



Federal Ministry
for Economic Affairs
and Energy



MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME



Contemporary Art Market Indonesia and Singapore

MARKET EXPLORATION JAKARTA AND SINGAPORE
27 January - 01 February 2018

Delegation Brochure



Initiative
Kultur- & Kreativwirtschaft
der Bundesregierung



GOETHE
INSTITUT



Kulturkreis der
deutschen Wirtschaft
im BDI e.V.



BVDG
KUNST
SCHAFFT
NEUES
DENKEN



Singaporean-German Chamber
of Industry and Commerce
Deutsch-Singapurische
Industrie- und Handelskammer

foreign markets
consulting 

Imprint

Publisher

Federal Ministry for Economic Affairs
and Energy (BMWi)
Public Relations
D 11019 Berlin, Germany
www.bmwi.de

The Federal Ministry for Economic Affairs
and Energy has been awarded the
berufundfamilie® audit certificate for its
family-friendly HR policy. The certificate is
granted by berufundfamilie gGmbH,
an initiative of the Hertie Foundation.

Text, editing and production

foreign markets consulting
Dorothea Mertes
Ritterstrasse 50, D 10969 Berlin



Status

19 January 2018

Cover picture

Courtesy of A3 / Arndt

This brochure is published as part of the Foreign Market Entry Programm for Small and Medium-Sized Enterprises (SMEs) 2018 for the project Market exploration mission to Indonesia (Sector focus: Creative Industries). The project is funded by the Federal Ministry for Economic Affairs and Energy due to a bombardment by the German Bundestag. It is distributed free of charge and is not intended for sale. The distribution of this brochure at campaign events or at information stands run by political parties is prohibited, and political party-related information or advertising shall not be inserted in, printed on, or affixed to this publication.

Introduction

Profiles: Participating Companies and Organisations

Profiles: Partners and Facilitator

As part of the Foreign Market Entry Programme for small and medium sized companies (SMEs) foreign market consulting is organizing an market exploration mission on the contemporary art markets in Indonesia and South East Asia (SEA) with the support of the Alliance of German Galleries and Art Dealer (BDVG).

This initiative started with an information event in Berlin in 2016 and will now be continued with the exploration mission on the occasion of the ART STAGE 2018 in Singapore and Indonesia. Asia is without a doubt one of the new centres of the art world, with Southeast Asia emerging as the next important and dynamic art destination within its territory. This program offers German companies and experts in this sector the opportunity to gain a insights in the potential business and project opportunities in these two interesting emerging markets. Furthermore it will provide insights into the growing art and collector market and offer an intensive exchange of experience in the art business and direct networking with potential partners.

The German delegation offers an excellent quality in art education and reflection about contemporary art in German galleries, the long term promotion of young artists, competence in terms of art presentation, art handling, conservation, preservation and documentation as well as in new and innovative technical solutions for museums and art institutions.

The Foreign Market Entry Programme for SMEs came into existence in 2012 and has since then helped several hundred thousand German companies to explore new markets and promote their exports. As part of the programme five different modules have been developed to support German companies in various stages of their actives. These modules are: Market information, market exploration, business contact programme, Symposium abroad, and fact-finding missions to Germany for multipliers and procurement agents. The main goals of the programme are: Gain first-hand information, explore new markets, build networks and interact face-to- face, save time and costs, prepare and execute the market entry, increase trade volume. In 2017, 103 different measures for multiple industries have been planned as well as executed under the roof of the programme. For 2018, 95 different activities are planned, yet the programme is funded by the German Federal Ministry for Economic Affairs and Energy.

**Profiles:
Participating Companies
and Organisations**



AHC **Art History Consulting**

Dr. Barbara Aust-Wegemund
Managing Director

Art History Consulting (AHC) has been founded in 2004 by the art historian Dr. Barbara Aust-Wegemund to connect artists, art spaces and collectors. AHC Office is based in Hamburg (Germany), providing art consultancy and artist coaching services for clients in Europe, Asia and the US.

Art History Consulting is committed to support an ongoing intellectual dialogue with emerging and mid-career visual artists. Art is more than decoration or investment. Art is an attitude. We stand by creative minds of every ethnicity and nationality, of every gender identification and gender neutrality, of all religions and creeds.

