

ART PARIS

Grand Palais

www.artparis.com

4th

7th

April

2019

A Gaze at Women Artists in France

Southern Stars:

An Exploration of Latin American Art





The place to be for modern and contemporary art in Paris in spring

Art Paris is the place to be in Paris. Favouring a thematic approach and open to all mediums, from 4th to 7th April 2019 the 21st edition of the fair will bring together 145 modern and contemporary art galleries under the majestic glass roof of the Grand Palais.

An identity all of its own

Art Paris has an identity all of its own. It is an international art fair that focuses on a regional exploration of European art from the post-war years to the present day, whilst placing special emphasis on the new horizons of international creation, whether from Asia, Africa, the Middle East or Latin America.

A Gaze at Women Artists in France

Curated by AWARE: Archives of Women Artists, Research and Exhibitions, the 2019 edition presents a critical and subjective overview of the work of women artists in France, from the post-war period to the present day. 20 specific projects by women artists will be selected from amongst the exhibits of participating galleries and AWARE will produce a text that summarises the question. Each of the 20 selected projects will be specifically highlighted in the fair's promotional material.

AWARE: Archives of Women Artists, Research and Exhibitions was founded in 2014 by art historian Camille Morineau, whose speciality is women artists. The association aims to create, classify and distribute information about 20th century women artists.

www.awarewomenartists.com



Southern Stars:

An Exploration of Latin American Art

Art Paris forged its reputation by broadening the scope of art and exploring foreign art scenes. The 2019 edition will present an exploration of the new effervescent and highly stimulating artistic scenes of Latin America.

Art historian and independent exhibition curator Valentina Locatelli will be in charge of this focus, which will highlight **the specific identity and diversity** of Latin American art with a selection of galleries and artists, special additional **projects, such as a video programme, conferences and the production of monumental wall art.**



H Gallery (Promises sector)

Solo Show: encouraging monographic exhibitions

Monographic exhibitions are a special moment in an artist's career. They help develop a better awareness of their work and, in so doing, add to their reputation. Ever since 2015, Art Paris has been encouraging the presence of solo shows, which are spread throughout the fair.

Promises: supporting young galleries and emerging artists

Promises is a section located in the central part of the Grand Palais that plays host to 14 galleries with less than six years of existence. The participating galleries may present no more than three emerging artists. The fair finances 45% of the galleries' participation costs.

Paris, the world art capital

With the opening of private foundations, bold new architecture, dynamic institutions and an active art market, Paris is more than ever a world art capital and a place to be. The fair's special VIP programme, "Springtime in Paris", illustrates the effervescence of the Parisian art scene, whilst highlighting the Latin American presence in France.

ART PARIS IN FIGURES

IN 2018 : **58,789** VISITORS FROM 50 COUNTRIES • **6,500 M²** AT THE GRAND PALAIS • **142** EXHIBITORS FROM **22** COUNTRIES • **MORE THAN 1,000** ARTISTS FROM **73** COUNTRIES • **44%** FOREIGN PARTICIPANTS, **56%** FRENCH GALLERIES, **48%** FIRST TIME EXHIBITORS

COLLECTION D'ART
HELVETIA



**Choose Art Paris this spring:
an ideal promotional platform
that guarantees high visibility
with an expert audience.**

**ART PARIS: AN ART FAIR THAT'S
ON THE UP AND UP!**

Art Paris goes off the beaten track.

It is an event with an identity all of its own, a totally new artistic platform which explores new horizons, and guarantees participating companies, collections and foundations a high level of visibility and ever-increasing media coverage.

Art Paris: an accessible, convivial, participative and digital event!

