

## ULTRA ART AFFAIR

MIAMI December 2006

DUBAI March 2007

BASEL June 2007

SHANGHAI September 2008

LAGOS 2010

**Another Fairy Tale...\***

At the crack of dawn in December 2006 it was rumored that a big group is going to install another satellite art fair into the already branded art landscape of Miami: [Art Basel Miami Beach](#) - [NADA](#) - [PULSE](#) - [scope](#) - [Aqua Art](#) - [photo](#).

It is announced as **ULTRA - The Ultimate Art Affair**. After very successful premieres in [Miami](#), [Dubai](#) and [Basel](#) next spin-offs will be held at ULTRA [Shanghai](#) in September 2008 and ULTRA [Lagos](#) in 2010.

Each ULTRA ART AFFAIR will provide three sections: **ultra-hip, ultra conservative and ultra porous**. Furthermore thanks to our sponsors a prize called **UHT** will be awarded.

Thinking of various stories about [laundering black money](#) in art market ironically this latest subtitled "ultimate" art fair would be sponsored by a company producing products like Dawn/Fairy Ultra which are best for dish-washing on the toughest grease. And now they are working harder than ever with 50% more deep cleaning power on plastics than before...

**The Ultimate** is a general term embracing the concept of an ultimate supernatural reality which transcends material reality and from which, according to a broad spectrum of Eastern philosophies and religions, material reality derives. The Ultimate is Generally non-anthropomorphic and may or may not (depending on ones specific doctrine) possess discrete will, intelligence, awareness or a personal nature.

On the other hand **Ultimate** (often called **ultimate Frisbee**) is a competitive non-contact team sport played with a flying disc. The object of the game is to score points by passing the disc into the opposing endzone, similar to American football. Players may not run while holding the disc. Ultimate is distinguished by its Spirit of the Game - the principles of fair play, sportsmanship, and the joy of play.

Following both philosophical and sportive ideas **ULTRA is going to be more than a Fair: Your Ultimate Art Affair!**

\*...gone bad ([Sunrise Avenue](#))