

**discovery art fair.**

Frankfurt 04–07 November 2021



Presentation

# discovery art fair.

Frankfurt 04 – 07 November 2021



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## Discovery Art Fair Frankfurt – fair for contemporary art

**The fourth edition of the Discovery Art Fair Frankfurt takes place from November 4th to November 7th, 2021 in hall 12 on the Frankfurt fairgrounds.**

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.

The Discovery Art Fair Cologne, launched eight years ago, has already established itself permanently as a discovery fair for contemporary art.

Trade visitors, collectors and art enthusiasts regularly inform themselves about the most recent developments in contemporary art and purchase the latest works that have just been created in the studios of this world.

According to the motto “good art does not have to be expensive!” we are expecting more than hundred exhibitors and thousands of potential customers to attend in the fourth edition of the **Discovery Art Fair Frankfurt**.

The fair is held annually on the first weekend of November and has already established itself as a fixed date in the art calendars.

The venue chosen for this year’s Discovery Art Fair Frankfurt is hall 12 at the centrally located Frankfurt fairgrounds, which is easily accessible by all means of transport.

Completed in autumn 2018, the hall combines architectural aesthetics with highly modern functionality and has a directly connected parking garage. As a top-class venue, this location is the ideal setting for presenting contemporary art of all genres.

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## Visitors

The **Discovery Art Fair** is for everybody and anybody 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 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 Venetian-born Barbara Fragona has been a member of the curatorial team of the Discovery Art Fair since 2019. The interdisciplinary artist, editor of an art publishing house and former curator of the Arthouse Tacheles Berlin directs the Fusion Art Gallery in Turin.

„Congratulations to the Frankfurt metropolis - it was worth the wait for this art fair!“

**kunst-mag**

„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**



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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 [clipping report of the Discovery Art Fair Frankfurt 2019](#) here.

A long term maintained V.I.P. distribution list 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 15,000 art and culture enthusiasts are reached through our newsletter, with newsletters of our media partners and international reach via re-title another approx.. 200,000 contacts.

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



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### Reach & Contact

more than  
2 Mio media reach  
in print

#### print coverage i.a.

- kunst:art - 270.000 copies
- Zeitkunst - 200.000 copies
- Frankfurter Allgemeine Zeitung - 98.510 copies
- National Geographic Beilage:  
Das Erbe unserer Welt - 90.000 copies
- Bild Frankfurt - 89.823 copies
- Main Echo - 69.351 copies
- Artribune - 55.000 copies
- Frankfurter Neue Presse - 43.209 copies
- FRIZZ Das Magazin für Frankfurt,  
Offenbach & Vordertaunus - 40.000 copies
- Offenbach Post - 31.193 copies
- Journal Live - 30.000 copies
- Journal Frankfurt - 29.006 copies
- THE FRANKFURTER - 25.000 copies
- Frankfurter Rundschau - 23.770 copies
- Neue Osnabrücker Zeitung - 21.784 copies
- sensor Stadtmagazin Wiesbaden - 20.500 copies.
- sensor Stadtmagazin Mainz - 20.500 copies
- Kunstmagazin art kaleidoscope - 20.000 copies
- Badische Neuste Nachrichten - 12.156 copies
- Sammler Journal - 12.000 copies
- P Stadtkulturmagazin Darmstadt - 12.000 copies
- MUNDUS Kunstmagazin - 11.250 copies

#### advertising print i.a.

- Journal Frankfurt - 29.006 copies
- Journal Live - 30.000 copies
- Monopol - 35.000 copies
- Zeitkunst - 200.000 copies
- kunst:art - 270.000 copies
- ARTMAPP - 30.000 copies
- art kaleidoscope - 20.000 copies
- Quartalsfaltblatt der Galerien Frankfurt - 15.000 copies
- MUNDUS Kunstmagazin - 11.250 copies
- sensor Stadtmagazin Wiesbaden - 20.500 copies
- P Stadtkulturmagazin Darmstadt - 12.000 copies
- FRIZZ- 40.000 copies
- Das Erbe unserer Welt - 90.000 copies
- gab Magazin - 30.000 copies

#### newsletter | direct mailing

more than  
200,000 contacts

- monopol Newsletter (100.000 contacts)
- culturall.info (50.000 contacts)
- re-title.com (25.000 contacts)
- sculpture network (17.000 contacts)
- eigener Newsletter (15.000 contacts)

