# ART FAIR

### MODERNE ART FAIR

### THE MEETING PLACE FOR MODERN & CONTEMPORARY ART

EPHEMERAL PAVILION PLACE DE LA CONCORDE



### Moderne Art Fair 2025 : une édition incontournable

#### LE RENDEZ-VOUS PARISIEN DE L'ART MODERNE ET CONTEMPORAIN, 23–26 OCTOBRE 2025 , AU COEUR DE PARIS, PLACE DE LA CONCORDE

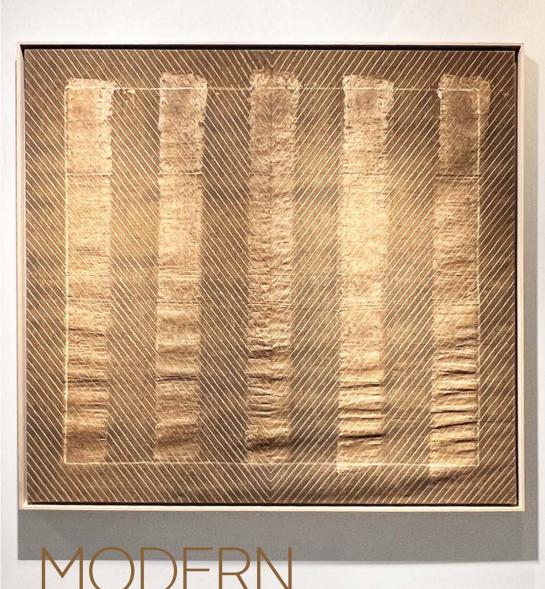
Foire d'art moderne et contemporain, Moderne Art Fair est un rendez-vous majeur et incontournable de la scène artistique parisienne, française et internationale. Inscrite dans le calendrier des grandes foires d'art, elle participe chaque année à l'effervescence culturelle de la capitale en rassemblant pendant cinq jours les acteurs du marché de l'art et du design.

Installée au cœur de Paris, sur la prestigieuse Place de la Concorde, Moderne Art Fair investit un lieu emblématique du 8° arrondissement, offrant un cadre exceptionnel à ses pavillons éphémères.

Du 23 au 26 octobre 2025, Moderne Art Fair accueillera amateurs et collectionneurs à la recherche de valeurs sûres autant que de découvertes. Avec un positionnement affirmé, mêlant les grands courants artistiques du XXe siècle aux expressions contemporaines les plus récentes, elle attire un public exigeant et éclairé, tout en éveillant la curiosité des collectionneurs de demain – des esprits passionnés en quête de beauté et d'émotion.

Moderne Art Fair attache une grande importance à la transmission des valeurs artistiques et culturelles. Véritable lieu de rencontre et de dialogue, elle favorise les échanges et les connexions humaines. Cette édition réunira plus de soixante galeries françaises et internationales, présentant une sélection pointue d'œuvres et d'objets d'exception. L'ensemble de l'équipe organisatrice s'engage pleinement pour un développement artistique et humain durable, avec pour ambition de tisser des liens porteurs de sens entre artistes, galeristes, professionnels et visiteurs.

En collaboration étroite avec ses partenaires, Moderne Art Fair soutient et valorise le travail remarquable des galeries, qui jouent un rôle clé dans le paysage de la création contemporaine. La foire met également à l'honneur des expositions inédites, en s'associant avec des institutions, musées, fondations et centres d'art. Ainsi, elle contribue activement au rayonnement culturel de Paris, notamment durant la semaine historique de l'art, aux côtés des autres grands événements qui animent la capitale.



ARI

# CONTEMPORARY ART

#### ART & INTERIOR: WHERE MODERN AND CONTEMPORARY ART MEET DESIGN IN PERFECT HARMONY

Moderne Art Fair establishes a subtle dialogue between modern art, contemporary art, and design-seamlessly blending current creativity with artistic heritage. Anchored in its historical roots, contemporary art finds its right-ful place alongside 20th-century masters, ensuring the continuity of an ever-evolving artistic narrative.

