

# discovery art fair.

Frankfurt 02–04 nov 2018



Presentation\_\_\_\_\_

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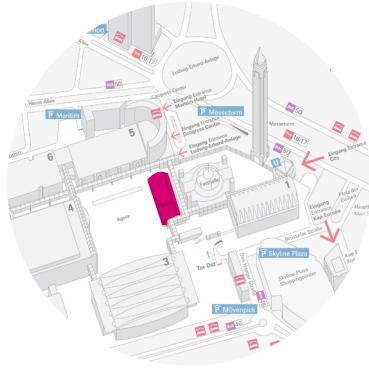
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## Discovery Art Fair Frankfurt Fair for contemporary art

**The premiere of the Discovery Art Fair Frankfurt takes place from November 2nd to 4th 2018 in the Forum on the Frankfurt fair grounds.**

The one and only art fair of the financial metropolis is positioning itself as an innovative presentation and sales platform for fresh, contemporary art. The focus lies on works by artists who are (still) selling in a moderate price segment.

We could already establish two more discovery fairs for contemporary art: the since 14 years running **BERLINER LISTE** and the **KÖLNER LISTE** launched five years ago. We count over 10,000 art enthusiasts visiting each fair event to inform themselves about the current developments in contemporary art and to purchase works that have just been created in the studios around the world.

According to the motto “good art does not have to be expensive!” we are expecting around 90 exhibitors and at least 8,000 visitors to attend in the first edition of the **Discovery Art Fair Frankfurt**. The fair is held annually on the first weekend of November and will establish itself as a fixed date in the art calendars.

Location for the first **Discovery Art Fair** will be the Forum on the centrally located and easily accessible fair ground 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 3,000 square meters.

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## Concept

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The Frankfurt museum landscape includes around 60 larger and smaller museums. Every year the exhibition halls count more than two million visitors. Due to the impressive variety of museums and galleries, Frankfurt has earned an excellent reputation as a city of art. Since 2005, however, a continuously taking place art fair, which reinforces the art market Frankfurt and brings an offer to the art interested public of the Rhine-Main region, is missing. At this point, the concept of the **Discovery Art Fair** comes in.

The **Discovery Art Fair** features a carefully curated selection of galleries, project spaces and artists. The high quality and authenticity on the one hand and an affordable price level on the other hand characterize the works on show. Each booth is individually planned by our exhibition architect in cooperation with the exhibitor. In order to offer the quality of the works the appropriate space, solo shows are preferred.

As a rule of thumb: one artist per 10 square meters of floor space. Salon-style hang is prohibited, unless it is conceptually based in the work. The hanging will be examined by our team of curators.

For collectors and lovers of photography, the **Discovery Art Fair** offers a unique platform with a separate **Photography Section** where on photography focused galleries present their programs.

In an own section, the **Artist Section**, a curated selection of up-and-coming artists will have the opportunity to present their solo shows in their own booths next to the gallerists.

Another section is dedicated to the young art style of **street and urban art** and invites as a kind of interactive playground renowned galleries, up-and-coming talents, professional audience and open-minded art lovers alike to present and discover the new, fresh and vibrant essence of this art.

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



## Curating

Curator remains the renowned art journalist and Rhineland-born Dr. Peter Funken, who brings with him to Frankfurt influences and tendencies of the dynamic Berlin art scene. His goal is to stage high-quality art at the **Discovery Art Fair** - the fair will be an experience and set 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, is in charge of the Photography Section.

The Urban Art Section is curated by the renowned gallery owner Guillaume Trotin. The French born gallerist is now based in Berlin and the moving spirit behind the renowned OPEN WALLS Gallery in Berlin-Mitte, which since 2012 has been the ideal matrix for artists and art collectors alike.

The online application is free of charge.

„This is not about naming or branded item of art, but primarily about artistic positions apart from the mainstream.“

**KUNSTFORUM INTERNATIONAL on KÖLNER LISTE in April 2017**

„We are very positively surprised by the quality of art, as well as by the exhibiting individual artists and the well-known exhibition galleries.“

**Galerie Knecht und Burster, Karlsruhe | exhibitor KÖLNER LISTE 2017**

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## Visitors

The **Discovery Art Fair** is for everybody and anybody interested in art: from visitors who are interested in the current 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 doctors, lawyers, architects, real estate agents and everybody that is entertained by 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.

„We hear consistently good response, the visitors are thrilled with the young and fresh art here. We are very satisfied with our sales, altogether we were able to convey more than 10 works of art.“

**Galerie Klose – contemporary tomorrow, Essen**  
exhibitor **KÖLNER LISTE 2017**

„The typical Berlin atmosphere was already noticeable at the opening. With great response and strong demand at the entrance the fair starts in its first evening. Unlike other fairs, the number of visitors remained very constant on the following days.“

**Galerie Amuthon-Art | exhibitor BERLINER LISTE 2017**

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## Communication

Our intensive marketing and public relations work is based on a communication mix of classic advertising and digital media. To communicate the **Discovery Art Fair** target-oriented, we are planning with an above average marketing budget. A multitude of media partners intensifies the advertising impact.