#### radio & tv

hr-Inforadio | hr2 Kultur | rheinmain tv | RTL Hessen |  
kulturradio | Radio Antenne Frankfurt |  
ARD Mediathek

#### online coverage

sueddeutsche.de | 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 | portalkunstge-  
schichte.de | artribune.com | frankfurt-live.com |  
wiesbadener-tagblatt.de | frankfurt-kultur.de



#### outdoor advertising

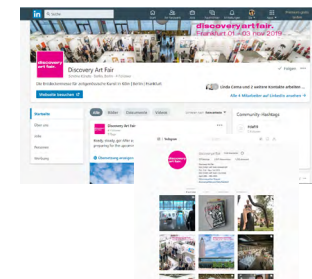
- Posters
  - Infoscreens / Station Video
  - Advertising columns
  - Large-scale
- Cooperation with STRÖER Frankfurt

#### promotion material

- Flyer
- Pins
- Sticker
- Catalogs
- Hall plans



more than 12,500  
social media  
followers



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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 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 16% tax.

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

„You have to admit, the Discovery-team has a conclusive concept.“  
Frankfurter Allgemeine Zeitung



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© Thomas Gessner

## 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 Schwandt.

„The number of registrations exceeded the number of exhibitor places by far.“

Frankfurter Allgemeine Zeitung

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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

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[discoveryartfair.com](https://discoveryartfair.com)

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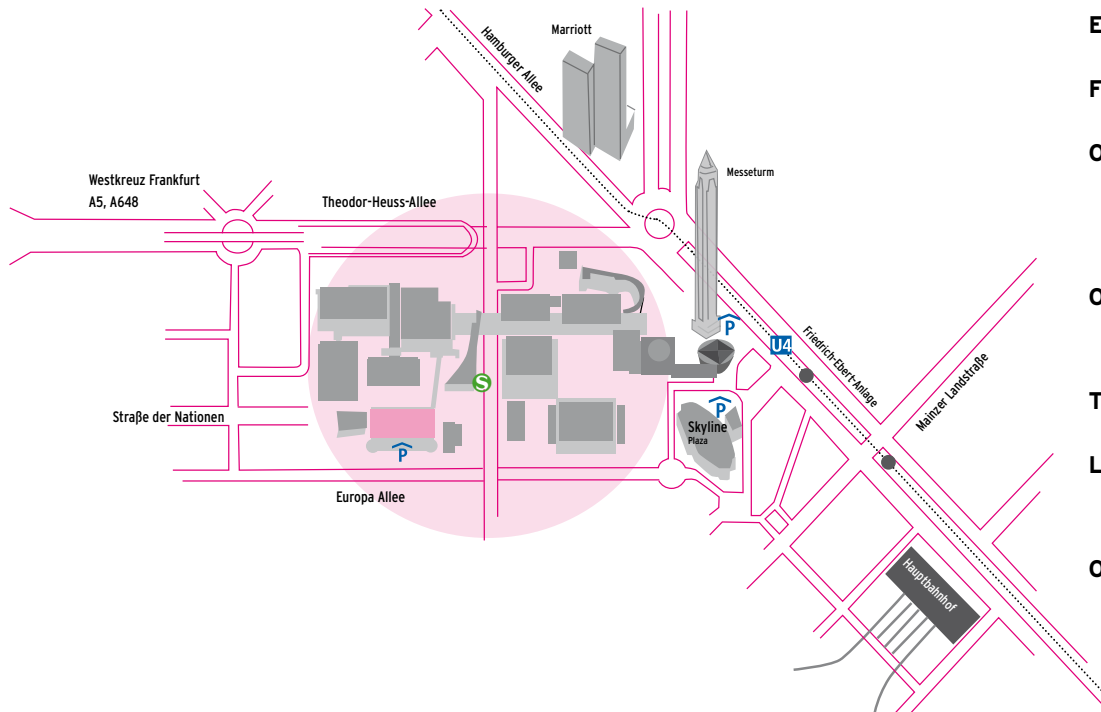


© Messe Frankfurt Venue GmbH, Luc Valentin



© Messe Frankfurt Venue GmbH

## Facts & Figures



**Event:**

Discovery Art Fair Frankfurt

**Fair dates:**

Thursday, November 4th to Sunday, November 7st, 2021

**Opening:**

Thursday, November 4th

First Choice 4 to 6 pm (with invitation only)

Opening Night 6 to 10 pm

**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 12

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.