For this edition, Moderne Art Fair unfolds in the heart of Paris within elegant ephemeral structures dedicated to the arts and design of the 20th and 21st centuries. This unique venue reflects the harmony of modernity and French elegance, offering a fluid and refined journey through grand pavilions where modern art, contemporary works, and both historical and contemporary interior design coexist.

Carefully curated stands follow one another in a welcoming and light-filled atmosphere, presenting an exceptional selection of works. Thanks to a linear layout with two main aisles, each gallery enjoys optimal visibility—fostering not only engaging interactions with visitors but also meaningful conversations about the history and quality of the pieces on display.

In this refined, temporary setting, visitors are invited to travel through eras and styles, discovering both historical and contemporary works. They can explore paintings, sculptures, objects, and collectible design pieces with confidence, guided by the expert advice of gallerists and dealers on-site—ensuring a rich and secure acquisition experience.

# DESIGN



### PHOTO VINTAGE & CONTEMPORAINE

### MODERNE ART FAIR, Modern by Essence

Modern art lies at the very heart of Moderne Art Fair's identity.

This section forms a vital part of the fair's DNA, which from the very beginning has showcased leading modern art galleries featuring the great names of the mid-20th century—including Dubuffet, Soulages, Poliakoff, Picasso, Miró, Hartung, André Masson, Max Ernst, Sam Francis, César, Arman, and more.

Presented like museum-quality displays, these rare and highly sought-after works are brought together in carefully curated stands-offering visitors and collectors alike the joy of discovering exceptional masterpieces.

#### And Contemporary!

In the same spirit, contemporary art is equally well represented. Moderne Art Fair embraces cultural diversity and draws strength from this richness. Artists, experts, art professionals, as well as directors of institutions and foundations, are also present—participating in talks, book signings, and on-site encounters.

It is a vibrant way to share and pass on the living legacy of contemporary art to visitors.

#### **Elevating interiors through Design**

Interior design also holds a prominent place at Moderne Art Fair, with a curated selection of galleries showcasing pieces from the 20th century alongside contemporary design. Rare objects, exquisite furniture, and stunning interior décors pay tribute to the great names of design history.

Moderne Art Fair also embraces the spirit of the times by giving space to contemporary design, notably highlighting the emerging contemporary Belgian scene and talents from Northern Europe.

The fair thus offers its visitors a broader, bolder selection—an inspiring dialogue between heritage and innovation.



### A UNIQUE LOCATION, WITH A CHIC AND RELAXED ATMOSPHERE

Moderne Art Fair is a prestigious annual event held this year at Place de la Concorde, an iconic site in the heart of Paris, facing the Champs-Élysées and at the foot of the Obelisk. This new, strategic and symbolic location strengthens the fair's international visibility while preserving its Parisian identity.

Having established itself in this unique venue, the fair remains true to its commitment to excellence and elegance. Moderne Art Fair stands out for its ability to combine scale and conviviality, creating a space conducive to discovery, encounters, and exchanges between art lovers, collectors, and gallery owners.

Place de la Concorde, a central symbol of Paris, is a natural continuation of the fair's history, preserving the Parisian spirit and authenticity for which it is renowned. Located just steps from its original location, this choice underscores Moderne Art Fair's commitment to its roots while opening up to a global audience.

Driven by a passionate family legacy, Moderne Art Fair actively contributes to the artistic excitement of the capital. Each year, it brings together contemporary art figures with a shared desire for sharing and cultural enrichment. More than just an event, it's a space for encounters and inspiration where art is experienced and shared in an exceptional setting.

