

von Bartha gallery announce:

The Imaginary Collection: von Bartha X Mike Meiré

Cologne

April 19 & 20 / 2018



Left: Superflex, *If Value Then Copy*, 2017, Acrylic on canvas, 3 paintings, each 230 x 180 cm, courtesy von Bartha. Right: Imi Knoebel, *Schnitt 10.03.2017*, 2017, Acrylic / aluminium, 214.6 x 157.5 x 4.5 cm, courtesy the artist and von Bartha

Von Bartha announce the launch of ‘The Imaginary Collection’, an ongoing series of temporary exhibitions from the gallery’s archive, curated by independent collectors and presented within their own homes. The inaugural edition of ‘The Imaginary Collection’ coincides with Art Cologne 2018 (April 19 – 22) and will be hosted by Art Director, artist and collector Mike Meiré in his Cologne apartment.

Challenging the conventional exhibition model, von Bartha replaces the classic white cube with the domestic environment. Grown from a pursuit for greater exhibition space outside of the demanding toll of art fairs and long in-house exhibitions, von Bartha introduce a third model, in which they not only exhibit important archived works, but also new models of presenting and accessing artists.

The opening edition of ‘The Imaginary Collection’ series is exhibited on the first floor of Meiré’s apartment. As curator and artistic director of the project, Meiré selects pieces from von Bartha’s existing inventory to display within his home over the period of two days (with his own collection temporarily removed). Usually compiled slowly over many years, this temporary collection is instead one of impulse and illusion, reflecting the curator’s feeling at one moment in time, before disappearing entirely.

This marks the first time Meiré’s family apartment will be opened to a wider audience; a family home run by Mike and his wife Michelle Elie - alongside their three sons - the beautifully designed historical building has previously been kept private.

Gallery owner Stefan von Bartha explained: ‘As galleries increasingly live for the small time frame around an opening event, and no longer for the long months in between, the reliance on art fairs to exhibit treasured inventory has become an unavoidable demand. In nearly every European city, at least once a year, you’ll encounter a buzzing atmosphere of first sales announcements, high numbers and stressed out collectors and galleries. Keen to develop new models of gallery programming, we

began thinking about how else we might display those treasures too often hidden away inside our storage. So, as a third platform for showing art - beyond the gallery space and the international fair booth - we now introduce: 'The Imaginary Collection'.

Meiré commented: 'I'm excited to be a part of this unique collaboration, which sees von Bartha offer collectors - and all art-enthusiasts - an exclusive presentation of their artists in my family home. Curated through my eyes, works from the gallery's amazing archive, including pieces by SUPERFLEX, Imi Knoebel, Ricardo Alcaide, Florian Slotawa and Konrad Klapheck (among others), will be on show for two days only.'

Further editions in the series are to be announced.

Notes for Editors

Address: Antwerpener Strasse 34, 50672 Cologne, Germany
Dates: 19 & 20 April, 2018
Opening Hours: 2pm - 7pm
Website: www.vonbartha.com
Twitter: [@vonbartha](https://twitter.com/vonbartha)
Facebook: [galleryvonbartha](https://www.facebook.com/galleryvonbartha)
Instagram: [@vonbartha](https://www.instagram.com/vonbartha) #ImaginaryCollection [#vonBarthaXMikeMeire](https://www.instagram.com/vonBarthaXMikeMeire)

About von Bartha

Since opening in 1970, von Bartha has exhibited modern and contemporary artists across historically significant movements such as Zero, Arte Concreto and Arte Madí. Representing over twenty artists and estates, the program includes contemporary artists in a dialogue with Kinetic art and Concrete art.

As a long-running, international and contemporary art gallery, von Bartha continues to support the careers of influential artists, such as Camille Graeser, Olle Baertling and Adolf Luther. Building on its foundation, the gallery has established a contemporary program and represents an international roster of artists, working across a diverse range of media: Daniel Robert Hunziker, Imi Knoebel, Superflex, Terry Haggerty, John Wood & Paul Harrison, Felipe Mujica, Sarah Oppenheimer and Landon Metz. Therefore, the gallery nurtures new generations of artists, whilst supporting the continually evolving practice of their established artists.

Initially co-founded by Margareta and Miklos von Bartha, since 2008 the gallery has been under the direction of Stefan von Bartha. The gallery's relocation and expansion to a converted garage at Kannenfeldplatz has allowed for full-scale exhibitions, including large-scale installations, performances and retrospectives. In 2006 von Bartha opened a second space, located in S-chanf, in the Engadin Alps; the white cube space, in the site of a former barn of an old patrician house, is used for focused projects and site-specific installations.

About Mike Meiré



Mike Meiré, photo by Albrecht Fuchs and courtesy Mike Meiré

Born in 1964, Mike Meiré works and lives in Cologne. Brand director, designer, curator and artist, in 1987 he co-founded the agency Meiré und Meiré and in 2001 he established the cultural production company NEO NOTO.

Editorial design projects include Neue Zürcher Zeitung, 032c, Interview (Germany), BLAU, KUNSTFORUM International and GARAGE. Meiré has been brand director for Dornbracht and its cultural projects for over 20 years, and his interior and product designs have been commissioned by MINI cars, the BMW Group and Kenzo. He has participated in solo and group exhibitions at Skulptur Projekte Münster 07, Designhuis Eindhoven, Museion Bozen and the Museo de Arte Contemporaneo de Monterrey in Mexico, among others. More recently his work was included in the touring exhibition *Das Bauhaus #allesistdesign* (2015-2018) at Vitra Design Museum in Weil am Rhein, Bundeskunsthalle Bonn and Tel Aviv Museum of Art. His work can also be seen in the solo exhibition *ideal und alltag* in ak Ausstellungsraum in Cologne, running from 19 April – 2 June 2018.

Awards include the “Cologne Thumper”, the annual prize of KISD at the institute of TH Köln (2016), honorary membership of the German Designer Club (2015) and Visual Leader award at the Lead Awards (2006).

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