AHC curates and develops art projects and art exhibitions with a strong emphasis on cultural exchange. To promote upcoming artists AHC Gallery exhibits original paintings and sculptures in temporary showrooms, at art spaces, and international art fairs (Hamburg, Hong Kong, Miami).

AHC maintains an active roster of artists, many of whose works are included in leading public and private collections.

Art History Consulting
Krokusweg 6a
D 22869 Hamburg

Telephone: +49 (0)40-840 50355
aust-wegemund@t-online.de
www.arthistoryconsulting.net

AHC
art history consulting

Association of German Galleries **and Art Dealers (BVDG)**



Kristian Jarmuschek
Chairman

The Association of German Galleries and Fine Art Dealers (BVDG) has around 350 members, the union is the world's largest association of gallerists and fine art dealers and is furthermore part of Federation of European Art Galleries Associations (F.E.A.G.A.).

The purpose of the Association of German Galleries and Fine Art Dealers (BVDG) is to secure the economic and cultural-political interests of its members in dealings with politicians, authorities and the general public. The union engages itself in the improvement of the frame-work requirements of the german art market and for the effective delivery of the arts in an art trade context. On the one hand, galleries have to fulfil their special task of promoting artists and promoting art, and on the other hand they have to survive in the economic competition.

The Association of German Galleries and Fine Art Dealers (BVDG) awards every year in collaboration with the KOELNMESSE GmbH, the trade fair company behind ART COLOGNE the COLOGNE FINE ART FAIR (COFA), two relevant art prizes: In spring, the ART COLOGNE Prize for outstanding achievements in art education, and the COLOGNE FINE ART Prize for established, well known artists in autumn.

Since 1980, the Association of German Galleries and Fine Art Dealers (BVDG) has been organising the NEW POSITIONS at the ART COLOGNE, the funding programme for young and upcoming artists .

Association of German Galleries
and Art Dealers (BVDG)
Dessauer Str. 32
D 10963 Berlin

Telephone: +49 30 263 922 980
post@bvdg.de
www.bvdg.de





Anita Beckers Contemporary Art & Projects

Anita Beckers
Managing Director and Curator

Established in 1995 in Darmstadt, the gallery space moved to Frankfurt am Main in 1998. From the beginning, the emphasis has been on promoting young artists. In particular, the gallery has worked for the promotion of video and new media art by enabling artists to show their work in the necessary settings, as well as having supported publications and productions. Gallery artists have also been invited to take part in the exhibitions of important, international museums, such as (selection) MoMA, New York; SF MoMA, San Francisco; Whitney Museum, New York; Serpentine Gallery, London; ZKM Karlsruhe; Ludwig Museum, Köln; international festivals and biennials.

The following institutions have collected works of the gallery artists: MMK Frankfurt; Pinakothek der Moderne, Munich; Kunsthalle Bremen; Kunsthaus Zürich; MUSAC, Leon/Spain; Kunstmuseum Stuttgart; Stiftung Wilhelm Lehmbruck Museum, Duisburg; Goetz Collection, Munich; Heather & Tony Podesta Collection, Washington; Guggenheim, New York; MONA, Hobart/Australia; CB Collection, Tokyo; etc.

After 20 years of activity, it is the aim of the gallery to contrast historical positions with emerging artists, particularly in photography and video. Today the emphasis is on the dialogue of these young artists with established artists. In the fall of 2015, the new exhibition space was opened in Frankfurt's inner city at Braubachstraße 9. Anita Beckers is also curating moving image-exhibitions and is curator for the Biennial for the Moving Image, Frankfurt since 2013.

Galerie Anita Beckers
Schwedlerstraße 1-5
D 60314 Frankfurt am Main

Telephone: +49 (0)69 7390 0967
info@galerie-beckers.de
www.galerie-beckers.com

**ANITA
BECKERS**
CONTEMPORARY ART
& PROJECTS



Christoph Brandl
Artist

Christoph Brandl is a photographer and a writer, who received a BA in Visual Arts from NYU's Tisch School of the Arts in New York (1991).