### CHIFFRES

- 150 experts and contributors participating in the event.
- **42 service providers** involved in the construction of the pavilion and stands.
- **32.000 visitors** in 2024.
- **52 partners,** including 34 press and media partners
- **3,000 m<sup>2</sup> of exhibition space**
- 60 french and international exhibiting galleries
- **3** exclusive exhibitions
- 450 exhibited artists
- 2.500 art and collectible design
- 600m stands arranged in 2 linears rows
- open for 5 days



### MODERNE ART FAIR - ALL YEAR ROUND, NOT JUST ONLINE:

Aware that the health crisis has disrupted the art world and its traditional codes, Moderne Art Fair is committed to supporting this renewal and being active throughout the year. Micro-events and regular communication initiatives are organized to strengthen the connection between collectors and galleries—because nothing can replace the beauty of experiencing art in person.

#### **ARTISTIC COMMITTEE & EXPERT AUTHENTICATION**

An artistic committee, working closely with the fair's leadership, ensures the high artistic standards of Moderne Art Fair. A panel of certified experts is also responsible for verifying the authenticity of the artworks exhibited at the fair. This vetting process is carried out before the event opens and focuses particularly on historical works from the secondary market. Exhibitors must provide all necessary documentation for each piece (including front and back photos, provenance, and certificates). This ensures the reliability and credibility of the works displayed at their stands.

As authenticity is one of the primary concerns in the secondary market, certificates and catalogue raisonnés are thoroughly reviewed. Guaranteeing the authenticity of the artworks remains a top priority for the organizers of Moderne Art Fair.

#### 2025 ARTISTIC COMMITTEE MEMBERS:

Lumir Ardant-LEVERD, David-Hervé BOUTIN, Pierre CORNETTE DE SAINT-CYR, Baudoin LEBON, Julia MUÛLS, David NAHMAD, Pierre VASARELY et Diane VENET.



# AN IMMERSIVE EXPERIENCE TO STAY CONNECTED TO CULTURE AND THE ART MARKET.

In this new era, Moderne Art Fair invites art lovers, collectors, professionals, and both French and international galleries to connect—not only during key events but also throughout the year via a dedicated virtual space.

Interactive, engaging, and efficient, our viewing rooms foster new connections between exhibitors and the public. Designed to extend the experience beyond the fair, they encourage dialogue and discovery, anytime, anywhere.

Each gallery has its own page on the Moderne Art Fair website, showcasing a curated selection of artworks some exhibited at the fair, others available exclusively online. These viewing rooms meet today's evolving needs, offering a seamless and immersive experience.

Visitors can browse artworks in the gallery's visual universe, view them to scale, and access full details. With just one click, they can learn more and imagine the work in their own space—bringing the art closer, even from a distance.



### DIGITAL AUDIENCE, WEB, NEWSLETTERS

Website:

170k users / 950k page views, including event listings, articles, videos, and interviews.

Newsletters: Over 60,000 contacts.

Editorial Newsletters:

Weekly publications starting 3 months before the fair. Sent to VIPs, galleries (professionals), and the general public. Daily Newsletters During the Fair:

Updates and information throughout the event period. Sent to VIPs, galleries (professionals), and the general public. 14,000 VIPs subscribed to the VIP newsletter.

120,000 general public contacts via Moderne Art Fair and its media partners.

### CULTURAL SYNERGIES, NETWORK CONVERGENCE

32,000 visitors in 2024, with a target of 40,000 by 2026. In 2025, the fair is expected to host around 60 galleries.

Together with our partners and media collaborators, we are deploying targeted communication strategies to attract a significant number of collectors and art professionals to the event.

As a satellite fair of Art Basel Paris, held during Paris Art Week, Moderne Art Fair actively contributes to the city's vibrant artistic and cultural atmosphere.



SCÉNOGRAPHIE

RENCONTRES AVEC LES ARTISTES

PRIVATISÉS

GUIDÉES

CONFÉRENCE

### PARTNERS AND EXHIBITORS UNITED FOR AN EVENT FOR CULTURE.

A unique commitment to education and cultural transmission, in service of art and culture.

