

discovery art fair.

Frankfurt

October 29 – November 1
2026

Presentation



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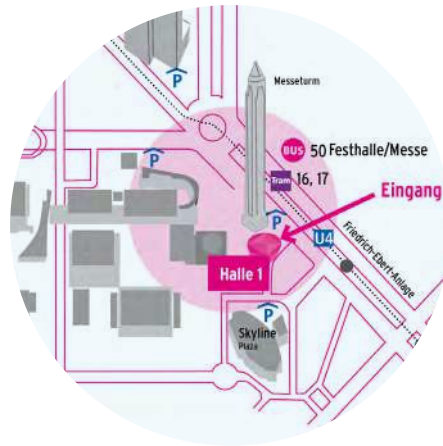
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Discovery Art Fair Frankfurt – fair for contemporary art

The ninth Discovery Art Fair Frankfurt will take place from October 29 to November 1, 2026 in hall 1.2 on the Frankfurt fair grounds.

The one and only art fair of the financial metropolis is positioning itself as an innovative platform for the presentation and sale of current contemporary art. Galleries and artists meet here with an art-interested and financially strong audience that, alongside works by established artists, is actively seeking new positions, exciting discoveries, and distinctive artistic voices.

The **Discovery Art Fair Frankfurt** and the **Discovery Art Fair Cologne**, held each spring, primarily focus on emerging artistic positions. Over the years, both events have become firmly established fixtures in the international art calendar. Art professionals, collectors, and art enthusiasts come here regularly to discover the latest developments in contemporary art and to acquire outstanding new works, many of them freshly created in artists' studios around the world.

For the ninth edition in Frankfurt, around **120 exhibitors** and more than **15,000 potential buyers** are expected. The fair takes place annually on the first weekend of November and has firmly established itself as a vibrant meeting place for art, dialogue, and successful sales.

Location for the ninth **Discovery Art Fair** will once again be the **hall 1.2** on the centrally located and easily accessible **fairground in Frankfurt**. The elegant, elliptical glass building with a modern ambience and a light flooded exhibition hall provides the ideal setting for presenting contemporary art on over **6,000 square meters**.



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Visitors

The **Discovery Art Fair** is aimed at everyone interested in art: from visitors looking for the latest trends in art, passionate collectors investing in promising contemporary art and professional collectors who buy for museums, trusts and societies. Particularly sought out are young artists with innovative work at reasonable prices by visitors wishing to lay a foundation for their art collection.

The magic of owning a true original attracts art lovers with above-average qualifications to this fair. Buyers are for example doctors, lawyers, architects, real estate agents and everyone, who enjoys art. Further visitors include culture representatives from art societies and museums, as well as freelance curators and critics on the search for new trends and discoveries on the art market.

Our goal is to bring young, fresh art into established collections, museums and private households and to open additional new groups of buyers.

„The Discovery Art Fair, currently with two locations in Cologne and Frankfurt am Main, is one of the largest and most successful art fairs for young and emerging art in the German-speaking world.“

PARNASS Kunstmagazin Up&Coming

„Exactly the right setting to discover your new favourite artwork at a (still) moderate price.“

Sammler Journal



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We offer all galleries, project spaces and artists who enter with a demanding program the chance to present their work to the Frankfurt audience in a high-quality setting. Applications are assessed for quality by our curators. Factors such as weekly opening hours or the year of foundation are not relevant for admission.

„Galleries and artists alike celebrated strong sales and an enthusiastic audience. The formula for success: an exciting blend of established masters such as Baselitz and Lüpertz with emerging talents...“

Top Magazin Frankfurt

„We are very positively surprised by the level of art, including the exhibiting individual artists and the well-known co-exhibiting galleries.“

Galerie Knecht und Burster, Karlsruhe



Curating

The renowned art journalist and Rhineland-born curator **Dr. Peter Funken** brings a piece of the dynamic Berlin art scene to Frankfurt. His goal is to stage high-quality art at the **Discovery Art Fair** – the fair will be an experience and sets new trends in Frankfurt as a location for art.

Berlin based photographer **Stefan Maria Rother**, head of Media Photography at the School of Entertainment and Technology and lecturer in photography at the Kunsthochschule Berlin Weißensee.

Born in Venice, **Barbara Fragogna** is an interdisciplinary artist, independent curator and publisher in the field of the arts. As a former curator at Berlin's Tacheles Art House, she also directed the Fusion Art Gallery in Turin.



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Communication

Our intensive marketing and public relations are based on a communication mix of classic advertising and digital media. To communicate the **Discovery Art Fair**, we are planning with a high marketing budget purposefully. A multitude of media partners strengthens the advertising impact.

