

THE SEEN x **Motto**

**EXPO  
CHGO** THE INTERNATIONAL  
EXPOSITION OF  
CONTEMPORARY  
& MODERN ART  
19-22  
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NAVY PIER

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**THE SEEN, CHICAGO'S ONLY DEDICATED JOURNAL OF CONTEMPORARY ART  
EXPANDS GLOBAL REACH OF PUBLICATION THROUGH PARTNERSHIP  
WITH MOTTO DISTRIBUTION**

Expansion to Leading Museum and Institutional Locations Worldwide  
Reaching Over 21 New Cities and 13 New Countries



Chicago, IL – *THE SEEN*, Chicago's International Journal of Contemporary & Modern Art, published twice a year in print and online by EXPO CHICAGO, The International Exposition of Contemporary & Modern Art (September 19 – 22, 2019) today announced an international expansion of the publication through a partnership with Motto Distribution, whose global headquarters are located in Berlin. The publication will now be available in 34 new locations worldwide, reaching over 21 new cities and 13 new countries.

“Our ambitions for *THE SEEN* have always been committed to fostering international discourse, and continuing the long legacy of publishing critical writing that originates from Chicago within a global context,” said **Stephanie Cristello**, EXPO CHICAGO Artistic Director and Editor-in-Chief of *THE SEEN*. “Motto is one of the most well-respected distributors and publishers in Europe, and we are thrilled to be partnering with them on this next chapter of *THE SEEN* as we expand the reach of our readership throughout Europe, the United States, and beyond.”

The expanded distribution, which launches with Issue 08, the current Spring / Summer 2019 edition of *THE SEEN*, will make the journal available in major cities throughout Austria, Belgium, France, Germany, Italy, Norway, The Netherlands, Portugal, Spain, Switzerland, and the UK, among others.

“This collaboration will provide Motto’s global audience with access to exciting new perspectives from Chicago,” said **Alexis Zavialoff**, Motto Founder. “We are incredibly proud to play a role in the distribution of these critical ideas in contemporary discourse.”

*THE SEEN* will launch Issue 09 on September 19, in alignment with the eighth annual edition of EXPO CHICAGO, The International Exposition of Contemporary & Modern Art.

## EXPANDED DISTRIBUTION SITES

### Motto Distribution

mumok – Vienna, Austria  
Secession – Vienna, Austria  
The University of Art and Design – Linz, Austria  
National Gallery of Arts – Tirana, Albania  
WIELS – Brussels, Belgium  
Kunsthall Aarhus – Aarhus, Denmark  
Luma Arles – Arles, France  
Fondation d'entreprise Galeries Lafayette – Paris, France  
Kandinsky Pompidou – Paris, France  
Palais de Tokyo – Paris, France  
Yvon Lambert – Paris, France  
Motto Berlin – Berlin, Germany  
Berlinische Galerie – Berlin, Germany  
Haus Der Kultur Der Welt – Berlin, Germany  
Walther König – Cologne, Germany  
bruno with Motto – Venezia, Italy  
Casa Bosques – Mexico City, Mexico  
De Appel – Amsterdam, The Netherlands  
Fundação de Serralves – Porto, Portugal  
Raw Material Company – Dakar, Senegal  
Museo Reina Sofía – Madrid, Spain  
MACBA – Barcelona, Spain  
Fundació Antoni Tàpies – Barcelona, Spain  
Kunsthalle Basel – Basel, Switzerland  
Kunsthalle Zürich – Zurich, Switzerland  
Bergen Kunsthall – Bergen, Norway  
The Naked Books – Kyiv, Ukraine  
CCVA / Harvard – Cambridge, United States

CRB / CCA Wattis – San Francisco, United States  
ZhDK – Zurich, Switzerland  
Goldsmiths – London, United Kingdom  
ICA – London, United Kingdom  
MOSTYN – Wales, United Kingdom  
Serpentine Galleries – London, United Kingdom  
Whitechapel Gallery – London, United Kingdom  
Jameel Arts Centre – Dubai, United Arab Emirates

## **ONGOING DISTRIBUTION SITES**

### **Chicago, IL**

The Arts Club of Chicago  
The Block Museum of Art  
Columbia College Chicago  
Chicago Public Library (Select Locations)  
DePaul Art Museum  
Graham Foundation for Advanced Studies in Fine Arts  
Museum of Contemporary Art Chicago  
The Renaissance Society  
Reva and David Logan Center for the Arts  
Rhona Hoffman Gallery  
Richard Gray Gallery  
The School of the Art Institute of Chicago  
Smart Museum of Art  
Stony Island Arts Bank  
1709 W Chicago Galleries  
Chicago Culture Boxes (throughout the city)

### **National**

Los Angeles Contemporary Archive – Los Angeles, California  
LAXART – Los Angeles, California  
CRB / CCA – San Francisco, California  
Institute 193 – Lexington, Kentucky  
Speed Art Museum – Louisville, Kentucky  
CCVA / Harvard – Cambridge, Massachusetts  
MSU Broad Museum of Art – East Lansing, Michigan  
CAM St. Louis – St. Louis, Missouri  
Bemis Center for Contemporary Arts – Omaha, Nebraska  
Printed Matter, Inc. – New York, New York  
Additional Distribution in the Lower East Side, SoHo, and Tribeca through Downtown Gallery Map – New York, New York  
The Beeler Gallery, Columbus College of Art & Design – Columbus, Ohio  
MOCA Cleveland – Cleveland, Ohio  
Dallas Contemporary – Dallas, Texas

Chicago's visual art community and beyond has expressed their enthusiasm for the expanded reach of the contemporary art criticism journal.

