

STROKE

2017. NEW DATE. NEW LOCATION.





Dear exhibitors, artists, partner & friends!

It's been already **eight years**, since i started STROKE and entered the German art market as a newbie. I was a young gallerist from Berlin who fell deeply in love with all the energy and the power of the new emerging contemporary arts (mostly rooted in urban culture) - but **i had a vision** and since then, the vision eventually became a success. Within these 8 years more than 200.000 visitors came to see hundreds of national and international young galleries and outstanding artists. We got covered in **German-Prime-Time TV** shows, answered countless questions on the radio and had mentions in some of Germanys biggest news papers.

We declined offers from Berlin Art Week, Messe Frankfurt, Art Fair Cologne. We had intense communications to have STROKE in Sao Paulo and Rio de Janeiro.



An idea eventually became a successful story

If you count visitor numbers and press feedback as important indicators to prove success, you will agree, that we lifted STROKE from being a „Underdog Art Fair - for Streetart and Graffiti“ to become **one of the top 5 art fairs** in Germany. Beside all the success, we were always able to stick with our philosophy to offer **professional services for amateur prices**. There is no other professional art fair, where young galleries and artists are able to join the German art market, without taking a big financial risk.

2017 is a special year for us. A year of important changes. A year of necessary changes. Within the last couple of years, the art market got almost flooded by new art fairs, growing like mushrooms after a warm autumn rain. STROKE will take a conscious step to the side and put all its efforts in growing into a **new category of art fairs**.



A new vision, and a necessary anchor within the art world

If you overlook the breathtaking diversity in new art movements of the last 30 to 40 years, it's hard to name all the various styles and ideas **just after a few buzz words** such as „Streetart“ or „Urban Art“.

This is why STROKE is claiming to capture the **number one position** as art fair for of „Emerging Contemporary Art“ in Germany. On the one hand, the term of „Emerging Contemporary Art“ is balancing the various influences of urban living and creativity with all the ongoing **changes** in society, academics and the markets as well as on the other hand, it defines a status quo of how we would like to see and **live our passion** when dealing with the arts.



New location, new date and tons of new ideas

Due to some changes in our team and the infrastructure of STROKE in Munich we have some important changes to announce:

STROKE is taking place in a new location. Regarding the enormous requests from new national and international galleries interested in participating, we decided to move to a new location. A location, that is going to be the number one new hotspot in Munich for the next couple of years.

STROKE is changing its date. STROKE is moving from late April to early October to offer more options for other European galleries and hopefully avoid spring rain, that hit us so many times in the last couple of years.



Now it's up to you - you are more than welcome at STROKE

We hope that these changes will fit your plans and expectations. All prices stay the same. Please feel free to get in touch with us and ask for additional information or support you might need to be able to join us early October in Munich.

The official application period will start on march 1st. But if you are already sure about your participation, you will have the chance to get a 15% discount by applying already now by E-Mail.

A handwritten signature in black ink, appearing to read 'M. Schwalbe'.

Best Marco Schwalbe