A long-standing V.I.P. distributor and careful invitation management ensure an interested audience at the **Discovery Art Fair**, which also includes multipliers and influencers of the cultural industry. More than 18,000 art and culture enthusiasts are reached via our own newsletter, through close collaboration with international partner networks, this reach expands to a total of around 200,000 newsletter contacts.

The **Discovery Art Fair** is supported by the following partners:



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Reach & Contact

more than
2.5 Mio media reach
in print

print coverage i.a.

- Frankfurter Allgemeinen Zeitung (FAZ)
- Frankfurter Neue Presse
- BILD
- kunst:art
- Kunstmagazin PARNASS
- kulturnews
- feuilleton
- Journal Frankfurt
- Art Market Magazine
- DER FRANKFURTER
- Kulturmagazin Wiesbadener*in
- Top Magazin Frankfurt
- FRIZZ Das Magazin

advertising print i.a.

- KUNSTFORUM International
- monopol
- Frankfurter Allgemeinen Zeitung (FAZ)
- art kaleidoscope
- Frankfurter Rundschau
- kultur:zeitung
- Schwulissimo
- Journal Frankfurt
- Sensor



newsletter | direct mailing

more than
200,000 contacts

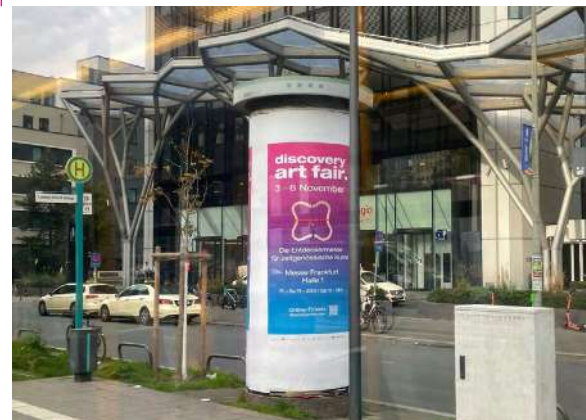
- monopol Newsletter
- WELTKUNST Newsletter
- kulturnews Newsletter
- KUNSTFORUM International Newsletter
- the art fair's official newsletter (18,000 contacts)

radio & tv

hr-fernsehen | hr-Inforadio | hr2 Kultur
WELT Nachrichtensender | RTL Hessen
kulturradio | Radio Antenne Frankfurt |
ARD Mediathek

online coverage

faz.net | t-online.de | welt.de | frankfurt.de |
hessen.de | monopol-magazin.de | kunstforum.de |
hessenschau.de | fr.de | journal-frankfurt.de |
fnp.de | frizz-frankfurt.de | feuilletonfrankfurt.de |
kunst-mag.de | hallofrankfurt.de | artprice.com |
portalkunstgeschichte.de | arttribune.com |
frankfurt-live.com | artifacts.net
Frankfurt-Tipp.de | frankfurt-tourismus.de



outdoor advertising

- Posters
- Infoscreens / Station Video
- Advertising columns
- Large-scale

Cooperation with
STRÖER Frankfurt



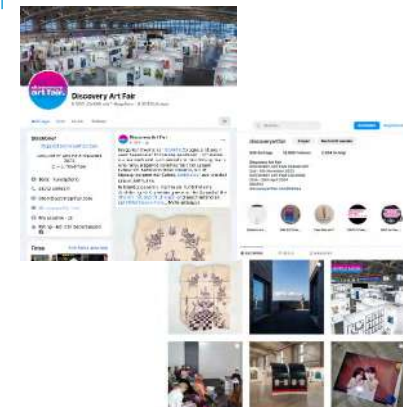
promotion material

- Flyer
- Pins
- Sticker
- Catalogs
- Hall plans



more than 33,000
social media followers

more than 5.8 million annual views



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Your Booth



You will receive a ready to hang booth in „white cube“ architecture with a wall height of 2,65 m and continuous lighting.

Conditions:

The total costs of participation in **Discovery Art Fair Frankfurt** include the ready to hang exhibition booth, a marketing fee and a one-page catalog entry.

Total costs, for example:

10 sqm booth 3,040 Euro / 20 sqm booth 5,625 Euro / 30 sqm booth 8,270 Euro /
40 sqm booth 10,550 Euro / 50 sqm booth 12,875 Euro / 60 sqm booth 15,175 Euro /
80 sqm booth 19,775 Euro / 100 sqm booth 24,350 Euro

All prices are net, excluding applicable VAT of 19%. Foreign companies with a valid tax number outside Germany are exempt from 19% tax.

