

MODERNE

ART FAIR

20-24 Oct. 22

# MODERNE

## ART FAIR



### 2021 Edition, # 1

#### Moderne Art Fair rises up to challenge

During a year impacted by the health crisis, the Moderne Art Fair organizers seized the opportunity, in the midst of other events, all canceled or postponed since 2020. 55 participating galleries, up to 18 000 visitors in 6 days. It was one of the eagerly awaited artistic events by many galleries, professionals and collectors.

The fair signaled the return of galleries and visitors, many came to meet during the 6 days of the fair resulting in a number of sales and agreements. Moderne Art Fair welcomed 55 exhibitors. A majority of Parisian galleries, as well as French nationals, Swiss, Italians but also Belgians, Spanish, Lebanese, Canadians, Moroccan and German galleries, made the trip to rekindle with loyal buyers and newcomers. A total of almost 18.000 visitors that bustled to admire Modern works of art and other contemporary creations and design. Taking account of the obstacles caused by the health crisis, the event was a true success.

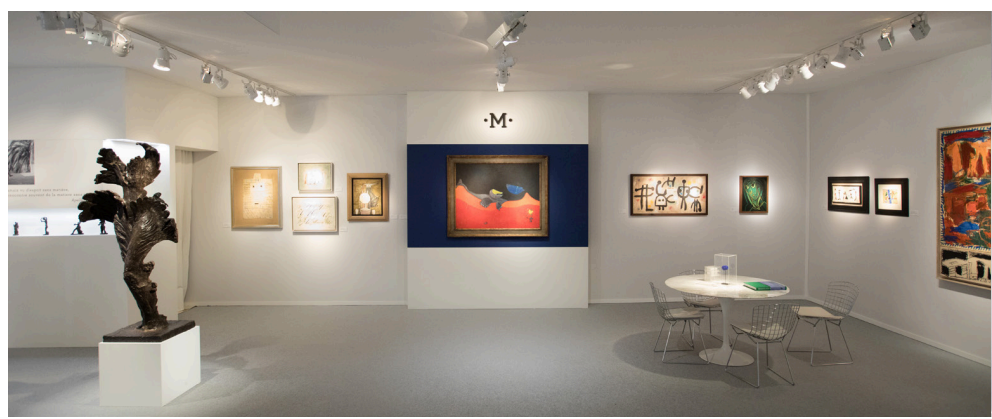
#### A "Fair is born"

For the organizers of Moderne Art Fair, they have risen up to the challenge. "We are thrilled by the exhibition quality of the participating galleries as well as the public's enthusiasm and warm welcome and the buyers that were present."

Adeline Keit, director of Moderne Art Fair.

MODERNE ART FAIR  
MODERN ART  
CONTEMPORARY ART  
DESIGN

20–24 OCTOBER 2022  
PARIS



# COLLECT ART! SUBLIME YOUR INTERIOR!

## The galleries talk about it

"Moderne Art Fair, is a combination of established galleries, that also show emerging artists. It brings a different, more interesting feel compared to other fairs that only show very contemporary art, that can sometimes be more difficult to hang in the home."

Jacqueline Hoffman, director of Galerie Jeanne.

"Contemporary art fairs exist, Moderne Art Fair is unique as it matches contemporary art with more classical pieces from the 20<sup>th</sup> century, which suits us perfectly."

Vincent Amiaux co-director along with Philippe Bismuth, Galerie des Modernes.

"I've always loved adventures, and Moderne Art Fair in it's own way is one of them. The organizers, by the way, did a very beautiful and brave job."

