

# A Performance Affair

Brussels

Vanderborght  
Building

5—8 September 2019

## The Second Edition: *re:production*

During  
Brussels  
Gallery Weekend



APA 2nd edition. János Szirtes. Freestyle Swimming II.  
Presented by Kisterem

## APA • A PERFORMANCE AFFAIR

Performance is omnipresent in the current landscape of contemporary art: biennales, festivals, museums, galleries, and international art fairs are all featuring performance more and more, but few artists are able to draw any sustainable revenues from this practice.

**A Performance Affair (APA)** is a dynamic platform for performance art that stimulates discussions and discourse around the economies of performance. APA aims to provide a full spectrum of relevant content to a public audience while offering artists, gallerists, curators, and collectors an arena in which to discuss the unique challenges that surround this sector and play.

A Performance Affair is not another art fair, but a flexible stage geared towards stimulating the acquisition of performance art while finding solutions for its development and sustainability.



APA 2nd edition. Diogo Pimentão. Fraction (action).  
Presented by Galería RocioSantaCruz, Irène Laub Gallery and untilthen

APA is a Brussels-based non-profit association with international outreach. Conceived and founded by **Liv Vaisberg** and **Will Kerr**, APA seeks to place key players in the same arena and at the same table, while broadcasting its activities live on its APA channels (YouTube, Instagram, Facebook). Ultimately, this 72-hour event aims to empower performance artists and change perceptions of performance art by showing works that can be acquired in a dynamic and immersive arena. Events are open to the public and free of charge.



APA 2nd edition. Alexandra Davenport. Circuit Training (exercises in self-doubt)



APA 2nd edition. APA Bureau.

## The APA Bureau

A common area designated **The APA Bureau** is dedicated for planned and impromptu meetings around the economic aspects and protocols of performance, where key players can all gather to discuss aspects such as the acquisition, dissemination, and preservation of performance art today.

## The Departure / Arrival Board (D/AB)

Activities during *re:production* were tracked in real time on the **D/AB** and broadcasted live on APA's two YouTube Channels. Short and long durational Performances overlapped throughout the venue creating dialogues between works within an immersive environment filled with performances to discover.

*“The questions raised by APA are pertinent to the contemporary art world right now in how we create space, as well as a market, for practices that fall outside of its narrow understanding of value. How ever can we be contemporary if we do not create opportunities for ephemera and performance that speaks to the here and now? I was impressed by many of the artists who applied with thoughtful presentations as well as practical ways for their work to live on.”*

Aaron Cezar, founding Director of Delfina Foundation,  
member of the APA selection committee, London

## APA • RE:PRODUCTION

Following *The Panopticon*, APA’s inaugural edition last September, this second edition entitled: **re:production** transformed the second and third floors of the Vanderborcht Building in Brussels into an open space designed for artists and their collaborators to present new and historical works to the public, including collectors, in a wide range of formats. **re:production** attempted to determine the key elements necessary to perform, transcribe, document, transfer ownership and restage a performance. What is the collectable matter of a performance? How do the protocols, scenarios, recordings, or artefacts relate? **re:production** questioned and challenged the ephemeral nature of performance, the ethics of documentation, and ascertained how video and other means of representation can benefit the discipline.

[Watch the replay on YouTube](#)





APA 2nd edition. Live stream from János Szirtes. Freestyle Swimming II.  
Presented by Kisterem

Visitors to APA's **re:production** became participants in an augmented environment showcasing live content both throughout the space and online. The experience allowed visitors to draw distinctions between the performance itself, its live broadcast and recording, any objects or residue, and also the archiving of the work to attain a better understanding of the complex web of the participants, institutions, and rights that can advance this fragile form of expression.

**re:production** was a resounding success with 32 artist activated performances, sound, spatial and video installations, live streams and 3000 visitors, including world-class collectors, curators, representatives from cultural institutions, luminaries and performance aficionados.

*“A Performance Affair is an important platform that will give a big exposure to performance art and the attention it deserves.”*

Marina Abramović, artist, New York

# APA • SELECTION COMMITTEE 2019

APA • A Performance Affair – 2019 Edition

## Selection Committee

**Adam Budak**, chief curator of the National Gallery  
(Prague, Czech Republic)

**Ellen de Bruijne**, gallerist (Amsterdam, The Netherlands)

**Aaron Cezar**, founding director of Delfina Foundation  
(London, UK)

**Frédéric de Goldschmidt**, collector (Brussels, Belgium)

**Iordanis Kerenidis & Piergiorgio Pepe**, collectors (Paris, France)

**ORLAN**, artist (Paris, France)

**Chantal Pontbriand**, art curator, critic, and art consultant  
(Montreal, Canada)



APA 2nd edition. Stella Geppert. COMMUNICATION CAPTURES (extracts and elements)

