

ULTRA ART FAIR – THE ULTIMATE ART AFFAIR

The group ULTRA ART FAIR UNLIMITED was founded in 2006 by Heinz Sandoza, gao bízi & Lars from Trier.

ULTRA ART FAIR functions like a Trojan horse into the emerging and proliferating global art fair markets of today. Its web design quotes and comments on the fair format and mimics already existing corporate designs and strategies of art fairs. Having started in the form of a rumor, ULTRA ART FAIR infiltrates and increasingly materializes on special occasions. The climax of its previous locations (Miami 2006 - Dubai 2007 - Basel 2007 - Shanghai 2008 - Lagos 2010 - Berlin 2012) uses, induces and questions cultural misunderstandings and existing stereotypes of internationality and market domination. In 2013 the next edition will happen in Bangkok. Currently the complete screening of the (dis)continuously growing Webpage <http://www.ultra-art-fair.com> takes about 80 minutes.

The artists' group uses rumors, the oldest mass medium of the world:

*Another Fairy Tale... **

At the crack of dawn in December 2006 it was rumored that a big group is going to install another satellite art fair into the already branded art landscape of Miami: Art Basel Miami Beach - NADA - PULSE - SCOPE - Aqua Art - photo - bridge - RED DOT - Pool - ART NOW ...

It is announced as ULTRA - The Ultimate Art Affair. After very successful premieres in Miami, Dubai and Basel unfortunately ULTRA Shanghai in September, 2008 was censored and canceled. The latest spin-offs were held at Lagos/Nigeria in 2010 and at Berlin in 2012. In 2013 the next edition will happen in Greater Bangkok. Each ULTRA ART AFFAIR will provide three sections: *ultra-hip*, *ultra conservative* and *ultra porous*. Furthermore thanks to our sponsors a prize called *UHT* will be awarded.

Thinking of various stories about laundering black money in the art market ironically this latest subtitled "ultimate" art fair would be sponsored by a company producing products like Dawn/Fairy Ultra which are best for dish-washing on the toughest grease. And now they are working harder than ever with 50% more deep cleaning power on plastics than before...

The Ultimate is a general term embracing the concept of an ultimate supernatural reality which transcends material reality and from which, according to a broad spectrum of Eastern philosophies and religions, material reality derives. The Ultimate is generally non-anthropomorphic, and may or may not (depending on ones specific doctrine) possess discrete will, intelligence, awareness or a personal nature.

On the other hand, Ultimate (often called ultimate Frisbee) is a competitive non-contact team sport played with a flying disc. The object of the game is to score points by passing the disc into the opposing endzone, similar to American football. Players may not run while holding the disc. Ultimate is distinguished by its Spirit of the Game: the principles of fair play, sportsmanship, and the joy of play.

Following both philosophical and sportive ideas ULTRA is going to be more than a Fair: Your Ultimate Art Affair!

**...gone bad*

http://www.ultra-art-fair.com/finissage_tv_html/finissage_tv_ultra_symposium.html



Intervention/Buschfunk, PREVIEW BERLIN 2009

For the 2009 edition of Preview Berlin (<http://www.previewberlin.de>), the artists' group designed six messages, which are going to be spread by printed Post-it® notes in the main hall, in the fair shuttle and in the city during the fair dates.



September 24th, 2009
rumored by gão bízi

New draw format announced: On Monday, October 12 at 15:00 CEST (17:00 UTC/GMT) the eyes of the art world will turn to Venice for the Final Draw of all pavilions and exhibition venues in the Giardini, Arsenale and around the city for the 2011 Venice Biennale™. 77 countries participate in the draw. The President, Paolo Baratta, is the Master of Ceremonies for the event, which will radically change the history of the international art exhibition. It will be broadcast live via radio/TV and satellite.

*spread during PREVIEW BERLIN - THE EMERGING ART FAIR 2009
by ULTRA ART FAIR UNLIMITED, Courtesy MyVisit
www.ultra-art-fair.com/affairs_html/ultra_rumor01.html*

September 25th, 2009
rumored by Heinz Sandoza

After very successful premieres in Miami, Dubai and Basel, unfortunately ULTRA Shanghai in September, 2008 was censored and canceled. The next spin-off will definitely be held at ULTRA Lagos in 2010. The ULTRA Lagos is expected to establish the city's reputation as an essential stop-over on the contemporary art buying calendar. After Joburg Art Fair, ULTRA Lagos will be the world's second(ary) African Art Affair.

*spread during PREVIEW BERLIN - THE EMERGING ART FAIR 2009
by ULTRA ART FAIR UNLIMITED, Courtesy MyVisit
www.ultra-art-fair.com/affairs_html/ultra_rumor02.html*

September 26th, 2009
rumored by Lars from Trier

Banksy, the street artist from Easter Island with an international reputation, becomes professor-at-large at the German art academy "Städelschule" in Frankfurt/M.