In 2000 after 12 years of working abroad, he moved back to Berlin, Germany. There he developed his style further often combining photo series, conceptual or participatory art projects with written stories.

In 2015, he won the Kenyan Photography Award for the project IN LIMBO. In February 2018, he will participate in ART KARLSRUHE in the south of Germany.

Working sojourns in: USA, Japan, Thailand, Kenya, Cuba, Mexico and the Czech Republic

In Singapore and Indonesia Brandl hopes to gain insight into the local art world and its global integration. He is interested in establishing collaborations with galleries, curators and fellow artists. He would also like to explore Singaporean and Indonesian artistic practices and artistic approaches to socio-political subject matters and national current affairs.

Christoph Brandl
Paretzer Str. 1
D 10713 Berlin

Telephone: +49 172 324 9000
c.brandl@mail.de
www.brandlstories.de



hasenkamp International Transporte
Lotus Fine Arts Logistics

Doreen Merkel
Executive Director

Lotus Fine Arts, a subsidiary of hasenkamp International, specializes in the preparation, handling, transport, storage, and installation of fine art.

We serve the rapidly developing China and Southeast Asia art markets, from bases in Hong Kong and Singapore.

Lotus brings together the combined strength, knowledge and expertise of the hasenkamp and Asian Tigers groups. For decades, Germany based hasenkamp has become synonymous with fine art handling; while Asian Tigers is a long established premier mobility expert with offices throughout Southeast Asia and Mainland China.

hasenkamp Holding GmbH
Europaallee 16-18
D 50226 Köln
www.hasenkamp.com

Lotus Fine Arts Logistics Ltd.
Member of hasenkamp group
3 Lockhart Road, Wan Chai
Hong Kong

Telephone: +852 2528 0085
doreen.merkel@lotus-art.com
www.lotus-art.com



Transwing
Jane Hartung



Klaus Hartung
Consultant

Transwing Jane Hartung is a trading and consulting company specialized on trade between Philippines and Germany since 1995.

Beside of export and import activities, Transwing opened a permanent art gallery in the premises of the office in Darmstadt, Germany to present filipino artists to the German public.

In 2013 Transwing launched a book REVISITING MABINI ART about the Philippine Art History together with three notable art historians of the University of the Philippines.

Transwing is also responsible for the printing of the German edition of the Philippine National Heros Dr. Jose Rizal book NOLI ME TANGERE in German language after it was running out of stock.

Transwing has a large collection of artworks which includes old masters and contemporary artists as well as up and coming artists – regardless if studied or self-taught but equally talented.

Transwing Jane Hartung e.K
Frankfurter Landstrasse 109
D 64291 Darmstadt

Telephone: +49 6151 351468
royalaccent@yahoo.de
www.transwing.de





Gallery Musnadi-Weskamp

Ira Weskamp
Owner

Founded in 2015, in Nettersheim, Germany, owner-run Gallery Musnadi-Weskamp specialises in contemporary art working with emerging and established national and international artists.

Exhibitions organized by the gallery encompass aspects of the visual arts such as painting, sculpture, drawing, photography, video and performance.

In addition organizing its own exhibitions, the gallery does also host travelling exhibitions and art events.

Galerie Musnadi-Weskamp
Mechernicher Str. 14
D 53947 Nettersheim

Telephone: +49 151 1495 5506
ira.weskamp@t-online.de
www.musnadi-weskamp.com

MUSNADIWESKAMP GALERIE

Jarmuschek + Partner Positions Berlin Art Fair



Kristian Jarmuschek
Director, CEO

Jarmuschek+Partner offers young and internationally working artists a forum for their exhibitions. The gallery's focus lies on artistic positions shifting between figurative-objective and abstract art dealing with the complex options of narration and contextual concentration. Since 2003 the art historians Kristian Jarmuschek and Stefan Trinks have established their gallery as an innovative exhibition space. At the new location, the former area of the well-known German newspaper „Der Tagesspiegel“, Jarmuschek + Partner has opened up a magnetic place in an emerging gallery centre of Berlin in 2013.

