

moderne

ART FAIR

17—20
oct. 24

ART
MODERN &
CONTEMPORARY
DESIGN

EPHEMERAL PAVILIONS - AVENUE DES CHAMPS-ÉLYSÉES, PARIS 8^e

MODERNE ART FAIR

THE EVENT OF MODERNE
& CONTEMPORARY ART

EPHEMERAL PAVILIONS
AVENUE DES
CHAMPS-ÉLYSÉES
PARIS 8^e



moderne
ART FAIR

Moderne Art Fair is back for an unforgettable 2024 edition.

An awaited event of modern and contemporary art.
OCTOBER 17– 20, 2024 - PARIS

Modern & contemporary art fair, Moderne Art Fair is the parisian event of the French and international art scene.

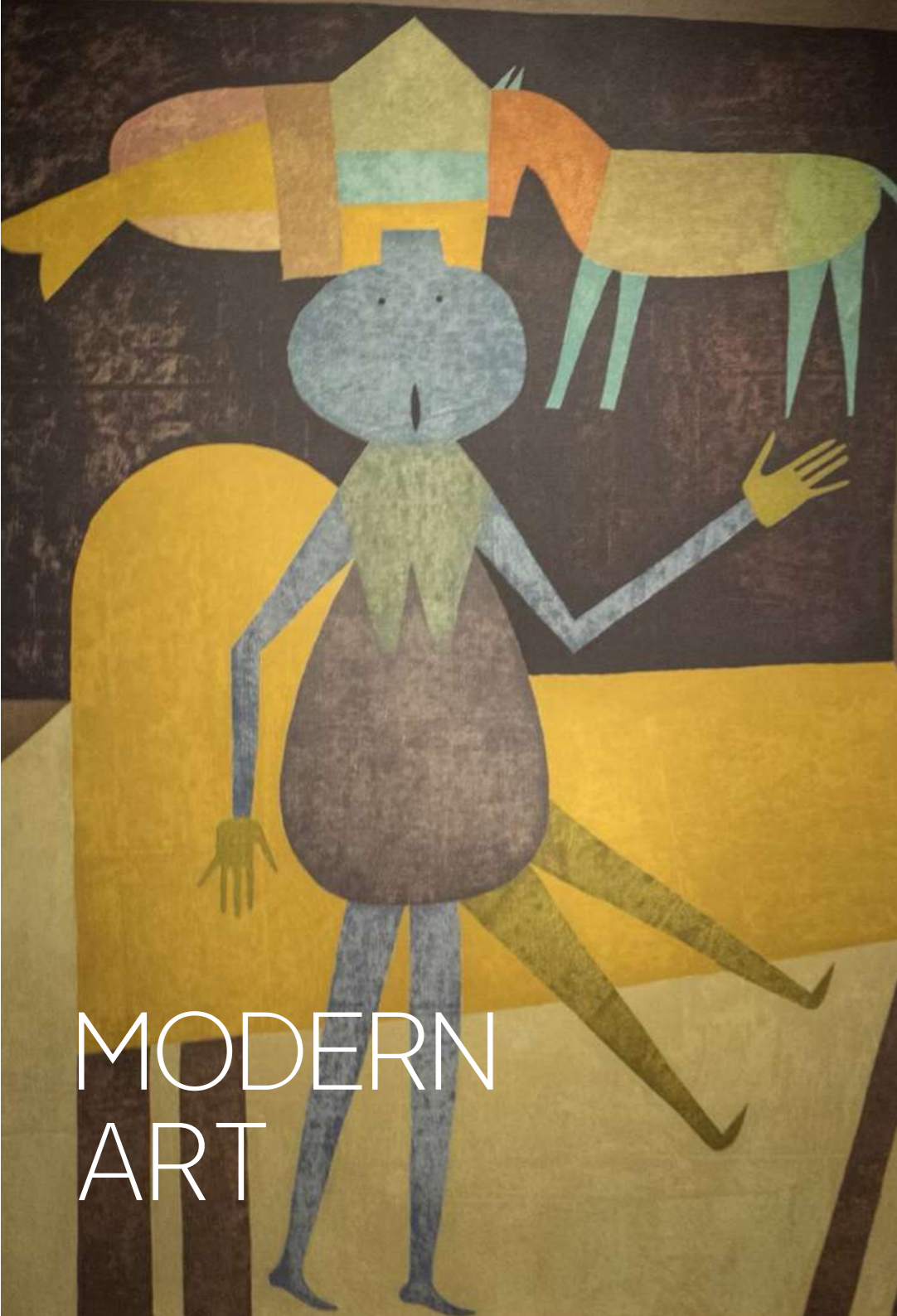
During 5 days, the fair brings together the actors of the art and design market.