*spread during PREVIEW BERLIN - THE EMERGING ART FAIR 2009
by ULTRA ART FAIR UNLIMITED, Courtesy MyVisit
www.ultra-art-fair.com/affairs_html/ultra_rumor03.html*

September 27th, 2009
rumored by gão bízi

Yes We Did? Stephen J. Kaltenbach denies the rumor that the Museum of Modern Art in NYC has already opened his "Time Capsule", although the artist is still alive. The artist's instructions from the sixties says not to open this artwork until his death. MoMA Director Glenn D. Lowry was not available for comment at this time.

*spread during PREVIEW BERLIN - THE EMERGING ART FAIR 2009
by ULTRA ART FAIR UNLIMITED, Courtesy MyVisit
www.ultra-art-fair.com/affairs_html/ultra_rumor04.html*

September 28th, 2009
rumored by Lars from Trier

"Ich bin ein Star – Holt mich hier raus!" (often called "Dschungelcamp") is modelled on the British reality show "I'm a Celebrity, Get me out of here!" and four seasons of the show were broadcast by RTL. In the fifth season, starting in 2011, the former celeb Jonathan Meese, as the very first fine artist, will also take part in the Australian jungle. The show under the Australian sun was cancelled for 2010.

*spread during PREVIEW BERLIN - THE EMERGING ART FAIR 2009
by ULTRA ART FAIR UNLIMITED, Courtesy MyVisit
www.ultra-art-fair.com/affairs_html/ultra_rumor05.html*

December 7th, 2009
rumored by Heinz Sandoza

Lars from Trier lost his Turner Prize. Tate Britain, who put up the prize money this year, promises a reward of £25,000! If you have any tip-off please contact:

Lost&Found@ultra-art-fair.com

*spread during PREVIEW BERLIN - THE EMERGING ART FAIR 2009
by ULTRA ART FAIR UNLIMITED, Courtesy MyVisit
www.ultra-art-fair.com/affairs_html/ultra_rumor06.html*



Space installation/screening, NEXT Chicago 2008

Materializations:

- 2007 "Another Fairy Tale Vol. 1", Förderkoje®, dc duesseldorf contemporary
- 2007 "Another Fairy Tale Vol. 2", Förderkoje®, PREVIEW BERLIN - The Emerging Art Fair
- 2008 "Another Fairy Tale Vol. 3", MyVisit, NEXT - The Invitational Exhibition of Emerging Art, Chicago
- 2008 "Another Fairy Tale Vol. 4", KUNSTINVASION, Blumengroßmarkt Berlin
- 2008 "Another Fairy Tale Vol. 5", MyVisit, PREVIEW BERLIN - The Emerging Art Fair
- 2009 "Another Fairy Tale Vol. 6", My Generation, Kunstverein Familie Montez e.V., Frankfurt/M
- 2009 "Another Fairy Tale Vol. 7", VernissageTV, Open Space Lounge, Art Cologne
- 2009 "Another Fairy Tale Vol. 8", NITSCH Vorbilder Zeitgenossen Lehre, Künstlerhaus Wien
- 2009 "Another Fairy Tale Vol. 9", MyVisit, PREVIEW BERLIN - The Emerging Art Fair
- 2010 "Another Fairy Tale Vol. 10", VernissageTV, Open Space, Art Cologne
- 2011 "Another Fairy Tale Vol. 11", VernissageTV, Open Space, Art Cologne
- 2012 "Another Fairy Tale Vol. 12", .HBC, Kino, Berlin
- 2012 "Another Fairy Tale Vol. 13", Objects & Filmlets, bauer&ewald, Berlin
- 2012 "Another Fairy Tale Vol. 14", PREVIEW VIDEO SCREENING, Sony Center Berlin
- 2013 "Another Fairy Tale Vol. 15", EXOTICA 2013, Silpakorn Art Lab, Bangkok /Nakhon Pathom