A dynamic cultural communication strategy designed to enhance your brand image within an exceptional, turnkey event-ideal for hosting clients and attracting new buyers.

A not-to-be-missed cultural event at the center of the media spotlight. A rare opportunity to assert your position among the prestigious players in the art world.

A bespoke artistic experience, driven by an exclusive project designed to deliver a powerful message, leave a lasting impression, and connect with a highly qualified audience.

A high-impact media strategy and powerful communication plan to maximize your visibility.







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Moderne Art Fair highlights and stages a rich artistic and cultural dialogue through the diversity of modern and contemporary works.

By bridging emerging creativity and historical art, the fair is deeply committed to cultural transmission and legacy.





### 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-Elysées, 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 aualified 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 golden triangle
- 15,000 VIP invitations
- 25,000 daily invitations
- Online catalog
- 20,000 programs distributed on place and via a QR code.
- 2,000 Moderne Art Fair tote bags
- 30 advertising insertions in numerous magazines, dailies, weeklies, online magazines, blogs and in the general and specia-
- lized press.French and international.
- Insertion in numerous magazines partners
- Radio commercials
- 52 partners

# **OUR CUSTOM-MADE SERVICES**

### MODERNE ART FAIR **IDEAL FOR** YOUR IMAGE

Moderne Art Fair maintains close collaborations with its partners who share a common aspiration: to develop new projects and ideas in order to participate in the excitement of the art world in Paris and its international influence.

A diverse collection of works and objects of art, which includes works by established and established artists as well as young emerging artists.

Through its editions, Moderne Art Fair's priority is to support the work of artists and galleries - creating possibilities, enlivening the art market, attracting informed and erudite buyers, as well as the youngest and curious in search of knowledge and acquisitions.

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
- 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.

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THE ART NEWSPAPER

POINT

TRANSFUCE

CHAPITRE SIX

SAY WHO

Artsper

LEVITA

ARTQUIRE

BRUNO PAILLARD

SNA SYNDICAT NATIONAL I

**IMAGES NON CONTRACTUELLES** 

connaissance desarts



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FGCHIC.