An awaited event in the artistic calendar, the fair takes part each year in the capital's cultural effervescence, during the historical art week in Paris.

From October 17 to 20, 2024, Moderne Art Fair welcomes art market players and buyers looking for safe values and novelties. It combines the great references of art from the 20th century until today. A fair discerning and knowledgeable connoisseurs in search of excellence, Moderne Art Fair offers a selection of exceptional works of art and objects. 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.

This new edition will bring together more than sixty French and foreign galleries. Moderne Art Fair shares the expertise and work of a team of professionals from the art world and the promotion of artistic events. Beyond an unwavering commitment and a luminous passion for Art, it is the entire Moderne Art Fair team that is committed to sustainable artistic and human development, with the sole aim of creating a relationship that has meaning: with artists, gallery owners, professionals and the general public.

Moderne Art Fair supports with its partners the work of French and foreign galleries and contributes to the cultural influence of the capital. It also emphasizes the transmission of artistic and cultural values.



MODERN
ART

CONTEMPORARY
ART

ART & INTERIOR

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 maintain a strong bound between past and present. Thus, the great references in art history that marked the end of the 20th century coexist with contemporary artists, ensuring a seamless read of an endless story.

Ephemeral structures on avenue des Champs Élysées, dedicated to 20th and 21st century art and design. Ideally located in the center 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.

A row of stands align offering a fine selection of works in a bright, pleasant atmosphere. 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, meet the galleries and request information about the history and quality of the works.

From place Clemenceau to place Concorde, visitors travel through time, movements and styles.

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.