Space installation/screening, PREVIEW BERLIN 2007

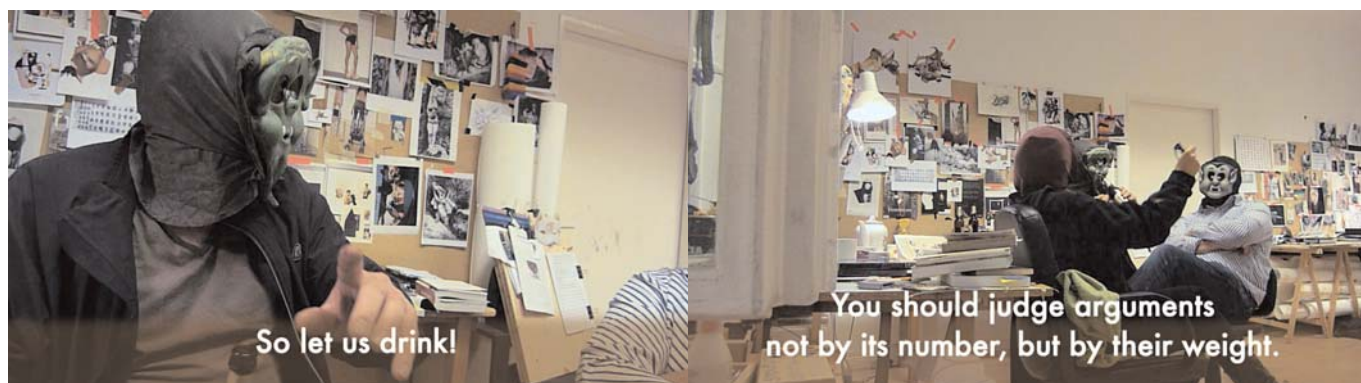
Videostills "PRINCIPIA PHILOSOPHIAE"

http://www.ultra-art-fair.com/affairs_html/ultra_philosophiae.html

(00:56 min)

©2011 ULTRA ART FAIR UNLIMITED

Rethink "PRINCIPIA PHILOSOPHIAE": The ultra-philosophical trio discusses basic principles of the prefixion.



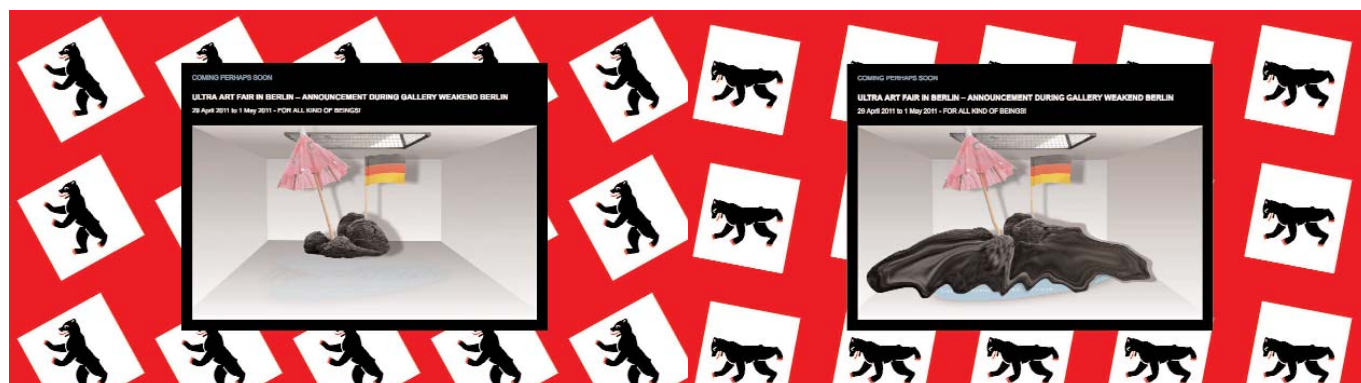
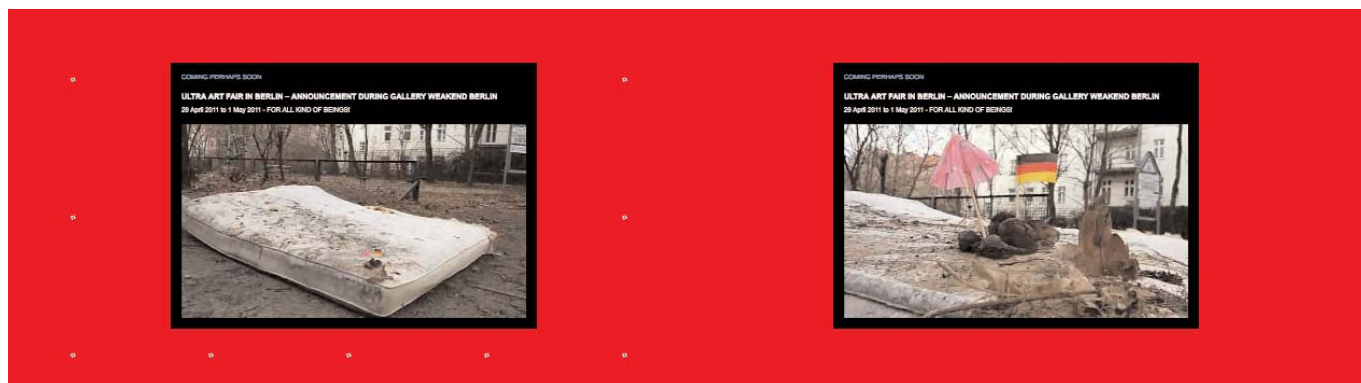
Videostills “WIR KENNEN KEIN WEEKEND”

http://www.ultra-art-fair.com/affairs_html/ultra_weekend.html

(00:32 min)

©2011 ULTRA ART FAIR UNLIMITED

“ULTRA WEEKEND” reveals a severe dyslexia by mistaking Joseph Beuys’ “Ich kenne kein Weekend” (1971-72) for the “GALLERY WEEKEND” which takes place in Berlin since 2004.