Associate your company with Art Paris and

- Be part of a leading springtime cultural event
- Take the opportunity of partnering an event that receives a lot of media coverage
- Experience spring under the glass roof of the Grand Palais by making your brand an official partner
- Show your appreciation of modern, contemporary and emerging art in a wide range of mediums, from drawing to painting, not forgetting photography, sculpture and video
- Make a lasting impression by devising an exhibition project that will enhance your company's image
- Confirm your position as a patron and supporter of the arts and share your passion
- Make a name for yourself as a facilitator or creator of educational projects
- Imagine exclusive themed visits for your clients and/or colleagues
- Associate your brand with the values of creativity and innovation
- Enjoy event-wide visibility thanks to a broad panel of promotional tools

**SIGNIFICANT MEDIA COVERAGE IN FRANCE AND ABROAD WITH MORE
THAN 170 ADVERTISEMENTS IN THE FRENCH AND INTERNATIONAL PRESS
• 2,790 POSTERS THROUGHOUT PARIS • MORE THAN 720 ACCREDITED
JOURNALISTS • SOME 390 NEWS ARTICLES IN 24 COUNTRIES. 2018
FIGURES: 670,534 PAGES VIEWED ON WWW.ARTPARIS.COM (292,767
UNIQUE VISITORS)**

Infinite potential

Exclusively for companies, foundations, institutions and private collections

- Showcase your corporate collection and promote your activity in an original way
- Become a partner of the young creation section, associate your name with one of the key areas at the fair, offer your customers/VIP guests a guided presentation visit
- Organise an event, an awards ceremony, a product launch, or book advertising space in one of our campaigns

Exceptional moments

For your PR campaigns

Invite your clients, colleagues or suppliers to a breakfast, brunch or cocktail reception, either during the opening night, or late-night opening together with a private tour of the fair with expert guides.

We have a team at your service to imagine with you unique, bespoke actions that meet your every requirement.



Put your company name on Art Paris's promotional materials

Spread your message by placing your advertising and/or logo on the following promotional tools which are aimed at specific target audiences:

For VIPs and collectors:

- The VIP pack is given to visiting gallery owners, collectors and professionals. It contains the VIP badge that gives entrance the fair, as well as the "Springtime in Paris" VIP visit programme to current cultural events in Paris (6,000 copies).
- The Art Paris tote bag: your logo or a design of your choice displayed on one side of this top quality cloth bag (6,000 units).

For the general public:

- The official programme of the fair.
- The catalogue presenting the galleries, publishers and exhibiting artists (6,000 copies).
- The fair map (20,000 copies).
- The Art Paris tote bag: display your image in and around the fair and outside the event.

Dynamic online communication, an interactive website, visibility on social media

www.artparis.com: our website provides up-to-date information on the galleries, artists, performances, exhibitions and conferences: 670,534 pages viewed and 292,767 unique visitors.

E-letters: a total of thirty newsletters sent out at regular intervals from November to March to a qualified database of 7,000 VIPs (collectors, company directors, social grade A professionals), as well as more than 250,000 art professionals and members of the general public).

Social media: Facebook: 23,258 followers









Practical information

Trade afternoon for professionals only

(by invitation)

Wednesday 3rd April from noon to 6 pm

Opening night (by invitation)

Wednesday 3rd April from 6 pm to 10 pm

Opening hours:

Thursday 4th April, 11.30 am – 8 pm

Friday 5th April, 11.30 am – 9 pm

Saturday 6th April, 11.30 am – 8 pm

Sunday 7th April, 11.30 am – 7 pm

Admission fee:

Adults: 27€

Students and groups: 14€

Catalogue: 20 €

Art Paris Selection Committee:

Thomas Bernard, Galerie Thomas Bernard Cortex

Athletico (Paris)

Alain Chiglien, Galerie Nec Nilsson et Chiglien (Paris)

Arnaud Dubois, art consultant

Dominique Fiat, Galerie Dominique Fiat (Paris)

Carina Andres Thalmann, Galerie Andres Thalmann
(Zürich)

Ernst Hilger, Galerie Ernst Hilger (Vienna)

Diane Lahumière, Galerie Lahumière (Paris)

Marie-Ange Moulouguet, art collector and consultant

Art Paris team

CEOs: Julien Lecêtre & Valentine Lecêtre

Fair Director: Guillaume Piens

Communications & Partnerships Director: Catherine Vauselle

Exhibitor Relations Manager: Béatrice Campillo

Exhibitor Relations Manager: Mathias Coullaud

VIP Relations and Institutions Manager: Béatrice Guesnet Micheli

VIP Programme Coordinator and Exhibitor Relations: Sabrina Halil

Finance & Administration Director: Frédérique Flandin Merer

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