## APA • PARTICIPANTS

- **Kelvin Atmadibrata** presented by *Sepersepuluh*
- **Mira Calix, Andjeas Ejiksson, Olaf Nicolai, Gluklya Pershina, Asad Raza, Sislej Xhafa** presented by *BOZAR*
- **Ofri Cnaani** presented by *MLF | Marie-Laure Fleisch*
- **Lúa Coderch** presented by *àngels barcelona*
- **Alexandra Davenport**
- **Meta Drcar** presented by *UN-SPACED*
- **Stella Geppert**
- **Lukas Hofmann** presented by *SVIT*
- **Klára Kuchta** presented by *acb Gallery* and *violuk projects*
- **Antti Laitinen** presented by *La Patinoire Royale - Galerie Valérie Bach* in collaboration with *Espace Européen pour la Sculpture*
- **Ariane Loze** presented by *Galerie Michel Rein*
- **Anna Mancuso**
- **Warren Neidich** presented by *Barbara Seiler*
- **Dawn Nilo** presented by *Balzer Projects*
- **Maria Pask** presented by *Ellen de Bruijne Projects*
- **Diogo Pimentão** presented by *Galería RocioSantaCruz, Irène Laub Gallery* and *untilthen*
- **Juan Pablo Plazas** presented by *Galerie Mieke van Schaijk*
- **Nazia Andaleeb Preema** presented by *Performance Art Bangladesh*
- **Maeve Rendle**
- **Lieven Segers** presented by *Base-Alpha Gallery*
- **Evann Siebens** presented by *Wil Aballe Art Projects | WAAP*
- **Tobias Sternberg** presented by *krupic kersting || kuk*
- **János Szirtes** presented by *Kisterem*
- **Salvatore Viviano** aka **Lisa Jäger**
- **Stav Yeini** presented by *ZSenne art lab*

### Special Projects:

■ **Jelili Atiku** presented by *BOZAR* ■ **Claudia Comte** presented by *Gladstone Gallery* ■ **Kendell Geers** ■ **Christian Jankowski** presented by *Lisson Gallery* ■ **Peter Liversidge** presented by *Ingleby Gallery* ■ **David Rickard** presented by *Copperfield* ■ **Marinella Senatore**

Open our programme





APA 2nd edition. Kelvin Atmadibrata. FORCING HYACINTH  
Presented by Sepersepuluh

[Read our catalogue](#)

*“Humans have made and experienced art since we first started gathering in caves, yet collecting results from the artist’s practice is only a few centuries old. Performance is a self-encompassing gesture that has not yet been codified like painting, sculpture, or even video. I am thus excited to help the founders of A Performance Affair provide artists with the arena and tools to create, codify, and transmit their works, and I encourage my fellow collectors to safeguard this all-engaging experience beyond any material manifestation.”*

Frédéric de Goldschmidt, collector, member of the APA selection committee, Brussels

## APA • ROUND TABLE

APA closed Sunday 8 September after a four-day Affair, which culminated with a round table investigating the role that reproduction can play in preserving and selling performance. The event attracted an engaged public while being live streamed and archived on YouTube's APA channel.

The discussions brought clear insights, thoughtful and potential solutions, while reinforcing APA's role in regards of it's core mission, which aims at shifting perspectives, inspiring reflection, and stimulating the acquisition of performance art.



APA 2nd edition. Round table © APA

## **Moderated by Chantal Pontbriand**

Chantal Pontbriand is a curator and art critic whose work explores globalisation and artistic heterogeneity. She has curated a large number of international contemporary art events worldwide: exhibitions, festivals and conferences, primarily in performance, dance, music, photography, video and multimedia installation.

## **with arguments by Jon Sharples**

Jon Sharples is a solicitor specialised in Art Law. He works on a wide range of art-related matters for artists, galleries, dealers, foundations and other public and private institutions. Jon has specialist knowledge and interest in the area of artists' intellectual property and regularly advises on matters relating to intellectual property rights, while also being a curator.