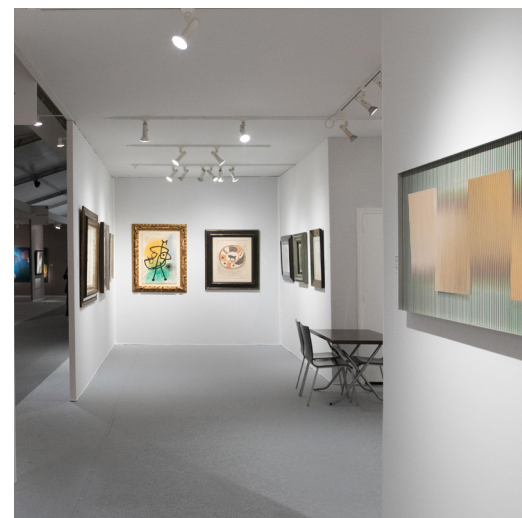
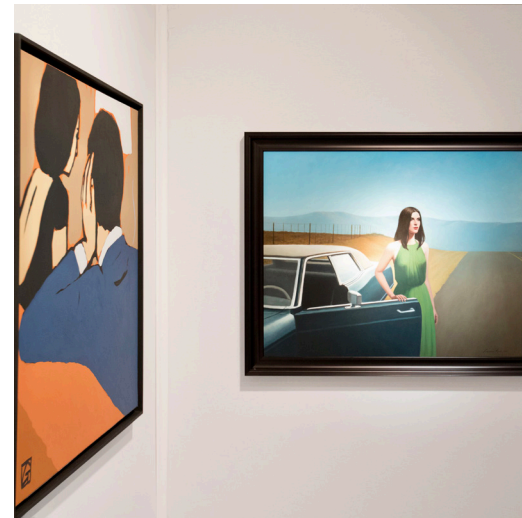
Baudoin Lebon, founder of galerie baudoin lebon.

## Exhibitions

"Tribute to Iolas" the exhibition in collaboration with Alexandre Skinas and David Nahmad was a huge success and met a public charmed by its story and artworks. Also a great success for the exhibition dedicated to emerging contemporary design, presented by the Belgian gallery, La Bocca de la Verità Gallery.

## Featured Artists

Amongst the artists the most presented, Picasso, Miró, Brauner, César, Seguí, Combas, Dubuffet, Warhol, Mathieu, Vasarely, Viallat, etc., ranging from €600 prints up to €3 million modern paintings, the fair offered a large high quality selection.





# MODERNE ART FAIR

20-24 Oct. 22

## **MODERNE ART FAIR**

### **THE EVENT OF MODERN, CONTEMPORARY ART AND DESIGN**

#### **OCTOBER 20-24 ,2022, PARIS**

Modern and contemporary art, design fair, Moderne Art Fair is the new Parisian event on the French and international art calendar.

For 6 days, the fair gathers the art and design market's key players: galleries, art lovers and enthusiasts, collectors, and decorators in a pleasant and casual atmosphere.

Moderne Art Fair is a fair for the true connoisseur seeking excellence, it offers a selection of exceptional works of art. Though the fair is addressed to the trained eye, it also aspires to stir interest and encourage a new generation of collectors – as many inquisitive minds are on the quest for beauty and new works of art.

Both local and cosmopolitan, Moderne Art Fair defends the work of French and foreign galleries. The fair participates in the promotion of cultural heritage and the transmission of artistic values.

Moderne Art Fair is committed to support and promote the work of its exhibitors throughout the whole year.

## **ART & INTERIOR DESIGN**

Moderne Art Fair sparks a coherent dialogue between modern art, contemporary art and design. As contemporary art could not exist without its prior historical fundamentals, it is important to underline a strong bond between past and present. Thus, the great references in Art History that marked the end of the 20<sup>th</sup> century coexist with contemporary artists, ensuring a seamless read of an endless story.

Ephemeral structures, dedicated to 20<sup>th</sup> and 21<sup>st</sup> century art and design. Ideally located in the centre of Paris, Moderne Art Fair stands for high-quality, beauty, elegance and modernity. The fair offers a seamless journey, within its great structures where modern and contemporary art galleries as well as historical and contemporary interior design, are gathered.