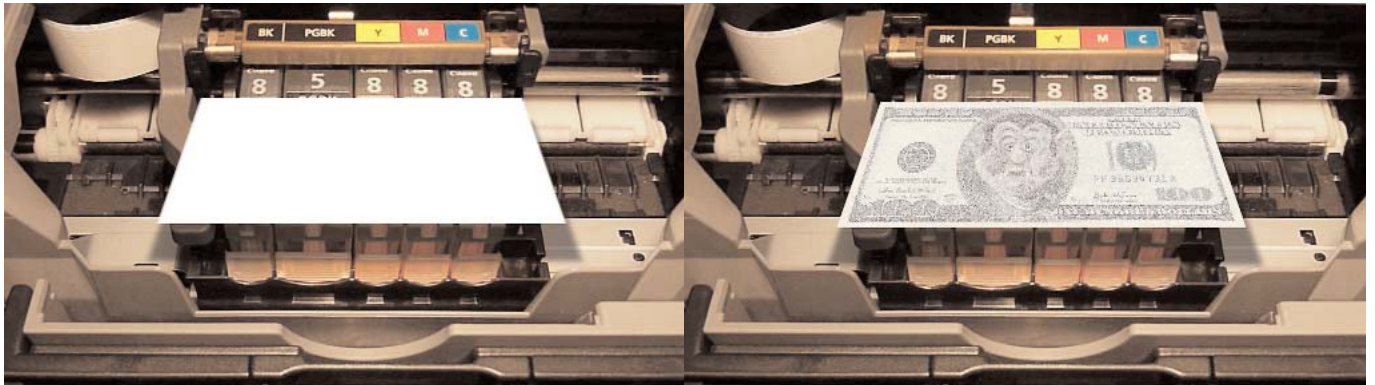
Videostills “ULTRA PRIVATE LESSONS”

http://www.ultra-art-fair.com/affairs_html/ultra_notes.html

(00:30 min)

©2010 ULTRA ART FAIR UNLIMITED

Take note of “ULTRA PRIVATE LESSONS” how to overcome your personal washout by using a sheet-fed off-set press!



Videostills "THE ULTIMATE LAST EXCLUSIVE ORAL INTERVIEW"

http://www.ultra-art-fair.com/artists_html/ultra_interview.html

(01:00 min)

©2010 ULTRA ART FAIR UNLIMITED

"THE ULTIMATE LAST EXCLUSIVE ORAL INTERVIEW" is the first and very last conversation between a chief executive reviewer and an universal genius.



Videostills "ULTRA ART SCANDAL"

http://www.ultra-art-fair.com/artists_html/olafur_edison_scandal.html

(00:40 min)

©2010 ULTRA ART FAIR UNLIMITED

"ULTRA ART SCANDAL": One of the most phantasmagorical works of Olafur Edison was destroyed by an unknown lunatic close to Heinz Sandoza's studio.



Videostills “Soap Opera Bubble Solution”

http://www.ultra-art-fair.com/artists_html/ultra_soap_bubble_solution.html

(00:56 min)

©2009 ULTRA ART FAIR UNLIMITED

The soap-opera “Bubble Solution” demonstrates how to produce and burst huge art bubbles.



Videostills “Who is NEXT, please?”

http://www.ultra-art-fair.com/affairs_html/ultra_art_fair_business.html

(01:04 min)

©2008 ULTRA ART FAIR UNLIMITED

The “Who is NEXT, please?”-episode shows the collectors’ role in contemporary “art fair business” and was shot at Hangar2, Berlin Tempelhof Airport.



Videostills “Flower Power ABC”

http://www.ultra-art-fair.com/affairs_html/flower_power.html

(00:53 min)

©2008 ULTRA ART FAIR UNLIMITED

“Flower Power ABC” tells you a thing or two about the future art fair landscape in Berlin.



Videostills “Another Fairytale Gone Bad”

http://www.ultra-art-fair.com/affairs_html/magnificent_mile.html

(02:26 min)

©2008 ULTRA ART FAIR UNLIMITED

“Another Fairytale Gone Bad” sings about the broken relationship between an artist and a gallerist in Chicago.



Videostills “The NEXT tinpot dictator”

http://www.ultra-art-fair.com/artists_html/ultra_dictator.html

(00:46 min)

©2008 ULTRA ART FAIR UNLIMITED

“The NEXT tinpot dictator” satirizes the globalization and domination in the art world and was performed at Ivory Tower, ChicaGao.