### Featuring:

○ Nazia Andaleeb Preema  
→ Artist, Bangladesh

○ Peter Liversidge  
→ Artist, Great Britain

○ Christian Jankowski  
→ Artist, Germany

○ Alberta Sessa  
→ Curator, Belgium

Watch APA's round table

## APA • SELECTED PRESS

**The New York Times.** S. Reyburn. (10 September 2019). It's the Art Form of the Moment (but It's a Hard Sell) → [Read the article](#)

**The Art Newspaper.** G. Harris. (29 August 2019). What am I actually buying? Performance art-only fair in Brussels faces challenge of materiality → [Read the article](#)

**artnet news.** K. Brown (6 September 2019). Would You Buy a Performance? A New Brussels Fair Tries to Make Art's Most Elusive Medium Appealing to Collectors. → [Read the article](#)

**Art Monthly.** H. Lydiate (October 2019). Ways of Working. Collecting Performance Art → [Read the article](#)

**ELEPHANT.** L. O'Kelly (1 October 2019). Report. How the Hell Do You Collect Performance Art? → [Read the article](#)

**Le Quotidien de l'Art.** P. Morais (9 September 2019). Peut-on acheter et vendre une performance ? → [Read the article](#)

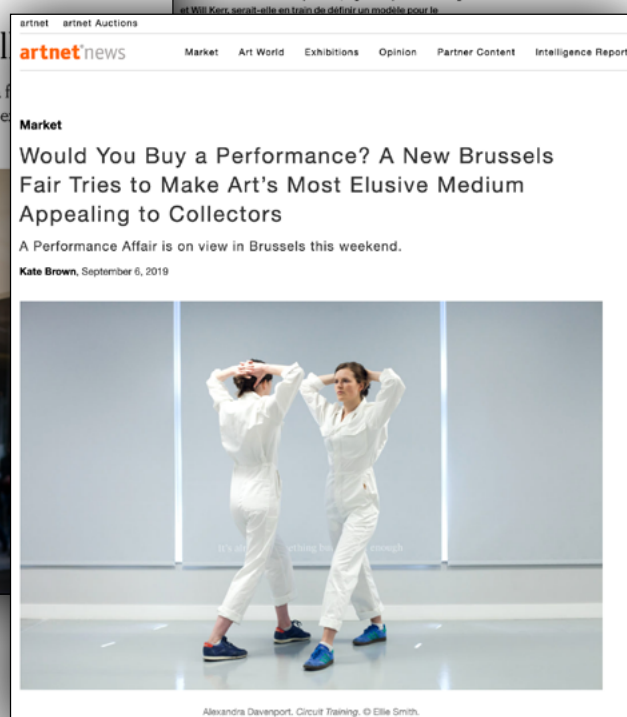
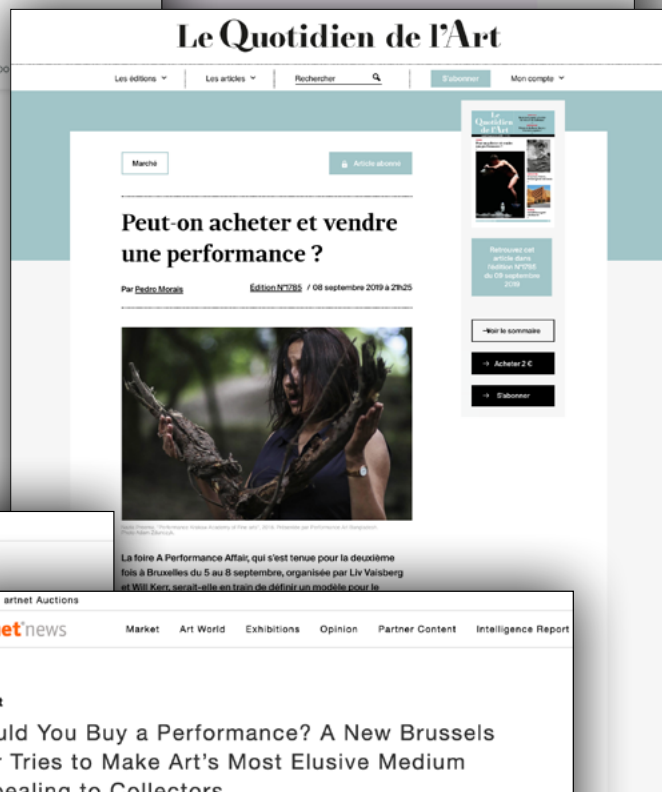
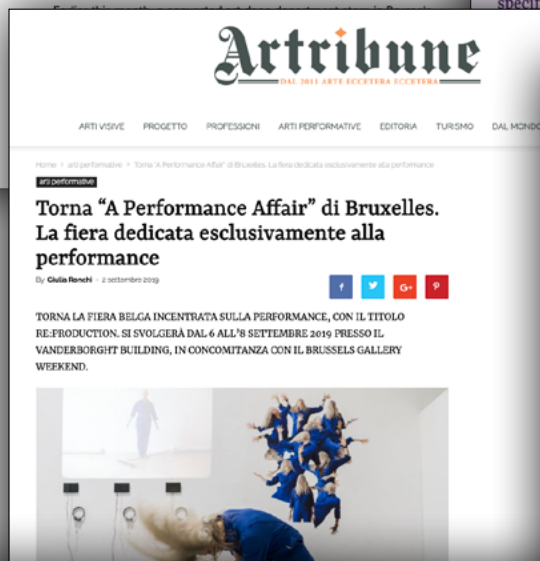
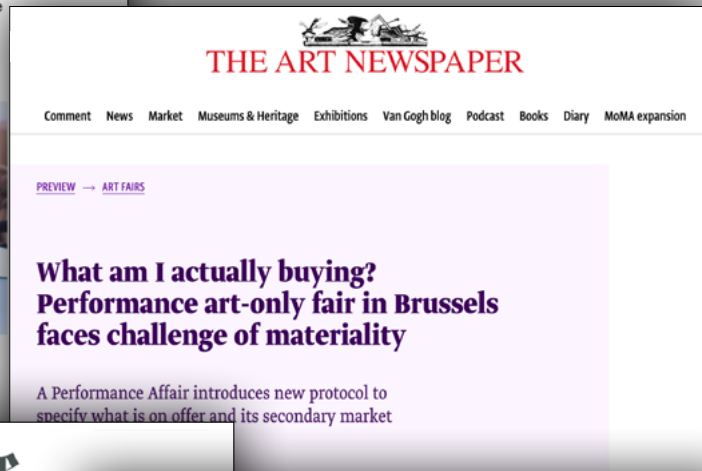
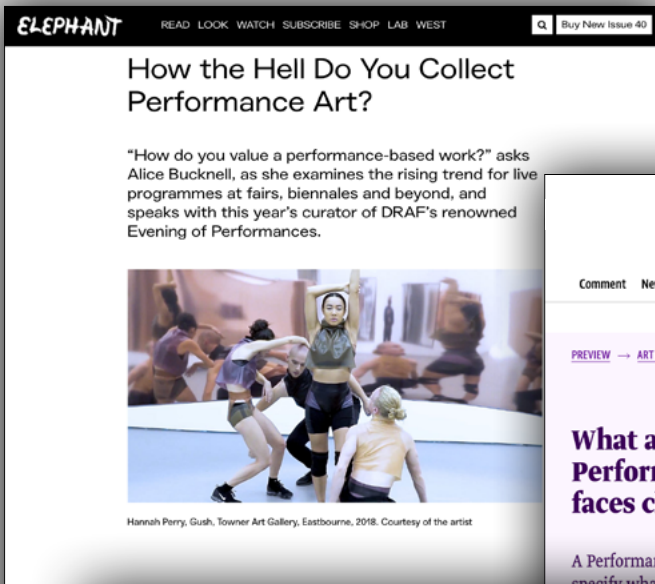
**Radio Klara.** C. Pattyn and N. Aerts (4 September 2019). Interview with Liv Vaisberg → [Listen to the podcast](#)

