

At London's Third Moving Image Fair, Audiences Take Their Time



Courtesy Moving Image Art Fair.
Moving Image London 2013, installation view.
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Published: October 18, 2013

Rare are the videos that manage to truly reach their public in an art fair context. The audience is in a rush and hungry for instant hits; booths are often cramped and ill-equipped to showcase time-contingent media. Yet for most dealers, art fairs are an essential part of the business, almost a lifeline.

Enter **Moving Image**. Founded in 2011 by **Murat Orozobekov** and **Edward Winkleman** of New York's **Winkleman Gallery**, the fair is an attempt to create a viable commercial platform for video art. The third London edition opened on the Southbank yesterday, and this year it gathers 22 exhibitors in the former cold stores at **OXO Tower Wharf**.

Visitors here are in no hurry. "When you are at Moving Image, [watching video work] is the only thing you came for," says Winkleman, "so you have the time, you make the time."

This 2013 selection has a clear focus on emerging works — "a reflection," Winkleman explains, of "this year's curatorial advisory committee." Nothing truly astonishes, but there are some delightful moments, including the Finnish **Miia Rinne's** "Sea" (2012), a mesmerizing abstraction hand-painted on 35mm film.

So little happens in **Eve Sussman** and **Simon Lee's** "Seitenflügel" (2012), featuring Hitchcockian lit windows shot from the outside, that the piece feels like a photograph in motion. **Anahita Razmi's** 20-minute piece "Replays/Replace" (2013), is also a highlight. The artist had presenters on the Austrian TV Channel **ORF III** read **Lucio Fontana's** 1952 pro-television manifesto live.

Many things could be improved at the fair. The installation plays the semi-derelict, post-industrial card to the point of appearing makeshift. But more importantly, the fair, like its Barcelona counterpart contributes to a new understanding of video as a medium that can be collected, not just enjoyed in museums and exhibitions. And with prices ranging from \$3,000–35,000 at Moving Image, it's an affordable one, too