PHOTO

VINTAGE & CONTEMPORARY

DESIGN

MODERNE ART FAIR RESOLUTELY MODERN

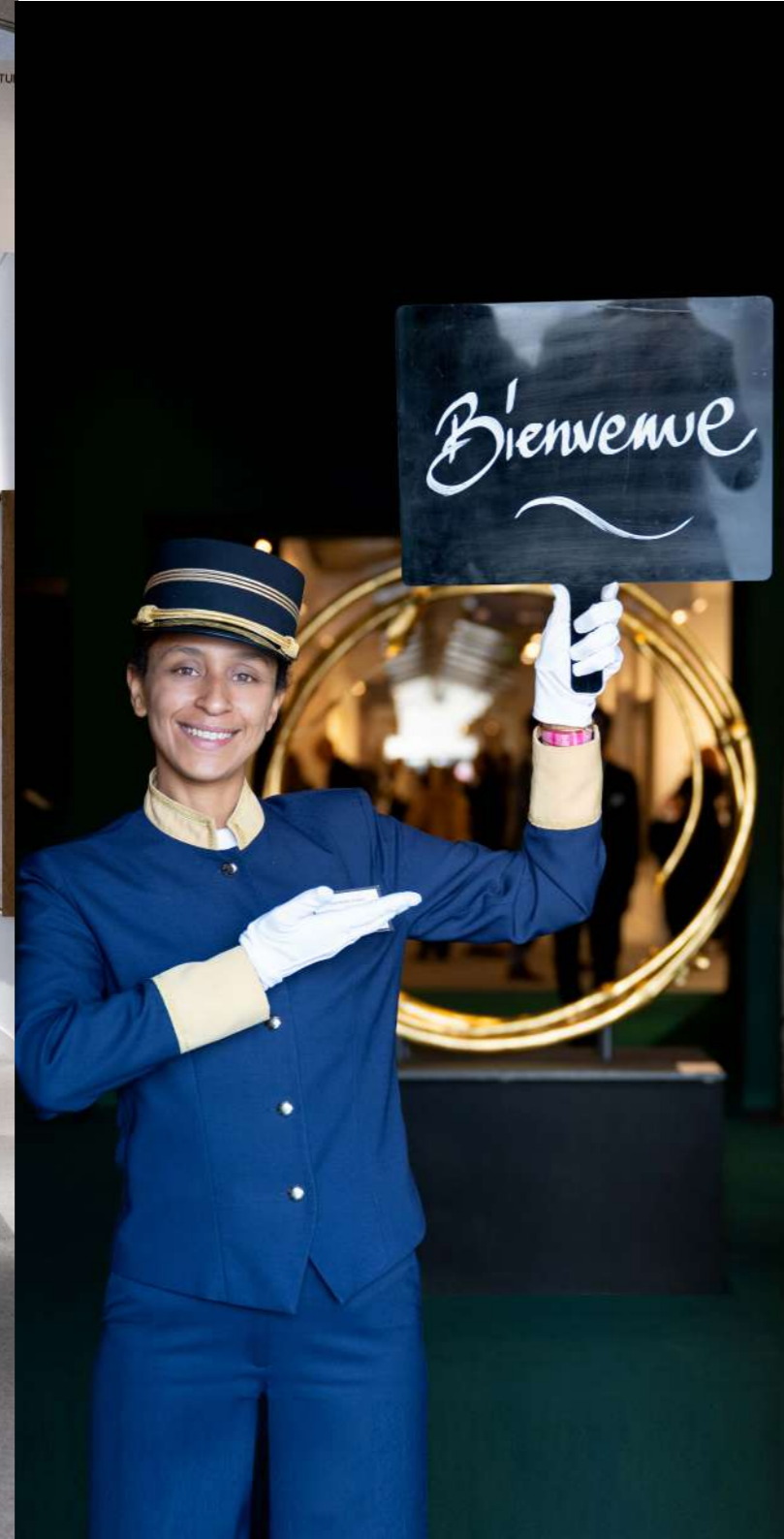
Modern art is at the very core of Moderne Art Fair's identity. It forms a large part of the DNA of Moderne Art Fair. At the beginning of the fair, French and international galleries present modern art galleries with the great names of the middle of the 20th century. Rare and sought-after paintings, these museum-like stands exhibit a selection of their finest works to the great pleasure of visitors and collectors.

... 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

A strong asset within the fair, 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 Northern 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 center 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 enjoys extraordinary visibility. High quality, professionalism and transmission are the core values of this fair: it is a place for encounters, exchanges and exhibitions.

FIGURES

- 150 speakers
- 42 service providers to build all pavilions and booths
- 24.000 visitors
- 42 partners, including 34 press and media partners
- 3.000m² exhibition surface
- 60 French and foreign exhibitors
- 6 exhibitions
- 450 exhibited artists
- 2.500 artworks and design objects
- 1 central aisle, 300m long
- 600m linear meters of booths from place Clemenceau to Concorde
- 5 opening days
- 8 days of setting-up



MODERNE ART FAIR YEAR-ROUND: ONLINE AND MORE

The current health situation has shaken the art market and it is Moderne Art Fair's calling to participate in this renewal and exist year-round.

Micro events as well as communication operations will be held all year to reunite collectors with their galleries.

Because art's beauty is always better appreciated in real life!

ARTISTIC COMMITTEE & CERTIFIED EXPERTS

An artistic committee in charge of curating the works of art, guarantees the excellent artistic level of the fair in alignment with its directors.