**Focus Vif.** M. Verlinden (5 September 2019). Liv Vaisberg, l'entremetteuse → [Read the article](#)

**Artribune.** G. Ronchi (2 September 2019). Torna "A Performance Affair" di Bruxelles. La fiera dedicata esclusivamente alla performance → [Read the article](#)

**Arts Libres.** Claude Lorent (28 August 2019). La performance en objet de collection → [Read the article](#)







# APA • THANK YOU

## **APA • Selection Committee**

Adam Budak, Ellen de Bruijne, Aaron Cezar, Frédéric de Goldschmidt, Iordanis Kerenidis & Piergiorgio Pepe, ORLAN, Chantal Pontbriand.

## **APA • Advisory Board**

Lana Buntakidou, Nathalie Guiot, Emmanuel Lambion, Gregory Lang, Harlan Levey, Alexandra Warder.

## **APA • With the support of**

Sybille du Roy de Blicquy (Brussels Gallery Weekend), Anne Vierstraeten & Nele Verhaeren (Art Brussels), Guy de Bellefroid (Visit Brussels), Marina Abramovic & Billy Zhao (Marina Abramovic Institute), Josée and Marc Gensollen, Pascale Krief, Joseph Kouli, Kendell Geers.

## **APA • Team**

Emilien Baudelot (Production Assistant), Christelle Bonnet (Graphic Designer), Jérémie Boyard (Production Manager), Marine Decottignies (Coordination Assistant), Chloé Goetz (Communication Manager), Sarah Schug (Project Manager)

## **APA • Volunteers**

Luz De Amor, Mathieu Docourt, Tristan Gac, Marlies Hamal, Titouan Quittot.

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

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## APA • PARTNERS

