

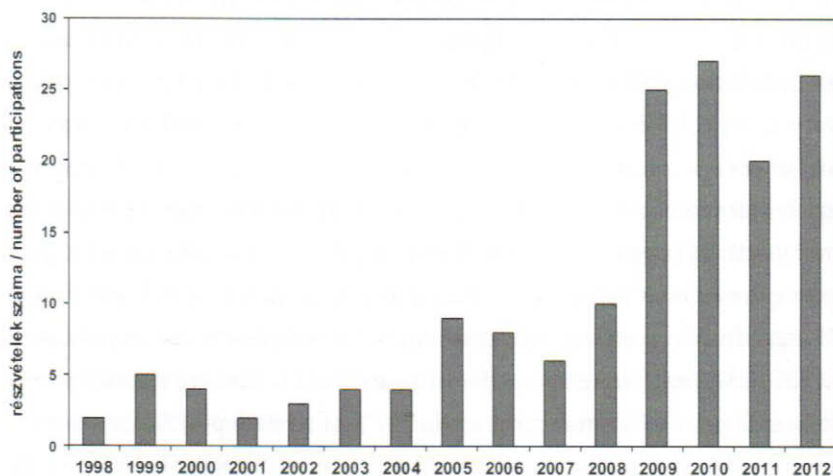
ANNAMÁRIA MOLNÁR

## LOCAL POSITIONS AND THE INTERNATIONAL POTENTIALS OF HUNGARIAN CONTEMPORARY ART GALLERIES

In my presentation I would like to talk about Hungarian galleries and their local as well as international position, with an emphasis on the latter. The Association of the Hungarian Contemporary Art Galleries is a non-profit organisation founded by the leading commercial galleries of Budapest. It started its activity about 10 years ago, however it was reorganised in 2010. I became president about a year ago. It is comprised of 21 members and brings together the leading commercial galleries in Hungary. We believe that we have a distinctive role in the art scene. We discover, support and manage artists on a long term basis. We represent approximately 400 artists, out of which 83% are Hungarian and 17% are foreign artists. The members of the association organise approximately 150 exhibitions attracting 30,000 visitors a year. 70% of the members participate in international art fairs on a regular basis. The criteria of the membership is quite demanding in order to ensure a high standard in the association. Requirements are at least two years of activity, permanent exhibition space and fixed opening hours. Our major objectives are as follows: we would like to contribute to the recognition and development of Hungarian contemporary art and art market and play an active role in developing communication within the contemporary art scene. We would like to represent the interests of our members not only inside Hungary but in international art markets as well. We started a dialogue with state cultural organisations and ministries. One of our main goals right now is to lower the VAT. We feel it is important to have a strong local art fair in Budapest. There are two things that are worth mentioning when we talk about Hungarian art galleries. The first is that we have a system of state support linked to the National Cultural Fund that also provides support for galleries to participate in international art fairs. Without this support, galleries wouldn't be able to attend due to the high costs and low prices

of artwork in this market. But on the other hand, we can say that we also organise some non-profit events and projects in which almost every member gallery is involved. The art festival Tihany, which started last year, was organised by Mono Gallery. I, myself, organise a project called Park Gallery, an installation series in a shopping mall. So as you can see we are playing a very active role because we believe attracting new people and reaching new audiences is a common interest for the contemporary art scene. We encourage regular communication and discussions amongst the members and our lobby activity is gaining success. Regarding PR-activity, we were also quite active throughout the last year and we also have increased publicity in the Hungarian and foreign media. Last summer, a notable article was published in the New York Times about the Hungarian art scene. We are also proud to launch our new visitors program in 2012 called Budapest Contemporary supported by 3.5 million forints by the Ministry of National Resources. We invite art professionals, journalists and curators from all over the world for international recognition and further involvement of Hungarian artists. Some of our guests have already confirmed their participation: Sebastian Frenzel from Monopol Magazine and some others from Financial Times, Art Newspaper and major institutions. The galleries recognize the importance of international presence so we would like to introduce Hungarian artists abroad through participating in international art fairs, non-profit exhibitions and gallery exchange programmes. Our mission is obvious: we would like to put Hungarian art on the map of the international art scene. 2010 and 2011 were two very successful years for our organisation regarding the participation of Hungarian galleries in international art fairs.

### MAGYAR GALÉRIÁK RÉSZVÉTELE NEMZETKÖZI MŰVÉSZETI VÁSÁROKON – PARTICIPATIONS OF HUNGARIAN GALLERIES AT INTERNATIONAL ART FAIRS



Forrás: Magyar Kortárs Művészeti Galériák Országos Egyesülete, 2012  
 Source: Association of Hungarian Contemporary Art Galleries, 2012

\*

### A MAGYAR KORTÁRS MŰVÉSZETI GALÉRIÁK LOKÁLIS HELYZETE ÉS NEMZETKÖZI LEHETŐSÉGEI. MOLNÁR ANNAMÁRIA

A Magyar Kortárs Művészeti Galériák Országos Egyesülete (MKMGOE) egy nonprofit szervezet, amelyet Budapest legjelentősebb művészeti galériái alapítottak közel 10 évvel ezelőtt. 21 galériát fog össze, és hozzávetőlegesen 400 művészt képvisel, akik 83%-a magyar, 17%-uk pedig külföldi. A csatlakozás kritériumai pontosan meg vannak határozva és meglehetősen szigorúak. Az Egyesület célja egyrészt, hogy új közönséget nyerjen meg a kortárs művészeti szcéna számára, másrészt hogy növelje a kortárs magyar művészek elismertségét, végül pedig hogy közreműködjön a magyar kortárs művészeti piac kibontakoztatásában. Ennek érdekében nonprofit projektek szervezésében is közreműködik. Az Egyesület a Nemzeti Kulturális Alapon keresztül állami támogatásban részesül.

\*



**LA SITUATION LOCALE ET LES POSSIBILITÉS INTERNATIONALES  
DES GALERIES D'ART CONTEMPORAIN HONGROISES.  
ANNAMÁRIA MOLNÁR**

L'Association des galeries d'art contemporain est une organisation à but non lucratif fondée il y a une dizaine d'années par les plus importantes galeries d'art de Budapest. Elle comprend aujourd'hui 21 galeries membres et représente environ 400 artistes, dont 83 % sont hongrois. Les critères d'adhésion sont stricts et clairement définis.

L'association a pour objectifs de conquérir un nouveau public pour la scène de l'art contemporain, d'accroître et d'améliorer la reconnaissance des artistes contemporains hongrois et d'aider le marché de l'art contemporain en Hongrie à s'étendre et se développer. Pour ce faire, elle s'engage également dans l'organisation de projets à but non lucratif.

Elle bénéficie d'une subvention de l'Etat, à travers le Fonds culturel national (Nemzeti Kulturális Alap).

\*

**LOCAL CIRCUMSTANCES AND INTERNATIONAL OPPORTUNITIES  
FOR CONTEMPORARY ART GALLERIES IN HUNGARY.  
ANNAMÁRIA MOLNÁR**

The Association of Contemporary Art Galleries is a non-profit organization founded by the most important art galleries in Budapest nearly ten years ago. It includes 21 galleries and represents 400 artists, 83 percent of whom are Hungarian. The criteria for membership is strict and clearly defined. The Association aims to win a new audience for the contemporary art scene, to increase the recognition of contemporary Hungarian artists and to help the contemporary art market in Hungary to grow. To do this, it is also involved in the organization of non-profit projects. It has a state grant from the National Cultural Fund (Nemzeti Kulturális Alap).