

ORCH EST RATE IMPROBA BILI TY

Elaborating on reality is the force that propels the Art Basel Fair. So it is apt that for his last year as director of the world's most influential art fair, Samuel Keller commissioned noted curator Stéphanie Moisdon to transform the Art Lobby from its previous incarnation as a lackluster passageway into a lively space of intellectual exchange, rife with confusion and performance. The Art Lobby thus became an ephemeral space of unexpected freedom within the confines of a highly regimented institution. Moisdon orchestrated a series of unrestrained talks over five days, involving fifty participants who had carte blanche over their subject matter, media, and collaborators. This project resulted in iconic pairings such as artist Elaine Sturtevant and curator Beatrix Ruf, and artist Jim Shaw with curator Fabrice Stroun. Their aim: "Secret Conversations" that encourage intense intimacy despite the hype of the fair (two hundred private planes, sixty thousand collectors). Moisdon approached the project in a definitively curatorial manner, using the transient space to exhibit ideas and discourse. Ezra Petronio was invited to take part in this exceptional installation to record its fleeting passage. From his strategically placed booth at the nexus of this encounter, Petronio chronicled the parade of personalities that make up the international cosmos of the art world.

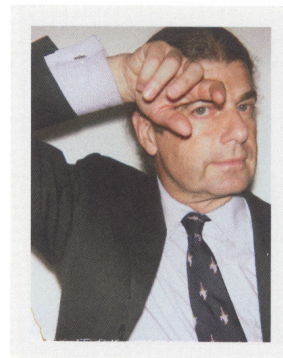
Basel, Messeplatz, June 11th to 15th 2007 Photography by Ezra Petronio



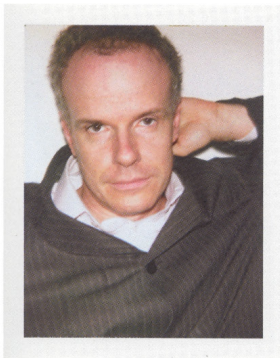
*Stéphanie Moïsdon,
curator and critic.*



*Carl László,
collector.*



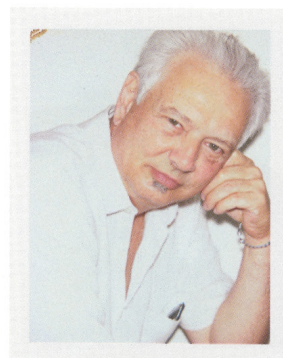
*John Armleder,
artist.*



*Hans Ulrich Obrist,
curator and co-director, Serpentine Gallery.*



*Mimi,
Air de Paris.*



*Allen Ruppersberg,
artist.*



*Mai-Thu Perret,
artist.*



*Florence Bonnetous,
gallerist.*



*Sylvie Fleury,
artist.*



*Francesca Pia,
gallerist.*



*Aaron Young,
artist.*



*Sadie Coles,
gallerist.*



*Fabian Marti,
artist.*



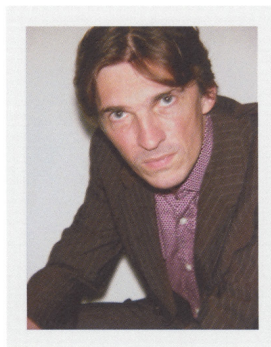
*Michelle Nicol,
curator and co-founder, Glamour Engineering.*



*Jan Mot,
gallerist.*



*Nouba,
Air de Paris.*



*Nicolas Bourriaud,
critic and curator, Tate Britain.*



*Carissa Rodriguez,
gallerist.*