Since many years Berlin has been the city that can offer the broadest overview of the current progressions of contemporary art with its multitude of international artists and galleries. POSITIONS Berlin Art Fair aspires to enable this overview and discourse more extensively. POSITIONS Berlin Art Fair is depicting the quality and currentness of the international art scene comprehensively and independently from established categories and inviting the visitor to discover new positions. POSITIONS Berlin is partner of the Berlin Art Week and invites about 80 international galleries to apply with their most significant artistic positions of contemporary and modern art. A team of knowledgeable and experienced individuals in the field of art fairs with outstanding contacts in the international art market are behind the organization of POSITIONS Berlin.

Furthermore POSITIONS Berlin is holding with „paper positions berlin“ during Gallery weekend Berlin (April/May) and „paper positions munich“ in October art fairs with 30 - 40 international exhibitors about artworks on paper.

Jarmuschek + Partner
Potsdamer Str. 81a
10785 Berlin

Telephone: +49 30 2859 9070
mail@jarmuschek.de
www.jarmuschek.de

www.positions.berlin
www.paperpositions.com





KfW Stiftung

Dr. Nicola Müllerschön
Head of the Arts and Culture Department

KfW Stiftung is an independent non-profit foundation based in Frankfurt/Germany. It was founded in 2012 by Germany's state-owned development bank KfW. KfW Stiftung engages directly with the major challenges facing our world – globalisation, environmental protection, climate and demographic change. We support initiatives questioning established patterns, identify alternative strategies and offer platforms for cross-border exchange. Our aim is to encourage pioneering ideas, to create a diverse economy, environment, society and culture and to take responsibility for the world we live in. The foundation has four major areas of activities: environment and climate, social commitment, social entrepreneurship and arts and culture.

Our mission in the arts is to stimulate intercultural dialogue in today's globalised world. We create various platforms for international contemporary arts, allowing creativity, freedom of speech and discourse to thrive in an effort to bolster cultural diversity. We aim to advance exchange between those working in culture in Latin America, Africa, the Middle East and Asia by supporting local projects as well as international programmes. Funding projects include residency programmes for emerging artists and curators in Berlin, young writers' workshops in the Middle East, intercultural encounters in music and performance, among others.

Several projects of the foundation are related to Southeast Asia: In 2015 KfW Stiftung organised the panel "Mapping Southeast Asia: Contemporary Art and Public Space" with grant holders from the region in the Federal Foreign Office in Berlin on the occasion of the Asia-Pacific-Weeks. Further projects have been the video art workshop "Jogja – Lagos" at the Jogja Biennale (2015) and the music project "Ruang Suara" (2014-17), both in Indonesia, and the TRANScuratorial Academy in Phnom Penh, Cambodia (2018).

KfW Stiftung
Palmengartenstr. 5-9
D 60325 Frankfurt am Main

Telephone: +49 69 7431-967316
nicola.muellerschoen@kfw-stiftung.de
www.kfw-stiftung.de



Schwarz Contemporary



Anne Schwarz
Founder

SCHWARZ CONTEMPORARY is a gallery for contemporary art in Berlin, founded by Anne Schwarz in 2011. The gallery is an individual enterprise and represents five female and four male artists from Finland, France, Germany, and Spain. Anne Schwarz organizes six to seven exhibitions per annum in the gallery's premises in Berlin-Neukölln.

The founder and director of the gallery, Anne Schwarz, studied at the Universities of Bonn and Florence, received her Master's Degree in 2003 and worked as a gallery assistant for two highly renowned Berlin based galleries from 2004 to 2010.

SCHWARZ CONTEMPORARY was officially inaugurated with a solo show by American artist Eddie Martinez in March 2011.

The gallery has participated in international art fairs such as ARTISSIMA in Turin, MiART in Milan, Art Rotterdam, OFFICIELLE in Paris, and abc in Berlin. The gallery has published eight extensive monographs since 2011.

