



PULSE Contemporary Art Fair announces PULSE London

Thursday, October 11th- Sunday October 14th
2007

Mary Ward House, 5-7 Tavistock Place,
London, WC1H 9SN



Tatsumi Orimoto, Breadman Son + Alzheimer Mama, 1996/2007. Colour print, 55.4 x 44.3 cm. Courtesy of DNA Berlin

Building on its network of highly successful contemporary art fairs launched in both Miami and New York over the past three years, PULSE Contemporary Art Fair is pleased to announce the creation of PULSE London.

PULSE London – a four-day fair – will provide a highly visible international platform for the programs of about 40 established and emerging galleries from around the world. The inaugural London fair will include PPOW (New York, NY), Finesilver Gallery (San Antonio and Houston, TX), Rubicon (Dublin, Ireland), White Space (Beijing, China), Max Protetch (New York, NY) and DNA (Berlin, Germany).

"We are thrilled to expand the PULSE brand further with a third fair in London this autumn, as London has always been a culturally dynamic city, consistently making arts and culture a priority."

says Helen Allen, Founder & Director of PULSE.

Since its founding in Miami in December 2005, the expansion of PULSE Contemporary Art Fairs has helped to broaden the global art fair market, presenting high-quality artwork from innovative galleries worldwide - recording significant sales results and attendance with each new fair. PULSE fairs are praised by critics, collectors, and art professionals alike for their increased diversity, ambitious installations, and manageable size, thereby opening the art market to both new and younger collectors, as well as a wider general audience for contemporary art.

PULSE London will be held at Mary Ward House, home of the legendary 19th-century novelist and social reformer Mary Ward. It is a unique facility located in London's fashionable Bloomsbury district. This historic address is convenient to the city's arts and culture destinations, including the British Museum, as well as Bloomsbury's famed garden squares.

For more information about PULSE, please visit www.pulse-art.com