Galerie Michel Rein*
- **Tim Etchells** presented by *VITRINE*
- **Nikolaus Gansterer** presented by *MLF | Marie-Laure Fleisch*
- **Ariadna Guiteras** presented by *àngels barcelona gallery*
- **Ištvan Išt Huzjan** presented by *Proyectos Monclova / Eastwards Prospectus*
- **Marc Leschelier** (*Villa Medicis 2017-2018 Resident*)
- **Emily Perry** presented by *Seventeen*
- **Candida Powell-Williams** presented by *Bosse & Baum*
- **Mireia c. Saladrigues** presented by *àngels barcelona gallery*
- **Sarah & Charles** presented by the art collectors *Julie Vandenbroucke & Michel Espeel*
- **Moussa Sarr** (*Villa Medicis 2017-2018 Resident*) presented by *Galerie Isabelle Gounod*
- **Flore Saunois**
- **Sarah Trouche** presented by *Thalie Art Foundation | Thalie Lab*
- **Joris Van de Moortel** presented by *Galerie Nathalie Obadia*
- **Laurence Vauthier** presented by *UN-SPACED*

Special Projects:

- *Violent Incident* by **Bruce Nauman**
- *DAB* by **Greg Finger**

A Performance Affair closed Sunday evening on a high-note with a very well attended round table, final performances of Marijke De Roover and Nikolaus Gansterer and Ištvan Išt Huzjan's arrival to the Vanderborcht after walking 65 kilometres around an invisible border of Brussels for the whole duration of *The Panopticon*. Performances by Lieven De Boeck and Moussa Sarr also took place in the neighbouring Galeries de la Reine.

[Open our programme](#)



Ištvan Išt Huzjan © Tina Javornik

[Read our catalogue](#)

APA • SELECTION COMMITTEE

A Performance Affair • APA *The Panopticon Edition*

Selection Committee

Ellen de Bruijne, Gallerist (Netherlands)

Josée & Marc Gensollen, Collectors (France)

Frédéric de Goldschmidt, Collector (Belgium)

Michel Rein, Gallerist (France)

Eva Wittocx, Curator Museum M (Belgium)

Catherine Wood, Curator Tate (United Kingdom)



Alice Anderson presented by La Patinoire Royale - Galerie Valérie Bach © Jeroen Verrecht

A Performance Affair will be a great opportunity to experience different types of performances and discuss the very nature and collectability of this very powerful yet fragile form of artistic expression. I am thrilled that this first edition takes place in Brussels and that I am on board.

Frédéric de Goldschmidt



Tim Etchells presented by VITRINE © Jeroen Verrecht

Performance is a vital commitment when contemporary art so often means decoration or lifestyle for wealthy people.

Michel Rein



© Jeroen Verrecht

APA • VISITORS

This inaugural edition was a resounding with 1500 visitors, including world-class collectors, curators, representatives from cultural institutions, luminaries and performance aficionados.



Ariadna Guiteras presented by àngels barcelona gallery © Jeroen Verrecht

APA • ROUND TABLE

While there has been considerable attention around collecting performance in recent years, it remains a niche activity with narratives primarily circulating around a few key artists and collections.

A Performance Affair concluded its inaugural edition with a round table that addressed the exhibition and financing aspects of performance art. The high audience participation demonstrated the necessity to exchange further and explore those key questions around collecting performances.

Watch APA's Round Table



APA Round Table

Moderated by: Rose Lejeune

With the participation of: Antonia Blocker (Zabludowicz collection), Ellen de Bruijne (gallerist), Carole Douillard (artist), Nathalie Guiot (collector), Emmanuel Lambion (curator), Sarah & Charles (artists), Jon Sharples (lawyer, Simmons & Simmons), Julie Vandenbroucke (Collector)



Rose Lejeune is an independent curator and researcher focused on issues collecting context-based, social and ephemeral practices. Based in London, she is Associate Curator for Delfina Foundation's Collecting as Practice, runs Collecting the Ephemeral, a peripatetic consultancy and commissioning programme for museum and private collections, and Gallery Lejeune, an exhibition and event-led project in her home. Rose is a PhD candidate at Goldsmith's College looking at social practice in the art market.

APA • COMMUNICATION

A PERFORMANCE AFFAIR works with a press agency, [Panache PR](#). They dispose of a wide network in Belgium and its bordering countries and counts major artistic institutions (e.g. Bozar, SMAK, MHKA) amongst its clients.

Two press releases and personalised mailing campaigns were sent to an international network.

Regular activities on social networks (Facebook and Instagram) enabled to reach a large audience and therefore offered a wide visibility to the participating structures and artists.

Newsletters campaigns were sent to 8.000 contacts to announce the exhibitors and APA's programme.

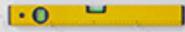
Personalised mailing campaigns were also sent to 200 online platforms and agendas to announce A PERFORMANCE AFFAIR 2018.

Flyers and posters were distributed and placed in strategic areas of Brussels.

A PERFORMANCE AFFAIR is powered by **Liv Vaisberg - [Office for Art and Design](#)** and **Will Kerr - [acurated.space](#)**.

Website by: [LPDLS No Time No Life](#)

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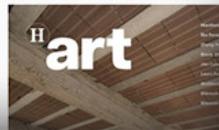
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Events

5 MUST SEE EVENTS DURING THE BRUSSELS GALLERY WEEKEND

Gepubliceerd op: 4 septembre 2018



NIEUWS > CULTUUR > ALGEMEEN

Veiling voor kunstwerken die vervliegen

06 september 2018 10:27

f in t e



©Wander Meander

Performancekunst is kunst die vervliegt omdat ze vaak op het moment zelf wordt beleefd. Een congres in Brussel waarop performances geveild worden, belicht de economie erachter.

Joseph Beuys wordt gezien als de pionier van de performancekunst. Midden jaren 60 stelde de Duitser de heersende codes van de kunstwereld aan de kaak door met schoppen naar een blok hout te gooien of met dode dieren te praten. De beroemdste nog levende performance-artiest is Marina Abramovic. In 2010 lokte haar expositie 'The

The Hopes and Performance art

An express-interview with Liv Vaisberg

Auguste Petre
09/09/2018

Anyone who is familiar with the terminology roots back to such early avant-garde movements significantly performance art flourished by the modernism in general. A great part of the most Metzger, Joseph Beuys, Yves Klein and many only a live presentation of art, but also a possibility

It's been 60 years since Yves Klein performance as a genre has changed together still takes a big part of the modern art society performance art – might just be the proof of Gallery Weekend from the 7th till the 9th streaming. We asked the curators Liv Vaisberg

What exactly is A Performance Affair event?

APA is a platform focusing exclusively on performance art and raising awareness about current issues related to its economics. The idea came up when we met and both realised that we had been thinking about those questions for a long time. This initiative is also due to different encounters with artists, but also gallerists who are truly committed to



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Sarah Troude. Nomad / action for Sahara, 2015, Courtesy ADAGP/ Troude

A Performance Affair se lance à Bruxelles

06 septembre 2018

Inspiré par la notion de Panopticon qui correspond à l'architecture du bâtiment Vanderborcht qui l'accueille, la première édition du festival de performance A Performance Affair s'inscrit dans le cadre du Brussels Gallery Weekend, tout comme la nouvelle mouture du salon Art on Paper qui a lieu au même moment à Bozar (lire notre édition du 4 septembre).

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