A committee of experts also sees to the authenticity and provenance of the works present on the fair, thanks to an inspection. This work of expertise is carried out before the opening of the fair and applies to works on the secondary market. 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 Moderne Art Fair's organizers.

Members of the artistic committee in 2023:

David-Hervé BOUTIN, Annabelle COHEN-BOULAKIA, Camille GABELLA, Baudoin LEBON, Julia MUÛLS, David NAHMAD, Bruno PAILLARD, Pierre VASARELY et Diane VENET.



STAY CONNECTED WITH CULTURE AND THE ART MARKET THROUGH AN IMMERSIVE EXPERIENCE.

In this era, Moderne Art Fair offers to 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 projecting oneself in the same room as the artwork are only a click away.



DISCOVER THE VIEWING ROOMS



DIGITAL AUDIENCE, WEB, NEWSLETTERS

Website:

170k users/950k page views including the events, articles, videos, and interviews sections.

Newsletters: +35k contacts.

Editorial newsletters:

- Weekly publications 2 months before the fair.
- Sent to VIP, galleries (professional) and the general public.

Daily newsletters during the fair period:

- Fair information and updates.
 - Sent to VIP, galleries (professional) and the general public.
- 12.000 VIP newsletter subscribers.
- 120.000 general public contacts via Moderne Art Fair and its media partners.

CULTURAL SYNERGIES, NETWORK CONVERGENCE

24.000 visitors in 2023, and we plan to welcome 40.000 visitors in 2025.

In 2024, the fair will welcome some 65 galleries.

With our partners and other media collaborators, we are mobilizing targeted communication to welcome a large number of collectors and professionals to this event.

As a satellite fair of Paris + by Art Basel, Moderne Art Fair plays a key role in the artistic and cultural effervescence of the week dedicated to art in Paris.



**PRIVATIZATION
VIP AREA**



**SIGNINGS AND
MEETINGS WITH
THE ARTISTS**



**PRIVATE
EVENTS**



**PRIVATE GUIDED
TOURS**



**SCENOGRAPHY
COLLABORATION**



**EXHIBITION
SPONSORSHIP**

BECOME A PARTNER SPONSOR ARTISTIC AND CULTURAL EVENTS

- Transmission and unique educational commitment to art and culture.
- Dynamic, cultural communication for your company.
- An exceptional, turnkey event to invite your customers.

Take part in

A major cultural event and become a privileged partner of a highly publicized fair. We offer you an exceptional opportunity to position yourself among the prestigious actors in the art world.

Benefit

From a tailor-made artistic experience, a unique project to spread your message and leave a lasting impression, while enhancing the value of your company. Reach a target of qualified visitors, welcome and surprise your employees, customers and future customers by organizing a festive and artistic moment in our event.

