

frontofbicycle Art Agency

PRESS RELEASE

Pop-Up Gallery secures a platform for Basel's international artists amidst the Art Basel crowds

Basel, 12th May 2017 - The contemporary Basel art agency *frontofbicycle* is in the final stretch of a marathon run of exhibitions which has seen an eclectic mix of artwork presented by a host of artists from Switzerland and beyond.

The *frontofbicycle* team, a collaboration of artists and friends, has hosted three very different exhibitions in as many months and will now carry this momentum into their final exhibition in June.

The exhibition at **Riehentorstrasse 14, Basel 4058** will reveal a cocktail of mixed-media work by artists such as Austrian-born **Gudrun Sallaberger-Plakolb** and **Pamela Gotangco** from the Philippines.

The event is timed to coincide with the world-renowned **Art Basel** fair and can be previewed during a **vernissage** on Friday 2nd June 2017 between 1800hrs and 2130hrs.

The gallery opening hours are 1000hrs to 1500hrs on the 2nd, 3rd, 8th, 9th and 10th June 2017.

During Art Basel from Thursday, 15th to Sunday, 18th June 2017 the gallery opening hours will be extended from 1000hrs to 1900hrs.

“The energy that comes from the enthusiasm and passion of our artists transcends across all the artists within our community” says **Nicolette Youdim**, the original founder of *frontofbicycle*. “Together they motivate each other, exchange ideas and continue to develop and harness their skills” she says.

“*frontofbicycle* believes our artists' works should be on display” says Nicolette. “Their talent and passion should not simply be stored away like memories in time. An artist of 80 years with thousands of extraordinary pieces stored in controlled conditions should have their work viewed and appreciated for all the hours they have dedicated to them” she says.

Previous exhibitions have introduced very different styles from artists originating from places such as France, Scotland, Canada, Argentina and the Czech Republic and whose lives have brought them to settle in Basel and the surrounding areas.

Frequently changing the gallery space provides new and exciting ways to present the artwork, as well as capture the imagination of new and returning visitors.

Canadian artist **Natalie Corman** successfully sold her work during a recent *frontofbicycle* exhibition. “The *frontofbicycle* team represents a rare gift. A group of open-minded art enthusiasts whose goal is to support emerging artists within the Basel community. It is done with a lot of effort, love, care and dedication” she says.

The experience of meeting people and experiencing art at a *frontofbicycle* event has been described by one observer as if they were in someone’s living room and at a social gathering all at once. This doesn’t always happen at gallery openings they remarked, where the atmosphere can sometimes be more formal.

About frontofbicycle

frontofbicycle is a contemporary art agency which supports and promotes international artists in Basel. Founded in 2013 by Nicolette Youdim and now also run by Gudrun Sallaberger-Plakolb and Bettina Egli Sennhauser, the agency is one of the leading art groups in the region with a vision to continue to support and grow its network of local artists and collectors. A non-profit agency, *frontofbicycle* provides well-organized exhibitions in a relaxed and inclusive atmosphere, where enthusiasts can come together to discuss the art and purchase work. Learn more at <http://www.frontofbicycle.com>

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