

Mustafa Hulusi

What effect does it have on those artists chosen?

Although the Biennale is supposed to be a non-commercial event, the concentration of so many dealers and so much talent in one city results in much covert wheeling and dealing in the trattorias and on the gondolas. Appearing at the Venice Biennale can result in major sales for artists. In 1991, the fashion designer Miuccia Prada purchased Anish Kapoor's installation *Void Field* for \$1m, a substantial sum at that time. In 2003, having exhibited his cowboy photographs at the Biennale, the Canadian artist Richard Prince saw his prices quadruple at an auction later in the year. Several London galleries have already put on shows of their artists who are taking part this year - including Irish representative Gerald Byrne (now on show at the Lisson Gallery), Cypriot Mustafa Hulusi (Max Wigram Gallery) and Canadian David Altmejd (Stuart Shave's Modern Art in London) - in the hope of cashing in on a piece of Venetian glory.

Alice Jones, *The Big Question: What is the Venice Biennale, and why is it such a big deal?*
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