

VESSELINA SARIEVA

vesselina@sarieva.org

Born: Plovdiv, Bulgaria, 1979

Education:

Master's degree in Slavic Philology from Plovdiv University, 2003.

Specialisation in Croatian Language and Literature at the University of Zagreb, 2003.

A graduate of the International Visitor Leadership Program (IVLP) - U.S. Department of State's premier professional exchange programme, Changemakers group, 2015.

Organizations, led and found by Vesselina Sarieva:

2021 – to date: **Sarieva, Plovdiv**, A dynamic and reflexive contemporary gallery practice, organizing a meeting ground and an environment for dialogue, learning about and supporting art, which contextualizes art with various means and thus exceeds the traditional model of the white cube and the black box. <https://gallery.sarieva.org/>

2016 – to date: **FLUCA: Austrian Cultural Pavilion**, Plovdiv, Sarieva, Plovdiv (base), <https://fluca.info/>

2012 – 2021: **Sariev Contemporary Gallery**, Plovdiv, together with Katrin Sarieva; <https://sariev-gallery.com/>

2008- to date: **artnewscafe**, Plovdiv, <http://artnewscafe.com/>

2007 – to date: **Open Arts Foundation**, Plovdiv, Sofia, <https://openarts.info/>

2004 – to date: **Sariev Centre for Contemporary Ceramics**, Plovdiv, initiated by Katrin Sarieva;

Key projects

2021: **Future Unforgettable** / curated multi-genre situation in the visual arts, developed in six phases, including three exhibitions, satellite gestures and other artistic projects, Plovdiv, Sofia, Veliko Tarnovo, Varna / <https://futureunforgettable.com/>

2020: **Circle of Friends for Bulgarian Art** / a joint initiative with Office for Art, Berlin / common platform for experts and art lovers, created to focus on certain topics, issues and areas in art, to provide knowledge and educational mediation, to give support for art, artists, initiatives, institutions and to network internationally / Active to date / [Link](#)

2019: **Sariev + Markov sculpture projects** / a joint initiative with Markovstudio, Trebich district / projects in public space – artists' residencies, project implementation in urban environment, lectures, exhibitions / Active to date / [Link](#)

2018:

Open Art Files: Topics, People, Spaces, Files in Bulgarian Contemporary Art website / launched in 2018 / Active to date / <http://openartfiles.bg/en>

The book An Introduction to Bulgarian Contemporary Art, authored by Vessela Nozharova / a research process started in 2012, published in Bulgarian and English in 2018 / [Link](#)

2016: **FLUCA: Austrian Cultural Pavilion** / an open stage for art and culture / launched as an annual spring and summer project in 2016 in Plovdiv / a season in Sofia in 2018 / Active to date / <https://fluca.info/>

2015: **Focus: Bulgaria** / an overview of Bulgarian contemporary art, including a curatorial exhibition, a publication, a programme of discussions, performances, and a video programme / Venue: viennacontemporary, Vienna, Austria / [Link](#)

2015: **Working visits of international curators and art critics** / Active to date / [Link](#)

2013:

An Alternative Map of Plovdiv / together with Katrin Sarieva / a printed edition in 2013 and online since 2013, updated in 2017 / Active to date / <https://www.alternativeplovdiv.com/>

Lotus Debates / A series of debates on the following topics: cooperation between municipality and cultural operators, cooperation between educational institutions and cultural operators, neighbourhood management, the multi-ethnic scope of cultural events / Plovdiv / [Link](#)

2012: **A City Arbour** / with Katrin Sarieva / thematic lectures and discussions about the city / editions in 2012 and 2015 / Plovdiv / [Link](#)

2011:

Introduction to Contemporary Art / an educational platform of lectures / held annually since 2011 / Sofia, Plovdiv and online / Active to date / [Link](#)

Collectors' Forum / lectures and collections / Plovdiv and Sofia / Active to date / [Link](#)

2010:

Otets Paisiy Street Festival, Plovdiv / held annually from 2010 to 2013 / [Link](#)