The booths are aligned in a coherent layout and offer a rich selection of works. Its linear and unique structure, a central aisle, offers a clear overview and ensures equal visibility to each gallery. This booth layout enables the visitors to approach the galleries and request information on the works' history and quality.

Visitors travel through time, movements and styles, in a clear and enjoyable atmosphere. Taking in the historical works, acquiring a painting, a sculpture, an object, furniture, the visitor is entrusted to the onsite dealer's advice and expertise.



# IN THE CENTER OF PARIS

## **MODERNE ART FAIR RESOLUTELY MODERN**

Modern art is at the very core of Moderne Art Fair's identity. At the beginning of the fair, French and international galleries present the famous names from the first half of the 20th century. Rare and sought-after paintings, these museum-like booths exhibit a selection of their finest works to the visitors' and collectors' great pleasure.

## **AND CONTEMPORARY**

Along the same lines, contemporary art is also presented. Moderne Art Fair allows for cultural diversity and is enriched with this eclecticism. Artists, experts, art professionals, institutions and foundation directors will be onsite to host conferences, signing sessions and real-life encounters. A way of transmitting and sharing living and historical art with visitors.

## **EMBELLISHING INTERIORS WITH DESIGN**

Interior design is showcased through a selection of 20th century and contemporary design galleries. Rare objects, furniture and sublime interior decor, all the greatest names of design can be found. Moderne Art Fair is in line with the times as it makes way for contemporary design with the presence of the young contemporary Belgian and North European scene, among others. The fair offers its visitors a wider and bolder selection.

## **A UNIQUE LOCATION, A CHIC AND CASUAL SETTING**

A yearly Parisian event, located in the centre of Paris, within the famous triangle d'or, a historical neighbourhood much appreciated by art professionals. Moderne Art Fair welcomes you in an enjoyable life-sized setting that beckons for discovery. The fair participates in the capital's artistic buzzing scene: all the key actors gather and meet up to spend some quality time around a shared passion. Parisians, and foreign visitors meet in a chic and casual atmosphere.

Inherited from a family passion, Moderne Art Fair is a warm and welcoming event serving the art market. With its central location, the fair is accessible to all aficionados, fine art lovers and those on the quest for beauty. High-quality, professionalism and transmission are the core values of this fair: it is a place for encounters, exchanges and exhibitions.



## **SELECTION COMMITTEE & CERTIFIED EXPERTS**

Under the artistic direction of Blaise Parinaud, a committee of experts also sees to the authenticity and provenance of the works present on the fair, thanks to an inspection before the opening of the fair.

Due to current health and safety dispositions, the vetting is carried out before the fair takes place and is applied to works presented in the viewing rooms of Moderne Art Fair before they are uploaded. All information regarding the works is sent to the committee beforehand (double sided pictures, provenance, certificates) in order to guarantee the reliability of the works. Authenticity being one of the main concerns for modern art dealers and a priority for the organizers of Moderne Art Fair, the inspection of work certificates and catalogue raisonnés are carried out with utmost rigour.

President of the selection committee, Blaise Parinaud has learned to read art from his earliest childhood alongside his father, the French journalist and writer André Parinaud. Immersed in a world where visits to workshops and international museums flock, nourished by the multiple family archives (the magazine *Arts*) as well as the numerous interviews carried out by his father for radio and television; Blaise Parinaud was destined early to follow the Art trade path.

His career began in New York at the end of the 90s. Blaise Parinaud then worked for the Hammer gallery, specializing in 19<sup>th</sup> and 20<sup>th</sup> century art.

In 2001, he chose to pursue the adventure in Paris as a private dealer, specializing in the modern and contemporary periods. Blaise Parinaud accompanied the works of Auguste Renoir, Camille Pissarro, Fernand Léger, Pablo Picasso, Joan Miro, Marc Chagall, Raoul Dufy and Maria Helena Viera da Silva in numerous private collections.

