

PRESS RELEASE

EXPO-2017 – Successful final at the Astana Contemporary Art Center

EXPO Art Pavilion will continue to be managed as a contemporary art museum

(Munich/Astana, 14 September 2017) Close to 3.9 million visitors attended the world exhibition that has just come to an end in Kazakhstan's capital, focusing on tomorrow's energy supply. FUTURE Energy was also discernible at the Astana Contemporary Art Center (ACAC) and the adjoining Creative Energy Area (CEA) – venues where the creative forces emerged in collaboration between Avantgarde and the internationally renowned museums Rmn-Grand Palais and Garage Museum of Contemporary Art, together with international and local artists as well as other creative talents and disciplines. A total of 232,493 visitors are a compelling argument in favor of continuing to run the institution as the first museum of contemporary art in Kazakhstan. For this EXPO-2017, the Munich Creative Agency Avantgarde was the general contractor of the Astana Contemporary Art Center and Creative Energy Area. These are two cultural pavilions solely initiated by the Astana Expo National Company 2017 itself.

Marat Omarov, Director of Content and Event Organisation for the EXPO-2017: "We're highly satisfied with the visitor numbers to the ACAC & CEA and look forward to continuing the art pavilion as a museum of contemporary art in future."

The story of the ACAC will be continued

Already during the planning stage for the ACAC pavilion and the Creative Energy Area (CEA), efforts were made to implement the vision of sustainable use. From the start the Expo National company had the intention to offer contemporary art using a shared platform, where international influences and local artists could co-create a new vision. The Pavilion did not go unnoticed; the numbers certainly speak for themselves. Despite fierce competition from over 100 countries and theme pavilions, a total of 5,903 events staged at the ACAC and CEA combined with guided tours, concerts, dance, theater as well as readings, symposia and workshops had a good turnout. With a total of 232,493 guests, the Art Center was in the top 5 of the best visited theme pavilions. According to Marat Omarov, "these are compelling numbers and a strong argument in favor of permanently establishing the Astana Contemporary Art Center as an influential art forum in Middle Asia and a legacy of the EXPO-2017."

After following minor conversion work the Astana Contemporary Art Center is scheduled to open its doors again in January 2018.

Avantgarde at the EXPO-2017

This challenging project, the Astana Contemporary Art Center (ACAC) and the Creative Energy Area (CEA) was prepared in 10 months and the pavilions were fitted in 2 months. The execution of events and overall responsibility and management were successfully handled by Avantgarde as general contractor for the National Company EXPO Astana 2017. It took place in collaboration with the Rmn-Grand Palais Paris, which organized the exhibition ARTISTS & ROBOTS with artists and curators, and the Garage Museum of Contemporary Art from Moscow, which developed the accompanying high-caliber contemporary educational program. Guido Emmerich, Managing Director Avantgarde: "The organization of mega events such as this world exhibition is a special challenge that calls for a great deal of dedication and commitment. The ACAC & CEA pavilions, the events and complete management and responsibility on site in Astana were handled virtually round the clock by Dorine Baas (Client Service Director) and Stefanie Belotti (Senior Project Manager) from our Munich Head Office. Quite frequently visions – such as sustainable use – are neglected shortly after they were

formulated. Thus, we are all the more delighted with the continuing existence of the ACAC after the EXPO-2017. During the three months of the EXPO, together with our partners we succeeded in attracting leading names from the international creative artists scene to Astana. We stimulated the discourse on contemporary art in the central Asian country, drawing the attention of a culturally interested community to Astana. And most of all we created a very successful Pavilion.”

About Avantgarde

Avantgarde is an international creative agency, founded in Munich in 1985. According to its claim “Creating Fans” over 500 employees in ten international offices develop integrated brand experiences that create excitement and spark conversations around the world. Apart from its headquarters in Munich, the agency operates offices in Berlin, Dresden and Cologne, as well as Dubai, London, Sao Paulo, Shanghai, Vienna and Zurich.

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Captions Avantgarde | Expo-2017-11- Successful final

01 The ACAC & CEA Team at the EXPO-2017

Beaming faces and sheer delight with the successful end to the world exhibition held at the Astana Contemporary Art Center and the Creative Energy Area attended by a total of 232,493 visitors.

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02 Avantgarde at the EXPO-2017

Stefanie Belotti (Senior Project Manager) and Dorine Baas (Client Service Director), from left to right, and took care of the ACAC and CEA on site in Astana for over 3 months.

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03 Creative Energy at the ACAC and CEA

232.493 events for a total of 232,493 visitors were organized, including guided tours, concerts, dance, theater as well as readings, symposia and discussion rounds.

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04 The story of the ACAC will be continued

After the EXPO-2017, the art pavilion and the Creative Energy Area will be converted into the first museum of contemporary art in Kazakhstan and will be opening its doors in January 2018.

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