BACKGROUND: Young Artists / An exhibition project and a platform to support young artists and curators / Plovdiv and Sofia / Active to date / [Link](#)

2008: **Artnewscafe bulletin** / a monthly publication in Bulgarian, offering up-to-date news on events in the arts, both in the country and around the world / launched as a monthly printed periodical in 2008 and an online publication since 2015 / Active to date / <https://artnewscafe.com/bulletin/>

2005: **Night of Museums and Galleries**, Plovdiv – known today as NIGHT/Plovdiv / A festival and platform in support of culture and urban development / held annually from 2005 to 2018, a special edition in 2019 / Active to date / <https://www.night.bg/>

Curatorial projects:

Numerous exhibition and individual events in the programmes of Sarieva Gallery, Sariev Gallery, Open Arts Foundation, artnewscafe, etc. Selected exhibitions:

2021:

FUTURE UNFORGETTABLE / multi-genre situation in six time and thematic phases / September - December 2021 / various places in Bulgaria and online/ concept by Vesslina Sarieva / <https://futureunforgettable.com/>

Brittle Power group exhibition and educational programme / Rada Boukova, Luchezar Boyadjiev, Pravdoliub Ivanov, Vikenti Komitski, Rudi Ninov, Nedko Solakov, Mariana Vassileva, Sibin Vassilev / Curated by René Block and Vesselina Sarieva / 5 June 2021 - 5 September 2021 / Kunsthal 44Møen, Møen, Denmark / [Link](#)

LET THEM DRAW III / curated by Pravdoliub Ivanov and Vesselina Sarieva / Alec Finlay, Galina Dimitrova, Hortensia Mi Kafchin, Mariana Vassileva, Sevda Semer, Vlad Nancă 12 February 2021 – 31 March 2021 / Sariev Gallery, Plovdiv / [Link](#)

2020:

MAGIA NATURALIS / based on the ideas of Boyan Manchev and Vesselina Sarieva / Phase I/ Bignia Wehrl, Marta Djourina, L / Texts: Boyan Manchev, Vesselina Sarieva / 26 June - 28 August 2020 / Sariev Gallery, Plovdiv / [Link](#)

2019:

BACKGROUND: Young Artists from Plovdiv/ Mitch Brezounek, Martina Vacheva, Dimitar Genchev, Velizar Dimchev, Yavor Kostadinov, Lyubomir Krastev, Trifon Tashev, Valko Chobanov, Dimitar Shopov / 5 July – 30 August 2019 / Sariev Contemporary, Danchova House in the Old Town, Cu29 gallery / [Link](#)

THE GALAXIES OF TEKLA – Drawings for book covers 1979-1989 / Tekla Aleksieva / 2 November - 27 December 2019 / Sariev Gallery, Plovdiv / [Link](#)

2011:

POOR, BUT SEXY / Anton Stoyanov (Berlin), Vikenti Komitski (Sofia), Voin de Voin (Berlin), Lazar Lyutakov (Vienna), Lubri (Sofia), Rada Boukova (Paris) / 17 September 2011 - 30 October 2011 / Sariev Gallery, Plovdiv / [Link](#)

Selected symposiums and conferences :

2021: Part of the Challenge Chasers panel discussion at the conference „**Forbes Women Forum 2021**”/ [Link](#)

2019: Symposium **In the Belly of the Beast? Insights into the contemporary art market**, organized by HFBK University of Fine Arts Hamburg, Hamburg

2015: **CULTURE, INOVATION, DEVELOPMENT** conference, The National Assembly of the Republic of Bulgaria, Sofia

2013:

CULTURAL MANAGEMENT: CULTURAL POLICY Conference, Goethe Institut, Berlin
Private initiatives for developing an Eastern European art market seminar, Institut Artmark, Romania

How to festivals? conference, BFA, Plovdiv / [Link](#)

2011: Workshop, lectures and discussion “**Curating in the gallery field**”, de Appel arts center, Amsterdam and The Fair Gallery / [Link](#)

2012:

PLAY CONTEMPORARY: IT PAYS, symposium, Sofia Contemporary, Magazine 1, София
Artistic Production and the Audience in CEE, panel discussion, Istanbul Contemporary