A recent interview can be found here:
www.artlandapp.com/start-seriously-think-fundamental-changes/

Schwarz Contemporary
Sanderstraße 28
D 12047 Berlin

Telephone: +49 30 6128 9902
mail@schwarz-contemporary.com
www.schwarz-contemporary.com

SCHWARZ
CONTEMPORARY

Nina Hildebrand
Director of Development and Operations

stabaArte GmbH emerged in 2003 out of Wuppermann Lamag GmbH, a company with over 40 years of specialized storage equipment experience. While our headquarters and manufacturing facilities are located in Wiehl, Germany, a network of cooperation partners and subsidiaries allows us to plan and realize art storage & display projects worldwide.

We specialise in designing and manufacturing sophisticated art storage systems. We excel at turning creative ideas into innovative products by utilizing our customers' countless practical experiences to shape the design of our products. Our team of certified engineers and architects combines many years of practical experience in the field of product design, museum planning, engineering, and project management.

Because of our customer-oriented service and product quality, we have had the privilege to work with world renowned institutions. Museums such as the Albertinum and the National Gallery of Art in Dresden, the Pergamon Museum in Berlin, the Pinakothek in Munich, The Prado, Museo Picasso and the Guggenheim in Spain, as well as the Whitney Museum, Museum of Fine Art Houston, The National Gallery, The Broad and the SF MOMA in the USA have entrusted their invaluable collections to stabaArte art storage systems.

Our product line includes, but is not limited to: art racks, shelving, object and graphic cabinets, compact shelving storage accessories as well as visible storage and exhibition walls.

stabaArte GmbH
Wildparkstraße 4
D 51674 Wiehl

Telephone: +49 2262 712 489
nina.hildebrand@stabaarte.com
www.stabaArte.de



Gürsan Acar
Managing Director

tonwelt is a Berlin based supplier of hi-tech guiding technologies, we advise museums & cultural institutions and offer individual communication concepts for a large variety of visitor groups. Amongst our clients are some of the best known visitor attractions and heritage sites in Europe, such as the Mercedes-Benz Museum Stuttgart, La Cité du Vin Bordeaux, Victoria & Albert Museum London, the Imperial Palaces Istanbul and the National Museums of Berlin with the Pergamonmuseum, Neues Museum and Art Gallery.

With our years of experience in planning and realizing multimedia and audio-visual content, we are a competent and reliable partner in designing exciting experiences for visitors.

Our team consists of cultural studies experts, media technicians, software and hardware developers who are personally committed to realizing projects. With their professional competence, experience and enjoyment of the work, each member of our staff helps to optimize the experience for visitors.

tonwelt has a long history of producing creative audio tours, soundscapes for installations and multimedia content in time and in budget for a wide range of clients all over Europe. Established 20 years ago as a sound studio specializing in speech recordings, the company is now one of the leading providers of interpretation solutions for the worlds of art, heritage, culture and tourism. From 2018 on tonwelt is expanding its market presence to Asia.

The range of activities of tonwelt: Content, Hardware, Software & Services.

Headoffice:
tonwelt GmbH
Ludwigstr. 26
D 95444 Bayreuth

Representative Office Berlin:
Levetzowstrasse 23 b-c
D 10555 Berlin

Telephone: +49 30 3940 4731
acar@tonwelt.com
www.tonwelt.com





Zilkens
Fine Art Insurancebroker

Dr. Stephan Zilkens
Managing Director

The highly innovative power of our employees is a benefit to our clients at all times. We concentrate solely on the things that we are qualified to talk about. We have experts for all main areas of risk management.

Few Insurance brokers have such a broad range of experience in all sectors of insurance business. Due to long-standing experience with insurance companies and insurance brokers and always in close connection to our clients, we have learned to speak all necessary languages. Due to long-term activities in other companies we were able to develop the competence that exists within our company today. Innovative insurance concepts help our clients to protect their assets.

Collectors, artists, galleries, art dealers, museums, restorers, fine-art transporters, exhibition organisers and anyone else who is involved with art in a professional capacity will find advice and the right concepts for fulfilling their insurance-specific requirements right here with us.

We have at our disposal a team of international, experienced specialists from all fields of art whose experience is a benefit to our customers. Our service spectrum ranges from full-service insurance to individual measures. Today we have a global network of experts and service providers with whom we can operate at an optimum quality level anywhere in the world.

Since 2012 we have a sister Company in Switzerland and as of August 2016, we have also maintained a representative office in Luxembourg.