Share

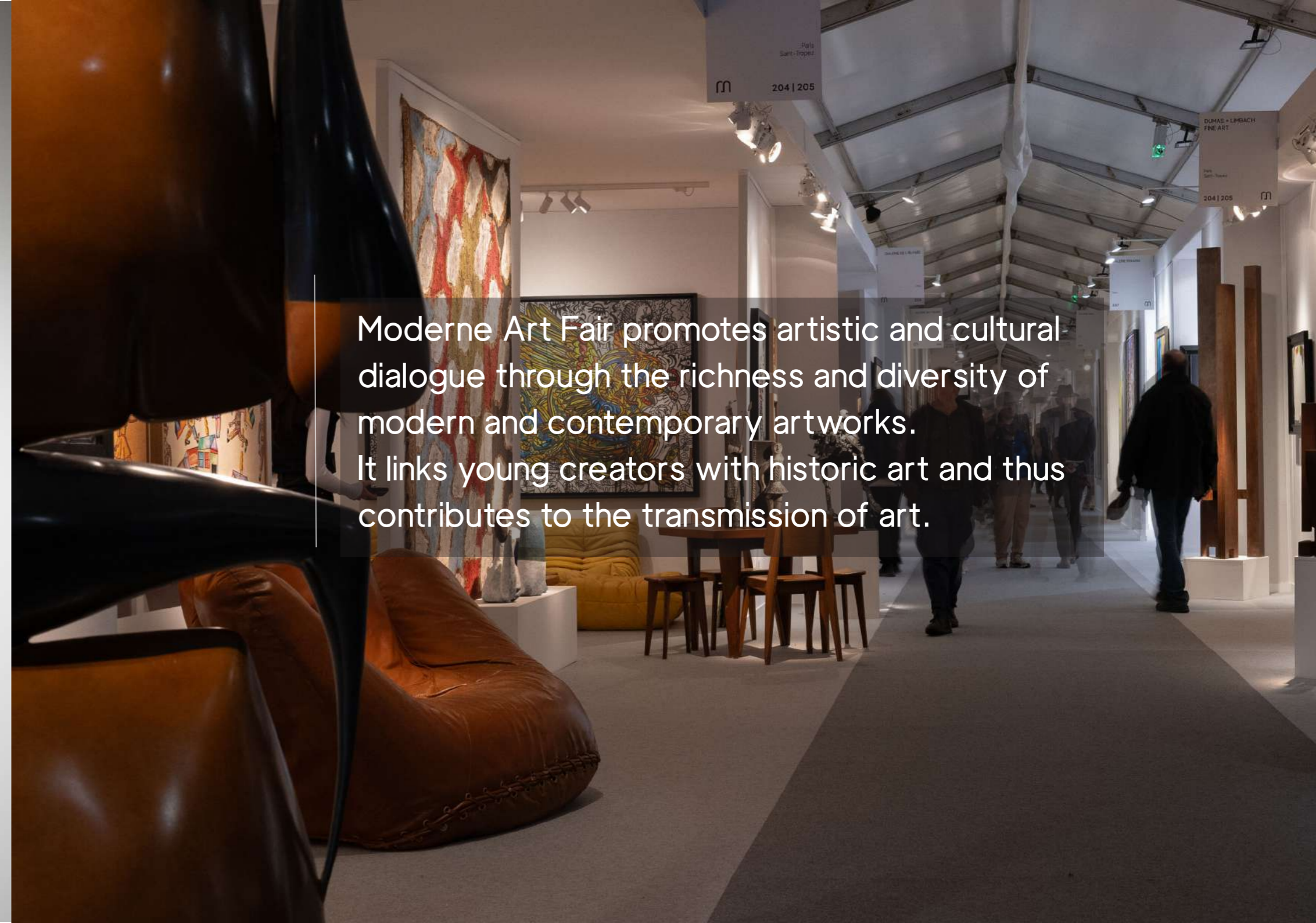
Powerful communication tools and an extensive media plan that will give you great visibility. They include a targeted circuit of advertising in the heart of Paris, dynamic digital communication, your logo printed on VIP and daily invitations, a presence in the digital catalog, sharing on social networks and in newsletters, etc.



JOAN MIRÓ
(1893 – 1983)
Personnage dans un paysage
1977
Crayon sur papier sec (Invitation)
10 x 21 cm
Signé
Signé, daté et titré au verso
Certificat AOCM
Catalogue raisonné Drawings 5, 1977
Ref. 3440, pg. 101



Moderne Art Fair promotes artistic and cultural dialogue through the richness and diversity of modern and contemporary artworks. It links young creators with historic art and thus contributes to the transmission of art.