### **Members of the Selection committee :**

Florence Berès-Montanari (Gallery owner / Galerie Berès), David-Hervé Boutin (Art collector), Guy Boyer (Editorial director of *Connaissance des Arts*), Jean-François Declercq (Gallery owner / La Bocca della Verità gallery), David Nahmad (Gallery owner and art collector), Bruno Paillard (Founder of Bruno Paillard Champagne), Alice Paillard (Director of Bruno Paillard Champagne), Pierre Vasarely (President of the Vasarely Foundation), Diane Venet (Jewelry collector).

### **Strategic committee :**

Jérôme Argentin, Bertrand Dumon, Adeline Keit, Jean-François Keit, Isabelle Parinaud, Blaise Parinaud, Arnaud Dubois.

# Visit our viewing rooms

[www.moderneartfair.com](http://www.moderneartfair.com)

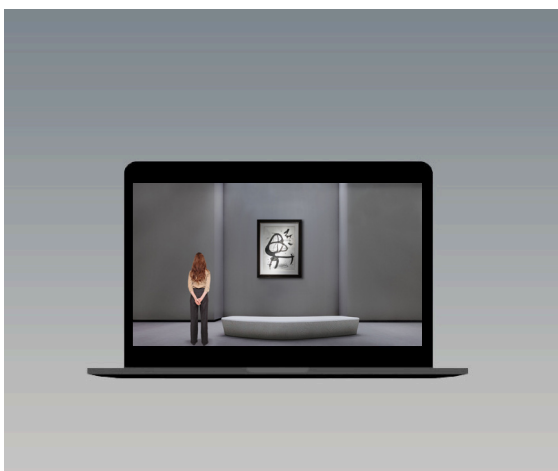
## **THE VIEWING ROOMS: STAY CONNECTED WITH CULTURE AND THE ART MARKET THROUGH AN IMMERSIVE EXPERIENCE.**

In this new era, Moderne Art Fair offers art lovers, collectors, professionals and French, as well as foreign galleries, the opportunity to meet year-round during specific events in a virtual setting.

Interactive, fun, and efficient, the aim is to create new links between the public and the exhibitor. Creating more contacts and dialogues beyond the fair by inviting them to delve into the viewing rooms. The visitors can consult the Moderne Art Fair website, where each gallery has its own page and can upload a selection of works that will be exhibited during the fair amongst others. This viewing room space was created to meet new requirements. The works can be viewed consecutively in the gallery's chosen atmosphere, scaled with the complete captions and information. Requesting information and to projecting oneself in the same room as the artwork are only a click away.



**DISCOVER  
THE  
VIEWING  
ROOM**



# MODERNE ART FAIR THE MEETING PLACE FOR MODERN & CONTEMPORARY ART, AND DESIGN !

## MODERNE ART FAIR'S KEY ASSETS

- A remarkable location.
- High quality selection of galleries, artists and works of art.
- A clear identity: leader in modern art, classical contemporary art, historical and contemporary design.
- Duration: 6 days, 1 extra day in comparison to other events during the art week in Paris.

## 2021 FIGURES

- 55 EXHIBITORS
- OVER 600 ARTISTS AND DESIGNERS
- 18 000 VISITORS
- DURATION: 6 DAYS
- 3000 M<sup>2</sup> EXHIBITION SURFACE
- 25 FRENCH & INTERNATIONAL PARTNERS



# A UNIQUE LOCATION IN THE HEART OF THE CAPITAL



# PARTNERSHIP PROJECTS CULTURAL SPONSORSHIP

## **Become a partner of Moderne Art Fair during the cultural week dedicated to art in Paris.**

You are positioned as a cultural actor in the art market or you would like to become one by being involved in a unique cultural project.

Become a partner of the modern contemporary art and design fair which will take place from October 20 to 24, 2022, during Paris Art Week.

The cultural sector innovates and continues to grow, culture is exported and digital is more than ever a creator of new opportunities and experiences.

We draw on discussions with our clients to consider tailor-made, contemporary and festive communication projects combining art, content, events and the media.