Zilkens Fine Art Insurancebroker GmbH
Eupener Straße 70
D 50933 Köln

Telephone: +49 221 8006 8420
zilkens@zilkens.com
www.zilkensfineart.com



Singaporean-German Chamber
of Industry and Commerce

The Singaporean-German Chamber of Industry and Commerce (SGC) was founded in 2004 and is part of a network of 130 offices of the German bilateral Chambers of Industry and Commerce abroad in 90 countries.

The Chamber is one of the largest national Business Chambers in Singapore with a membership of approximately 500 representatives from a variety of industries. With its distinct service unit and trade fairs arm, DEinternational and Fairs and more respectively, the SGC is a primary source of reliable information on German businesses in Singapore as well as the business and economic scene in Germany.

Non-members and existing members can draw from the Chamber's resources and as a membership organisation, the SGC serves as a valuable networking platform. Through its active expert groups, it gives a voice to businesses that is multiplied further through its solidarity with other Europeans and national Chambers. The SGC also fulfils public obligations on behalf of the German government.

Singaporean-German Chamber of Industry
and Commerce (SGC)
25 International Business Park
#03-105 German Centre
Singapore 609916

Telephone: +65 6433 5330
info@sgc.org.sg
www.sgc.org.sg



Profiles: Partners

Goethe-Institut Indonesia

The Goethe-Institut is the cultural institute of the Federal Republic of Germany with a global reach. It sets internationally recognised standards in the teaching and learning of German as a foreign language. It runs language courses, compiles teaching materials, trains teachers, contributes to scientific research and participates in political language initiatives.

Goethe-Institut monitors trends in Germany and encourages cultural collaboration across the globe by organising programmes of events and making contributions to various festivals and exhibitions in the fields of film, dance, music, theatre, literature and translation.

Libraries and information centres, forums for discussion, diverse print-, audio- and video-publications and our visitors' service aim to paint a contemporary portrait of Germany, promoting international discourse on the key concerns of what is becoming an increasingly global society.

In Indonesia, the Goethe-Institut is present with institutes in Jakarta and Bandung, as well as a Goethe-center in Surabaya. In addition, we organise programmes in other cities across the archipelago – also beyond Java.

The institute in Jakarta coordinates the activities within Southeast Asia, Australia and New Zealand.

Goethe-Institut Indonesia
Pusat Kebudayaan Jerman Jakarta
Jl. Sam Ratulangi 9-15
Jakarta 10350

Telephone: +62 21 23550208/9
info@jakarta.goethe.org
www.goethe.de/indonesien



foreign markets consulting
Dorothea Mertes
Founder

Profile: Facilitator

Dorothea Mertes is an economist and founder of foreign markets consulting. With more than 15 years of experience in foreign trade policy and trade promotion she has conceived and led many projects for clients in the private and public sector, including the Federal Ministry of Economic Affairs and Energy (BMWi), Ministry of Economic Affairs in North Rhine-Westphalia, different foreign trade agencies, federations and chamber network entities.

Since 2013 she is a partner of the German Singaporean Chamber of Commerce and Industry in Germany and since 2016 project partner of National Designated Entity of Germany (www.nde-germany.de) commissioned by the BMWi.

With her regional focus on Asia-Pacific she offers a vast knowledge of the economic and cultural characteristics of specific key markets. Within these sectors, Dorothea Mertes offers services including markets studies, regional and sector specific trade missions, market exploration trips, matchmaking meetings, bilateral business forums and conferences, seminars and workshops, roundtable talks with all relevant decision makers in industry and private sector bodies, as well as trade fair presentations.

Before founding her own consultancy in 2012 she worked for the Asia Pacific Committee of German Business (APA) at the Federation of German Industries (BDI), the Association of German Chambers of Commerce and Industry (DIHK), the German Arab Chamber of Industry and Commerce in Egypt and for the foreign trade promotion agency of North Rhine-Westphalia NRW.International.

foreign markets consulting
Ritterstrasse 50
D 10969 Berlin

Telephone: +49 173 243 3475
mertes@foreignmarkets.de
www.foreignmarkets.de