PARTNERS AND MEDIAS



- 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 the Grand Palais to place de la Concorde.
- An online dynamic communication, and an interactive website:
 - www.moderneartfair.com: all the news on galleries, artists, performances, exhibitions and events.
 - Viewing rooms.
 - Videos, interviews.
 - Newsletters: a targeted communication from June to October, addressed to a qualified file.
10.000 collectors, professionnals, art galleries, etc.
40.000 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, etc.
- 40 flags in the triangle d'or of Paris
- 10.000 VIP invitations
- 20.000 daily invitations
- Online catalog on the website and in the newsletters (accessible on site by QR code).
- 15.000 programs distributed on site and via QR code.
- 2.000 Moderne Art Fair tote-bags
- 30 adverts in many magazines, daily and weekly newspapers, in specialized and general press, in French and foreign newspapers.
- Invitations in many partner magazines
- Radio adverts
- 35 partners

MODERNE ART FAIR IDEAL FOR YOUR IMAGE

Moderne Art Fair works closely with its partners, who share a common aspiration: to develop new projects and ideas in order to contribute to the effervescence of the Paris art world and its international influence.

A diverse collection of artworks and objects, including works by established artists, as well as young emerging artists. Throughout its editions, Moderne Art Fair's priority is to support the work of artists and galleries - to create opportunities, to boost the art market, to attract informed and erudite buyers, as well as younger and curious ones in search of knowledge and acquisitions.

OUR CUSTOM-MADE SERVICES

The Moderne Art Fair team and its associates are at your disposal to provide you with the best possible experience, tailored to your image.

THE KEY TO YOUR COMMUNICATION PROJECTS

Benefit from high visibility and effective communication.

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

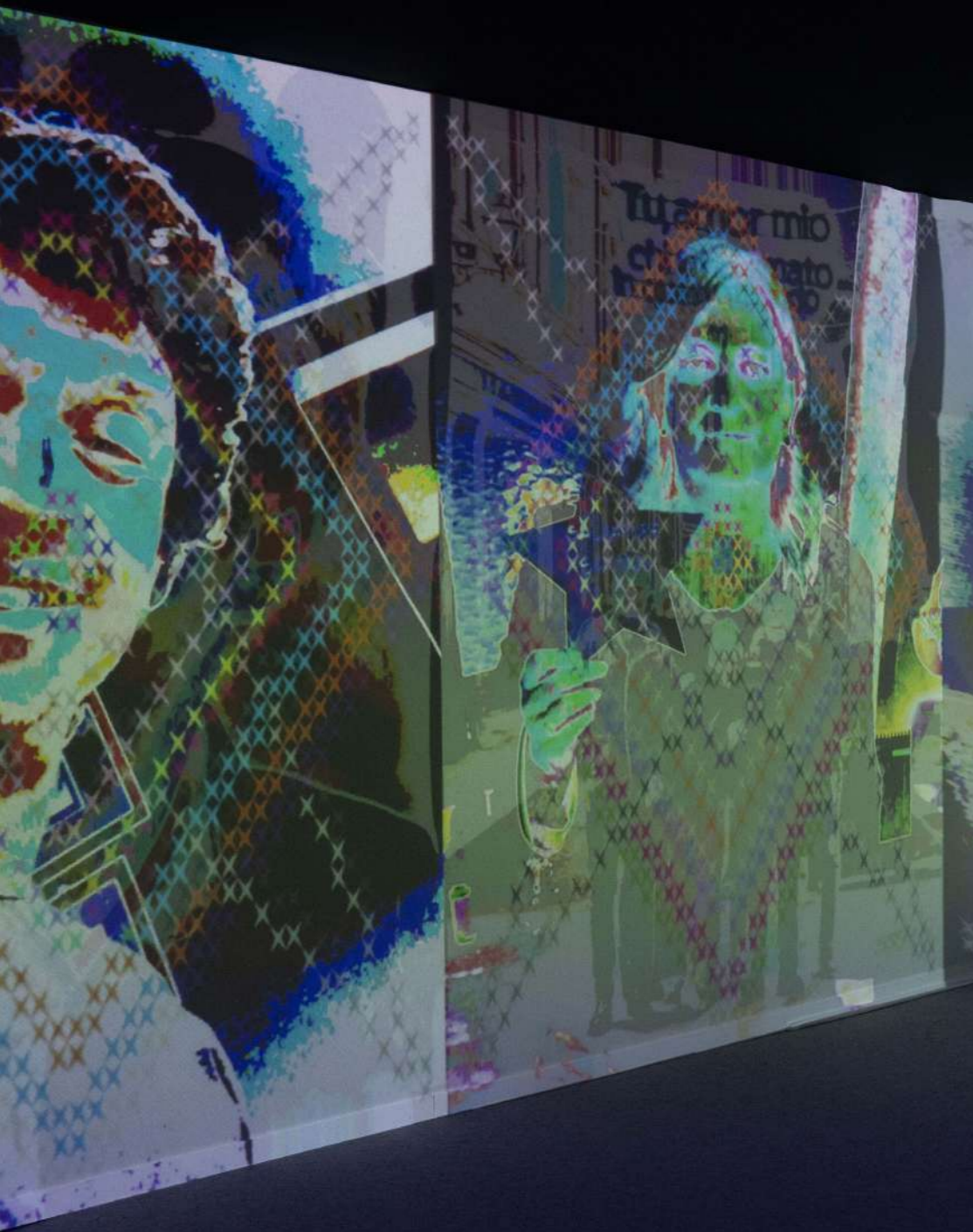
- Promoting your brand, products or activity in a distinctive and impactful way.
- Setting up private tours for your clients, associates and VIP.
- Organizing an event or an awards ceremony.
- Owning communication onsite in the strategic location of the fair.
- Booking ad space in one of our communication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

