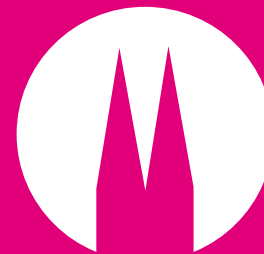


**discovery art fair.**

Cologne 15 – 18 april 2021



Presentation\_\_\_\_\_

# discovery art fair.

Cologne 15–18 april 2021



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# discovery art fair.

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## Discovery Art Fair Cologne Fair for contemporary art



**Parallel to ART COLOGNE, the seventh Discovery Art Fair will be held at XPOST Cologne from April 15 - 18, 2021.**

The only satellite fair to ART COLOGNE will be promoted as a forum for fresh, contemporary art with a **spotlight on emerging**, promising artists whose works are still in a reasonable price range.

The **Discovery Art Fair** presents a carefully curated selection of galleries, project groups and artists. High quality, authenticity and accessible prices distinguish the

exhibitors, true to the motto „quality can be affordable“. For the seventh year of the fair we expect 100 exhibitors. As the venue for this edition of the ever growing Discovery Art Fair, the **XPOST hall in Cologne downtown** was once again chosen. The former post office building, dating back to 1895, features an impressive fusion of industrial charm, historical structures and modern, minimalist elements, thus providing the ideal setting for showcasing a whole variety of contemporary artworks on 4,000 square meters.

„If the fair did not already exist, then it would have to be invented.“ **kunst:art**

„Discovery Art Fair is an art rocket compared to the old Art Cologne.“ **Magazin Kölleformia**



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## Visitors

The **Discovery Art Fair** is aimed at all those interested in art: from visitors who learn about current trends in art, passionate collectors investing in promising contemporary art to professional collectors who buy for museums, trusts and societies. Particularly young art beginners are addressed who want to acquire exciting works at reasonable prices and thus lay the foundation for their collection.

The desire for an original is in vogue and attracts art lovers with above-average education and income to the fair, including physicians, lawyers, architects, real estate agents and anyone who enjoys art. Other target groups include cultural industry representatives, independent curators and critics who are on the lookout 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 up additional new groups of collectors.

„Experienced collectors as well as beginners will discover new names here.“

**Zeitkunst**

„The [...] is one of the most successful new exhibitions in the city of art on the Rhine. More fair than show, sales happen like crazy. Young audience, many gallerists, self-confident artists.“

**Süddeutsche Zeitung**



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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 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

The renowned art journalist and Rhineland-born curator Dr. Peter Funken brings a piece of the dynamic Berlin art scene to Cologne. His goal is to stage high-quality art at the **Discovery Art Fair** – the fair will be an experience and set new trends in Cologne 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 Fragona is an interdisciplinary artist, publisher of an art magazine and, as former curator of the Kunsthaus Tacheles, today heads the Fusion Art Gallery in Turin. Since 2019 she completes the curatorial team of Discovery Art Fair.

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**

„...there he is again, the spirit, [...] this art that enchants and captivates people ...“

**Koeln-Kultur-Kolumne**





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## Communication

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

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

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 10,000 art and culture enthusiasts are reached via our own newsletter, with international coverage, among others, via re-title, monopol, sculpture network another 100,000. We also provide exhibitors with complimentary V.I.P. tickets to invite their collectors to the **Discovery Art Fair**.

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



# discovery art fair.

## reach & contacts

more than  
2 Mio media reach  
in print

### print coverage i.a.

- Sammler Journal - 12,000 Expl.
- Zeitkunst - 200,000 Expl.
- kunst:art - 270,000 Expl.
- Kölnische Rundschau - 249,603 Expl.
- Kölner Stadt-Anzeiger - 237,081 Expl.
- Choices Köln - 30,617 Expl.
- Kölner Illustrierte - 16,500 Expl.
- kultur.west - 15,000 Expl.
- trailer - Ruhrgebiet - 41,608 Expl.
- kunsttermine - 24,800 Expl.
- rik Magazin - 17,770 Expl.
- Schwalissimo - 71,254 Expl.
- Kölner StadtRevue - 26,500 Expl.
- Kölner Kulturkompass - 16,500 Expl.
- KÄNGURU - 50,000 Expl.
- Raum 5 - der design guide für Köln/bonn - 33,000 Expl.

### advertising print i.a.

- Zeitkunst - 200,00 Expl.
- kunst:art - 250,00 Expl.
- WELTKUNST Sonderheft Köln - 25,000 Expl.
- monopol Kunstmagazin - 35,000 Expl.
- Kölner Illustrierte - 16,500 Expl.
- Choices Köln - 30,617 Expl.
- kultur.west - 15,000 Expl.

- Engels-Kultur Wuppertal - 14,941 Expl.
- biograph - Kultur. Düsseldorf - 24,170 Expl.
- trailer - Ruhrgebiet - 41,608 Expl.
- Schwulissimo - 71,254 Expl.
- rik Magazin - 17,770 Expl.
- Köln LIVE Magazin - 32,200 Expl.
- Kölner Kulturkompass - 16,500 Expl.
- Kunsttermine - 24,800 Expl.
- StadtRevue Köln - 21,000 Expl.