To get an impression of our extensive press work, you can view the [press review of the KÖLN LISTE](#) here.

A long term maintained V.I.P. distributor and a strong invitation management ensure an interested audience at the **Discovery Art Fair**, which also includes multipliers and influencers of the cultural industry. More than 10,000 art and culture enthusiasts are reached through our newsletter, with international reach via re-title another 50,000 contacts. In addition, we support our exhibitors with free V.I.P. tickets so they can invite their collectors to the fair.

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



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## Reach & Contacts

# 952.838

### Cooperation partners PRINT

- StadtRevue - special supplement - 21.000 copies
- monopol - 40.000 copies
- National Geographic: galleries & museums - 90.000 copies
- kunst:art - 270.000 copies
- Zeitkunst - 200.000 copies
- atelier - 17.000 copies
- DEEDS. art + culture - 15.000 copies
- springerin - 5.000 copies
- choices city magazine Cologne - 31.605 copies
- trailer - cultural planer for the Ruhrgebiet - 35.943
- k.west - magazine for art, culture, society - 50.000 copies

### PRINT-advertising

- BERLINER GALERIEN art calendar - 45.000 copies
- kunsttermine - 24.800 copies
- Siegessäule - 55.124 copies
- tip Berlin - city magazine - 31.112 copies
- top magazin Berlin - 20.000 copies
- Raum 5 - the design guide for köln/Bonn - 50.000 copies
- Schwulissimo - 71.254 copies
- cultural magazine stadtzauber - 80.000 copies

# 4.619.000

### Newsletter /direct mailings

- artprice.com (4.500.000 contacts)
- culturall.info (50.000 contacts)
- re-title.com (25.000 contacts)
- sculpture network (17.000 contacts)
- EXBERLINER (10.000 contacts)
- Kulturletter (7.000 contacts)
- own Newsletter (10.000 contacts)



### Outdoor advertising

- Posters
- Car trailer with advertising space
- Advertising columns
- Large-scale cooperation with STRÖER