“Publishing experimental writing, reviews and long-form essays authored by critics, scholars and artists, *THE SEEN* has developed into a bold and crucial platform for art criticism.”

– **Hendrik Folkerts** | The Art Institute of Chicago, Dittmer Curator of Contemporary Art

“The critical voice that is centered in *THE SEEN* fosters a rich dialogue in Chicago's art world and beyond; we're thrilled to see the publication thrive as it continues to circulate long-format reviews and thoughtful features.”

– **Janine Mileaf** | The Arts Club of Chicago, Executive Director

“By taking the time to study exhibitions in depth, and already in the process of formation—interviewing artists and curators and thus participating in the process of making—the coverage of the scene in *THE SEEN* goes well beyond surface appearance towards rare insight.”

– **Monika Szewczyk** | De Appel, Director

“*THE SEEN* is vital in keeping the arts alive as it immediately becomes accessible conversation. How wonderful that the distribution will expand outside Chicago—I am thrilled. They are doing an exemplary job at promoting international and national artists alongside Chicago artists.”

– **Candida Alvarez** | Artist

### **About *THE SEEN***

*THE SEEN*, *Chicago's International Journal of Contemporary & Modern Art*, features in-depth writing on exhibitions, as well as highlight essays, artist profiles and reviews. Born out of a need for international art criticism within the city and context of Chicago's thriving art scene, *THE SEEN* was founded in 2013 by Editor-in-Chief Stephanie Cristello and has continued to expand distribution and readership throughout the United States and Europe. With a network of Staff Writers reporting from around the world, *THE SEEN* features exclusive pieces and new commissions on the best in international contemporary art. Publishing twice a year in print, in addition to monthly online issues, the free, full-color, 175+ page journal is produced as a 12,000-count run and is available for distribution at multiple public locations throughout the city of Chicago, as well as select national and international distribution. *THE SEEN* is designed by the JNL Graphic Design and published by EXPO CHICAGO (Art Expositions LLC). For more information, visit [theseenjournal.org](http://theseenjournal.org).

### **About Motto**

Motto was founded by Alexis Zavialoff in the mid-2000s as a distribution company. In December 2008, Motto opened its first permanent bookstore, in Berlin-Kreuzberg. Presently, Motto distributes more than 150 leading publishers to more than 100 bookstores, museums, galleries, and concept stores worldwide. By cultivating partnerships with a wide range of institutions and libraries in order to contextualize, enrich, and illustrate artistic conditions with the means of printed formats, Motto acts as a bridge for international distribution, exhibitions, and publications, generating new models for the dissemination of visual and textual materials in the context of contemporary art.

### **About EXPO CHICAGO**

Opening the fall art season each September, **EXPO CHICAGO**, The International Exposition of Contemporary & Modern Art features leading international galleries alongside one of the highest quality platforms for contemporary art and culture. Hosted within Navy Pier's Festival Hall, EXPO CHICAGO's eighth edition will take place September 19 – 22, 2019, in alignment with the 2019 Chicago Architecture Biennial (September 19, 2019 – January 5, 2020). EXPO CHICAGO presents a diverse program, including **/Dialogues** (presented in partnership with the

School of the Art Institute of Chicago) and ***Exchange by Northern Trust***, an unrivaled talks program for both public and VIP audiences; **IN/SITU**, dynamic on-site installations highlighting large-scale sculpture, film, and site-specific work; and major public art initiatives, including **IN/SITU Outside**, public art installed throughout Chicago Park District locations, and **OVERRIDE**, a curated selection of international artists throughout the city's digital billboard network. The EXPO CHICAGO program also features an unprecedented commitment to host curatorial initiatives during the exposition, including the **Curatorial Forum** in partnership with Independent Curators International (ICI), and the **Curatorial Exchange**, which partners with international consulates to expand the exposition's global outreach.

EXPO CHICAGO is presented by Art Expositions, LLC. Under the leadership of President and Director **Tony Karman**, EXPO CHICAGO draws upon the city's rich history as a vibrant international cultural destination, while highlighting the region's contemporary arts community and inspiring its collector base. For more information on EXPO CHICAGO and **EXPO ART WEEK** (September 16 – 22, 2019) visit **[expochicago.com](http://expochicago.com)**.

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