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.



UNRITRATTO PER UNIRCI

Vincenzo Marsiglia

Curatrice: Julie Fazio
en collaboration avec Boesso Art Gallery



PARTNERSHIP CULTURAL PROJECTS & 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 17 to 20, 2024**, avenue des Champs-Élysées.

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

We draw on exchanges with our customers to develop personalized communications projects that integrate art into content, events and 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 the beautiful at a fair where curation and the editorial line contribute to the promotion of heritage and its transmission.

We will support you in developing your projects and reinventing your brand, foundation, media or as a cultural actor. Assert a strong identity by developing your visibility and notoriety in our world the art market.

You will be able to welcome and surprise your guests/audience audience 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.

moderne

ART FAIR



AN ART FAIR
OFFERING A 360 DEGREE
RANGE OF SERVICES

SERVICES:

Catering
Reception (conciierge, hostesses, etc.)
Security

EVENTS:

Concerts (attract a young VIP audience)
Sponsored cultural exhibitions
Private restaurant
Private spaces
Partnership with museums

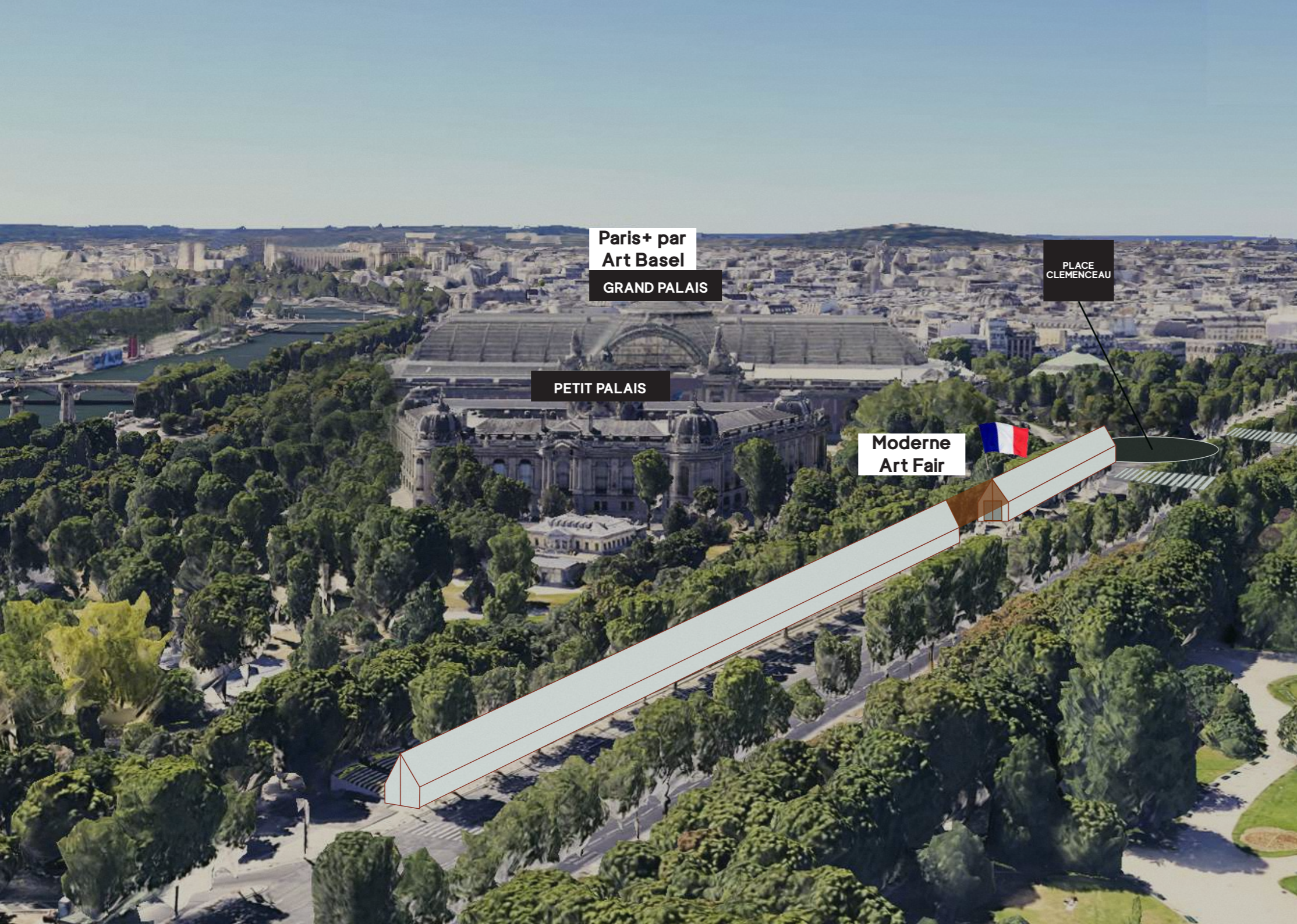
LOGISTICS:

Agreements with service providers
Transport and packing
Insurance
Hotels

MODERNE ART FAIR

KEY ASSETS

- A remarkable location in the heart of Paris and a stone's throw from avenue Matignon, close to the palace hotels, renown galleries and auction houses (Sotheby's, Christie's, Artcurial, etc.). Opposite the Grand Palais (Paris+ by Art Basel) and the Petit Palais.
- During the international art week in Paris.
- High quality selection of galleries, artists and works of art.
- A clear identity: leader in modern art, classical contemporary art, historical and contemporary design.
- Pavilion structure: a single central aisle ensures a clear and enjoyable visit, each exhibitor benefits from the same visibility.
- Conciierge service available to exhibitors.



INFORMATION & CONTACT

Ephemeral pavilions, avenue des Champs-Élysées, Paris 8e
From place Clemenceau to place de la Concorde.

PUBLIC OPENING HOURS:

Thursday, October 17 to Sunday, October 20, 2024.
11am to 8pm, Sunday closing at 6pm.

Press and trade open by invitation:

- Press and trade afternoon: Wednesday, October 16, 2-6pm.
- Vernissage: Wednesday, October 16, 6-10pm.

MODERNE ART FAIR

ABELIS S.A.S

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