Former exhibitors save 10 Euro per sqm. There are no additional costs for security, heating, electricity, etc.

Additional catalog pages can be booked for Euro 190 per page.

„You have to admit, the Discovery-team has a conclusive concept.“
[Frankfurter Allgemeine Zeitung](#)



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Our Service

We provide personal service support – promptly and without complications. Our team is always available.

Each booth will be planned individually with you and our team of architects.

A range of personalization options and rental objects to set up your booth according to your needs are available in our furniture catalog.

Orders for additional walls, light, electricity connections, tables, chairs, storage space etc. can be done in advance.

In addition to promotional materials, catalogs and your online presence etc., you receive a large contingent of VIP tickets for your collectors and customers.

For our exhibitors we have negotiated special conditions with our insurance partner HOWDEN schwandt.



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Jürgen Golz, Messedirektor

Your Contacts

The **Discovery Art Fair Frankfurt** is organized by the working smarter group GmbH.
Our dedicated and experienced team is available to answer any questions you may have.

We are looking forward to hearing from you!

Discovery Art Fair Frankfurt

the working smarter group GmbH
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Germany

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e-mail: info@discoveryartfair.com

discoveryartfair.com



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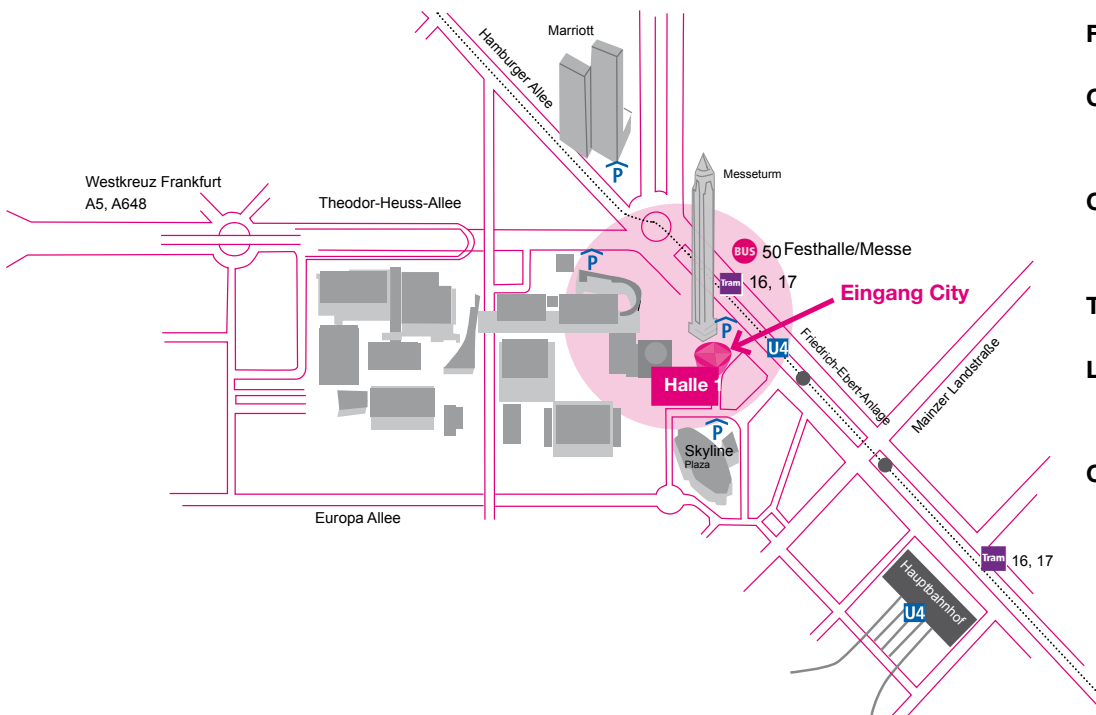


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© Messe Frankfurt Venue GmbH

Facts & Figures



Event:	Discovery Art Fair Frankfurt
Fair dates:	Thursday, October 29 to Sunday, November 1, 2026
Opening:	Thursday, October 29, 2026 First Choice 4 to 9 pm (with invitation only)
Opening hours:	Friday – Saturday 11 am to 8 pm Sunday 11 am to 6 pm
Ticket:	20,00 Euro incl. catalog, concessions 15,00 Euro incl. catalog
Location:	Messe Frankfurt - Hall 1.2 (Entrance City) Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main
Organizer:	the working smarter group GmbH Großstraße 52, 14929 Treuenbrietzen, Germany Tel. +49 (0)33748 212 199
	Access to the fair is wheelchair-friendly.