Moderne Art Fair brings together players in the art and design market: galleries, enthusiasts and amateurs, collectors and decorators. Curious minds in search of beauty at a fair where curation and editorial line participate in the influence of heritage and its transmission.

In this context, we will support you in developing your projects and reinventing your brand, foundation, media or as a cultural actor; while asserting your identity strength and developing your visibility and notoriety in our world of the art market.

You will be able to welcome and surprise your customers during a VIP journey offering an ultra-premium customer experience.

Our ambition is to take you as far as possible in the course of beauty and within a great selection of consecrated artists, while being legitimate in relation to your identity because the strength of successful communication lies in both consistency of its image and its ability to surprise its qualified audience.

# PARTNERS AND MEDIA

The Moderne Art Fair team is setting up for the second edition a wide-ranging communication.

- Optimal visibility:  
The key asset of Moderne Art fair is its excellent location in Paris.  
2 pavilions set on the Avenue des Champs-Élysées, from place Clemenceau to place de la Concorde.
- An online dynamic communication, an interactive website:
  - [www.moderneartfair.com](http://www.moderneartfair.com) : all the news on galleries, artists, performances, exhibitions and events.
  - Viewing rooms.
  - Videos, interviews.
  - Newsletters: a targeted communication from July till October sent to a certified database: 10.000 collectors, professionals, galleries... 40.000 contacts from the general public.
  - An extensive digital communication on social networks of the fair and with its partners.
- 4.000 posters (60 x 40 cm) on display in shops, cafés and restaurant windows...
- 20 flags in the "Triangle d'Or" of Paris.
- 10.000 VIP invitations.
- 20.000 daily invitations.
- Online catalog on the website and in newsletters  
On site with a QR code.
- 15.000 programs distributed on site and via a QR code.
- 2.000 Moderne Art Fair bags.
- 30 in many magazines, daily and weekly newspapers, in specialized and general press, in French and Foreign newspapers.
- Invitations in many partner magazines
- Radio adverts
- 45 partners



The New York Times



FG.



T. LeClerc  
PARIS - 1881



L'oeil

connaissance  
des arts



LA GAZETTE  
DROUOT

BeauxArts  
Magazine

Le  
Quotidien  
de l'Art

CHAMPAGNE  
BRUNO PAILLARD  
REIMS - FRANCE

# MODERNE ART FAIR THE KEY TO YOUR COMMUNICATION PROJECTS

**Join us in 2022: all year round and during the Parisian Art Week.  
Ensure your brand's high visibility through our remarkable location and  
efficient communication tools.**

A customized collaboration for your communication projects.  
Becoming a partner of the fair entails:

- Promoting your brand, products or activity in a distinctive and impactful way.
- Setting up private tours for your clients, associates and VIP.
- Organizing an event or an awards ceremony.
- Owning communication onsite in the strategic location of the fair.
- Booking ad space in one of our communication materials.

Hosting events for your clients, collaborators and providers:

- Quality PR-time around modern, contemporary art and design.
- Lunches, cocktails, soirees.
- Exclusive previews, opening night or night openings with events and happenings.
- Booking space for private events.

Linking your image to the fair's values:

- Broadcasting your information via adverts and/or including brand logo on the fair's communication tools for a targeted public.
- Overall communication, multimedia and multi-channel approach in France and abroad.

# PRATICAL INFORMATIONS

## Public opening hours

Thursday 20<sup>th</sup> to Monday 24<sup>th</sup> October, 2022.

Every day from 11am to 8pm, except Monday, closed at 6pm.

**Ticket:** 20€

**Free** for children under 14

**Student rate:** 10€

## Preview open only to press and professionals upon invitation only:

- Trade afternoon for professionals:  
October 19<sup>th</sup>, from 2pm to 6pm.
- Vernissage: Wednesday October 19<sup>th</sup>, from 6pm to 10pm.

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## ORGANISATION: Moderne Art Fair

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