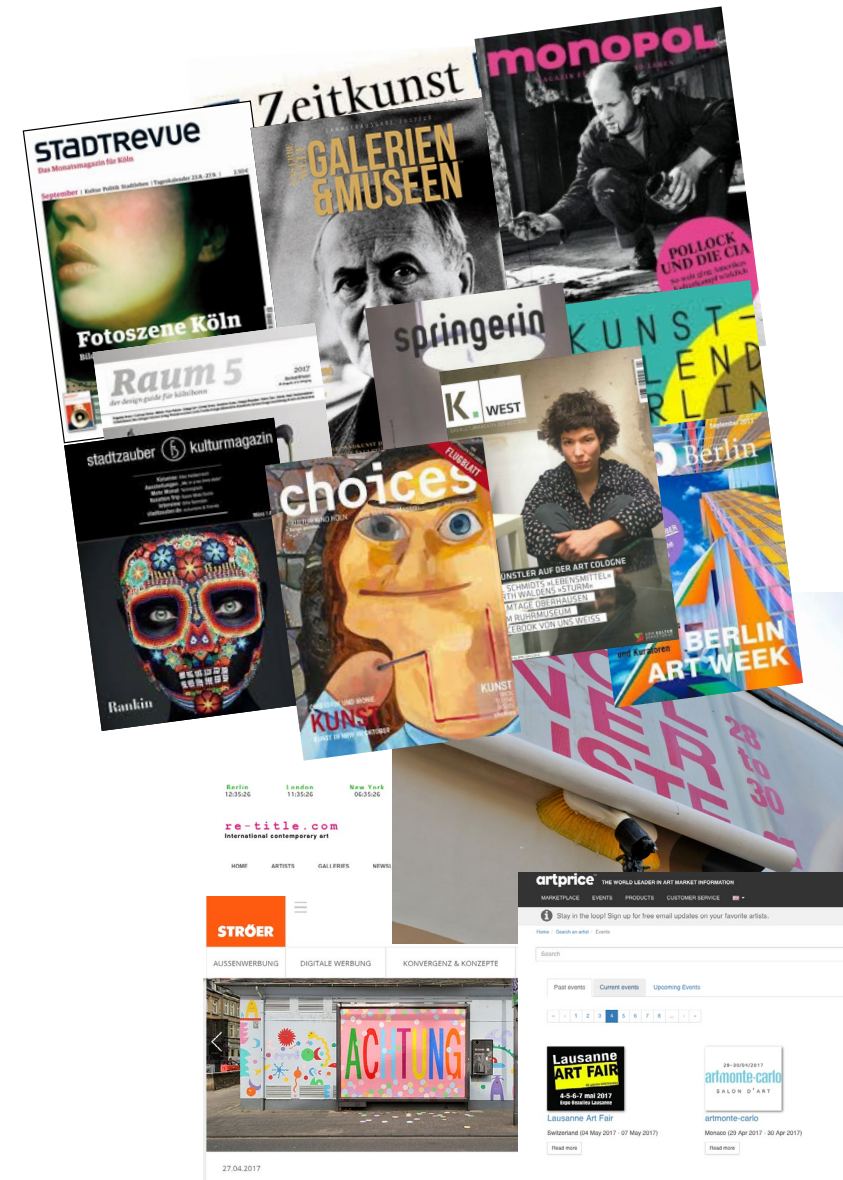
### Advert material

- Flyer
- Pins
- Sticker
- Catalogs
- Hall plans



# 16.280

### Social Media contacts





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## Your exhibitor booth

„The BERLINER LISTE is not only the oldest art fair in the capital, but certainly also the freshest, most diverse and liveliest. The discovery fair offers its visitors an exciting fair experience and not least the great opportunity to discover a lot of new and (still) affordable art.“

Top Magazin Berlin on BERLINER LISTE 2017

„The „Kölner Liste“ is one of the most successful new exhibitions in the metropolis of the fine arts at the Rhine river. More fair than show, people bought like crazy. Young audience, many gallery owners, self-confident artists.“

Süddeutsche Zeitung on KÖLNER LISTE 2017

The exhibition walls are 2.5m high and consist of a wooden frame with concrete panels on both sides. They are reusable and contribute to the environmental friendliness of the expo. The walls are suitable for labeling, drilling and dowelling, just as galleries are used to work in their showrooms. Prior to the fair, all walls will be freshly wallpapered in white, creating booths in a „white cube“ style. These booths will be well illuminated with 1.5m long neon tubes and will be ready for your work.

### Conditions:

- Basic booth rental per sqm: 195 Euro  
(former KÖLNER and BERLINER LISTE exhibitors: 185 Euro  
Exhibitors who book two fairs, will get an individual special price.)
- Catalogue entry / 1 page: 185 Euro / each optional additional page 185 Euro
- Marketing fee per 10 sqm: 340 Euro / 20 sqm: 680 Euro / 30 sqm and upwards: 990 Euro

Total costs, for example:

10 sqm booth 2.475 Euro / 20 sqm booth 4.765 Euro / 30 sqm booth 7.025 Euro. All prices are net, excluding applicable VAT of 19%. Foreign companies with a valid tax number outside Germany are exempt from 19% tax.

There are no additional costs for security, heating or electricity.

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## Our service

We provide personal service support - we are always available.

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

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

We can organize additional partition walls, light, electricity connections, tables, chairs, storage space etc. in advance.

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

Should you wish to insure your works, we have negotiated special conditions with our insurance partner Schwandt.

„The Berliner Liste is an institution: [...] It is Berlin's oldest art fair. How does it do that? Well, first of all, many art fairs are characterized by the fact that they give the exhibitors the feeling of disturbing. Quite different with the Berliner Liste, where - as well as the Kölner Liste, the sister event, and soon probably in Frankfurt - **everyone is treated by a professional, but at the same time extremely cordial team around the director Jörgen Golz friendly and attentive.** That affects the whole fair and thus also the visitors.“

kunst:art | September 2017

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Jörgen 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  
Bundesallee 88  
12161 Berlin

phone: **+49 30. 77 00 89 93**  
e-mail: **info@discoveryartfair.com**

Sabine Sachau | Exhibitor Relations  
**sachau@discoveryartfair.com**

Linda Cerna | Public Relations  
**cerna@discoveryartfair.com**

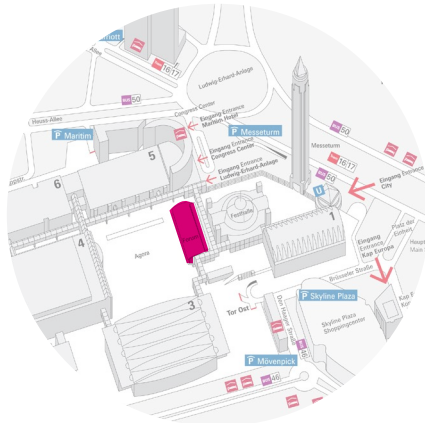
**discoveryartfair.com**

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## Facts & Figures



- Event:** Discovery Art Fair Frankfurt
- Fair dates:** Friday, November 2nd to Sunday, November 4th, 2018
- Opening:** Thursday, November 1st, 2018, 4 to 6 pm (with invitation only)  
Thursday, November 1st, 2018, 6 to 10 pm
- Opening hours:** Friday - Saturday 11 am to 9 pm  
Sunday 11 am to 6 pm
- Ticket:** 15,00 Euro incl. catalog, concessions 10,00 Euro incl. catalog
- Location:** Forum Messe Frankfurt  
Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main
- Organizer:** the working smarter group GmbH, Bundesallee 88, 12161 Berlin  
phone: +49 30. 77 00 89 93

Access to the fair is wheelchair-friendly.