### newsletter | direct mailing

more than 100,000  
contacts

- Kulturletter Köln
- culturall.info (50,000 Kontakte)
- Monopol
- re-title.com (25,000 Kontakte)
- sculpture network (17,000 Kontakte)
- eigener Newsletter (15,000 Kontakte)

### radio & tv

- WDR Lokalzeit Köln
- WDR Aktuelle Stunde
- WDR Lokalzeit am Samstag
- Talking Art (Yotube)

### online coverage

ksta.de | kunstforum.de | choices.de  
blu.fm | koelner.de | koeln.de  
Kultur-Kino-Bildung.de | mülheimer Freiheit -  
Die InternetSeitung | sculpture-network.org  
Weltkunst.de | nachrichten.yahoo.com  
wamperpress.de | Koeln-Kultur-Kolumne.de  
magazin-koellefornia.blogspot.com  
Sommerkunstblog.de | michael-müller-verlag.de  
Artzine.de | Artprice.com | ArtFacts.Net | messen.de  
messenInfo.de | arttado.de | artconscious.net



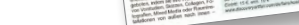
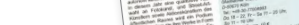
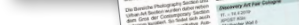
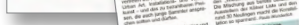
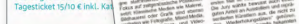
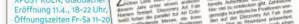
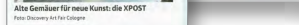
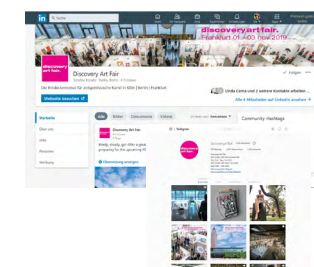
### outdoor advertising

- poster
  - infoscreeens / station video
  - advertising column
  - large scale billboards
- cooperation with STRÖER Köln

### promotion material

- flyer
- folding maps
- pins
- sticker
- catalogs
- fabric bags

more than 12,500  
social media  
followers



# discovery art fair.

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## Your booth



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

### Conditions:

- Basic booth rental per sqm: 195 Euro  
former exhibitors: 185 Euro
- 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.

„Art lovers will receive a meaningful supplement to the Art Cologne with the Discovery Art Fair. It provides them with an additional offer to expand their collections, and casts its own spot light on the latest developments in contemporary art.“

Zeitkunst





# discovery art fair.

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## Our service

We provide personal service support.

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.

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

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

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

„...First and foremost, it is discovery with pleasure. On 4000 square meters of exhibition space, art presents itself fresh, bold, ambitious and extremely varied..“

Kölnische Rundschau



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Jörgen Golz, fair director

## Your contacts

The **Discovery Art Fair Cologne** 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

the working smarter group GmbH  
Großstraße 52  
14929 Treuenbrietzen

phone: **+49 30. 77 008 993**

e-mail: **info@discoveryartfair.com**

**discoveryartfair.com**

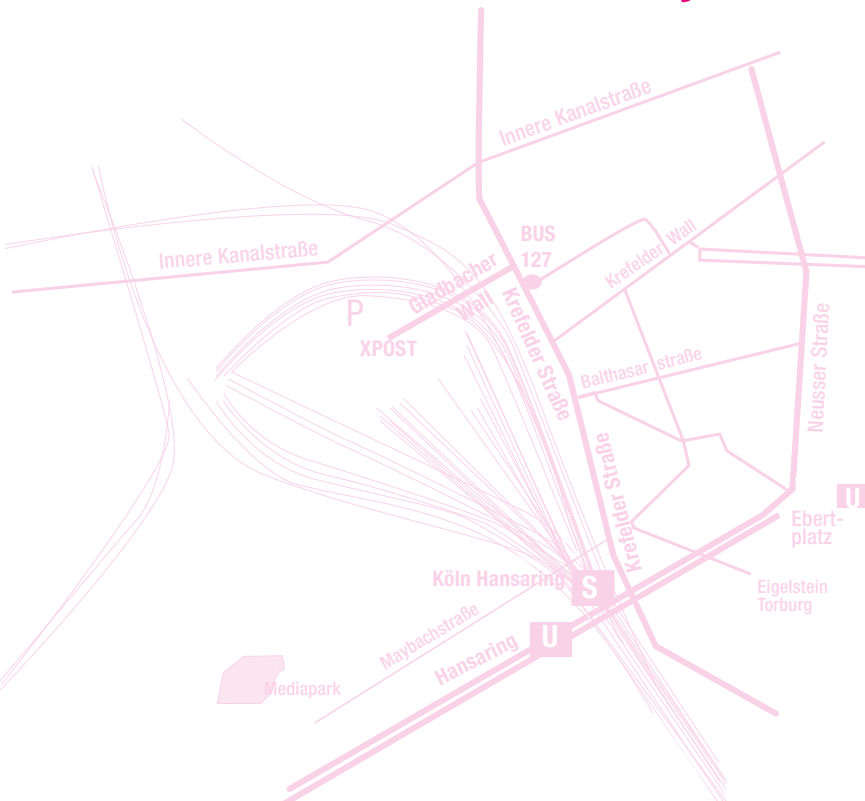


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## Facts & Figures



<b>Event:</b>	Discovery Art Fair Cologne
<b>Fair dates:</b>	Friday, April 16 to Sunday, April 18, 2021
<b>Opening:</b>	Thursday, April 15, 2021, 4 to 6 pm (with invitation only) Thursday, April 15, 2021, 6 to 10 pm
<b>Opening hours:</b>	Friday - Saturday 11 am to 8 pm Sunday 11 am to 6 pm
<b>Ticket:</b>	15,00 Euro incl. catalog, concessions 10,00 Euro incl. catalog
<b>Location:</b>	XPOST Köln Gladbacher Wall 5, 50670 Cologne, Germany
<b>Organizer:</b>	the working smarter group GmbH, Großstraße 52, 14929 Treuenbrietzen phone: +49 30. 77 00 89 93 +  Access to the fair is wheelchair-friendly.