2009: **Autumn curator academy**, Art Today Association, Plovdiv and New Bulgarian University, Sofia

2007: **Towards better practices - research and development in the cultural sector**, Interspace, National Art Gallery, Sofia

Awards / contemporary art and culture /

2014 : Darik's "40 under 40" project

2012 : Ranked 35th in Kapital's "100 of the most influential women in Bulgaria"

2011: Grazia Magazine's Woman of the Year Award for Night of Museums and Galleries, Plovdiv

2010: Ventsislav Zankov Iron Cross Award for Contemporary Art, first edition, 2010

2006: Art-fact of the year award for Night of Museums and Galleries

2006: Honorable citizen of Plovdiv

2004: Art Positive, Contemporary art hall "Banya Starinna", Plovdiv, breakthrough artist award

Awards / poetry /

2007: Vesselin Hanchev Award for poetry, His Excellency Jeremy Hill's Award at the 35th edition of Southern Spring, for her OSHT book of poetry

Media:

Vesselina Sarijeva's work and many of her projects have been featured by international media such as New York Times International, TAZ, Die Welt, Art Review, Art Guide East, ARTE, Deutsche Welle, Calvert Journal, and Artnet News. They also receive regular coverage by all Bulgarian national press and television media.

Partner network

Partners of Open Arts Foundation – please follow the [link](#) / Sarijev Gallery's partners include some of the partners of Open Arts, as well as world-famous museums, public collections and cultural organisations.

Venues

Plovdiv – in institutions and in public space

Sofia – in institutions and in public space

Within initiatives in Vienna, Shanghai, Rome, Turin, Cologne, Berlin, Basel, Brussels, Los Angeles, Essen, Istanbul, Hamburg, Paris, Marseille, Romania, Rotterdam, Venice, etc.

Activities

Image composition, image dynamics, strategies for change, model validation, communication and model development, building of networks and partnerships, reaching new grounds, expanding

territories, building territories, reaching out to audiences, communication in close dialogue, initiation, training.

Expertise

Post-1980s contemporary art in Bulgaria, international contemporary art, starting and expanding art collections, contemporary art market, context analysis, urban development, construction of cultural models, building of networks, strategic planning, PR communication, marketing and brand management in the field of culture and its areas of intersection with other fields, event-making, festival management, work with club audiences, work with large audiences.

Recognition

Vesselina Sarieva's work has been a key factor in the development of Bulgarian contemporary art on a national level, and in its presence abroad after 2010. Her work has been a major factor in the activation of the cultural scene in Plovdiv after 2004 and in the awarding of the Plovdiv-European Capital of Culture designation in 2015.

Participation in Exhibitions:

2021: Future Unforgettable Phase VI – The Sky is a Color - **The Mad Carpetmaker = Лудият килимар** (project with Luchezar Boyadjiev), Sarieva, Plovdiv / [Link](#)

2020: **Magia Naturalis**, Sariev, Plovdiv / [Link](#)

2007: **In Search of Lost Time**, The Sofia City Art Gallery, group show, curators Vera Mlechevska and Svetlana Kuyumdzhieva / [Link](#)

2007: „**Eskimo Cosmetics**“, group show, gallery Pistolet, Sofia

2004 г.: **Art Positive**, Contemporary art hall "Banya Starinna", Plovdiv

Poetry:

2006: **OSHT book of poetry**, Janet-45 Publishing, editor Georgi Gospodinov, 2006. [Link](#)

2005: **Poetic installation the poetic cycle "osht" reading room**, a literary series that took place at the Ancient Bath, Centre for Contemporary Art, Plovdiv, 2005 and the "Red House", Sofia.

Publications (Poetry) :

Literaturen vestnik (Literary Newspaper), Capital Light, Edno Magazine, Literaturen vestnik (Literary Newspaper), Stranitsa (Page), Democraticheski Pregled (Democratic Review), Capital Light, and the Lirika (Lyrics) annual anthologies of the National Palace of Culture.

Languages:

Bulgarian

Croatian

English

Serbian

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