BeauxArts

### BONISSON

BOTANIKA

#### Bouillon des Champs-Chysics

AN ART FAIR PROVIDING A 360-DEGREE RANGE OF SERVICES

### SERVICES:

Catering Reception (concierge, hostesses, etc.) Security

### EVENTS:

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

### LOGISTICS:

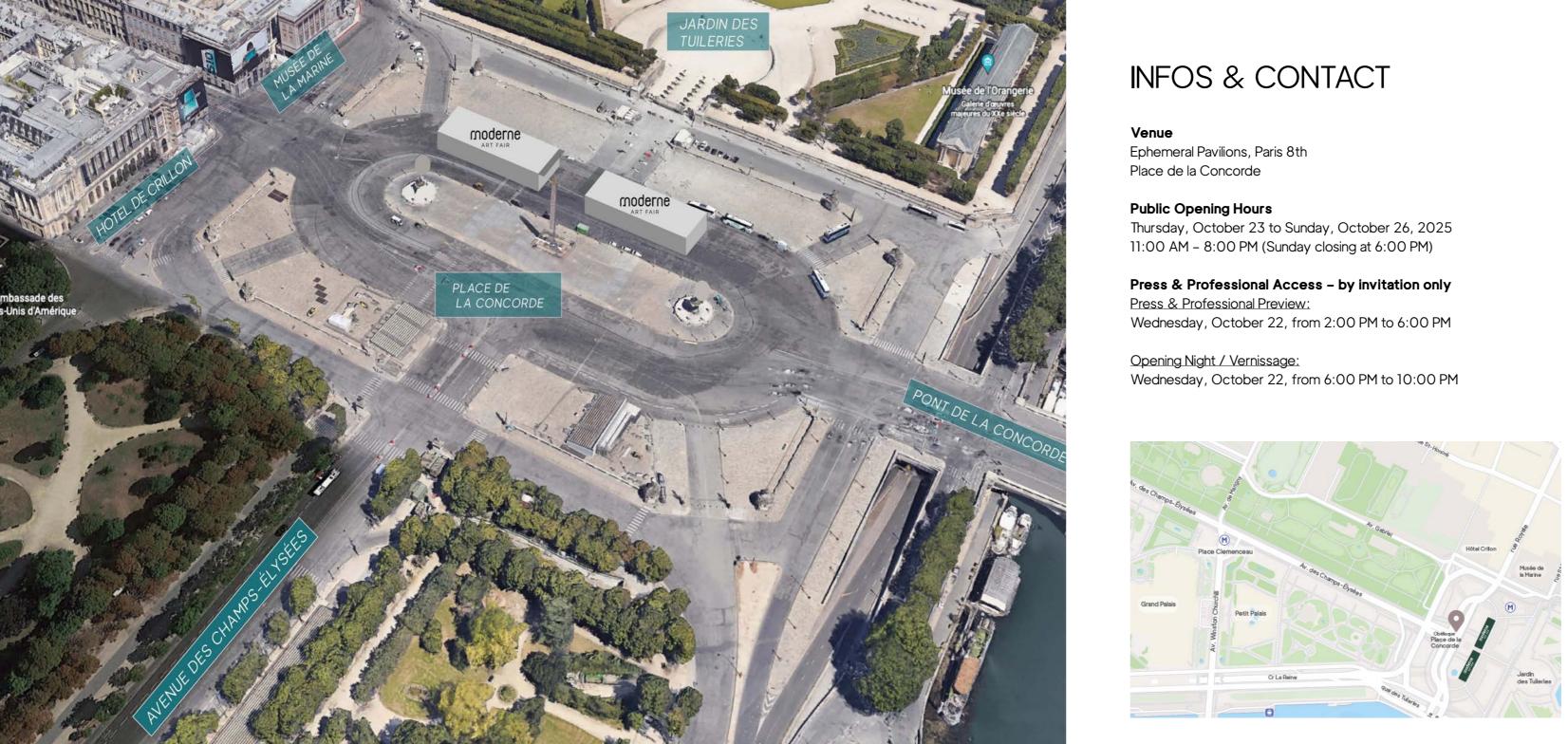
Agreements with service providers Transport and packing Insurance Hotels

## 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.)Close to the Grand Palais (Art Basel Paris) 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.
- The pavilion structure features a single central aisle, providing a clear and pleasant visitor experience while ensuring equal visibility for all exhibitors.
- Concierge service available to exhibitors and visitors.

2024 Partners



CEO : Blaise Parinaud bp@moderneartfair.com

CEO : Isabelle Keit-Parinaud isabelle.parinaud@moderneartfair.com

CEO & Communications Director: Adeline Keit adeline.keit@moderneartfair.com

Exhibitor nanagement : Antoine Bony antoine.bony@moderneartfair.com

Head of technical operations : Stéphane Cavallié st.cavallie@gmail.com

Tél. : +33 (0)6 50 78 00 88 info@moderneartfair.com | www.moderneartfair.com

#### Press office :

Agence Verbatim - Florence Limousin Rosenfeld florencerosenfeld@agenceverbatim.com

#### Membres du Comité artistique :

- Lumir Ardant-Leverd,
- David Hervé Boutin,
- Pierre Cornette de Saint-Cyr,
- Baudoin Lebon,

- Julia Muuls,
- David Nahmad,
- Pierre Vasarely,
- Diane Venet.



Moderne Art Fair organization : ABELIS S.A.S Head Office 128 rue la Boétie - 75008 Paris +33 (0)6 50 78 00 88 info@moderneartfair.com | www.moderneartfair.com