

discovery art fair.

Cologne
23 – 26 April 2026

Presentation



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Discovery Art Fair Cologne – Fair for contemporary art

The eleventh **Discovery Art Fair Cologne** will open its doors from **April 23 to 26, 2026**, at the **XPOST in Cologne**, offering a unique opportunity for exhibitors to showcase their work in a dynamic and well-curated environment.

The **Discovery Art Fair** is an established platform for fresh, contemporary art, providing an ideal marketplace for galleries, projects, and emerging artists. The exhibited works and programs are positioned within an attractive price range, appealing to a broad, art-interested audience. With over **100 exhibitors** and more than **15,000 expected visitors**, the Discovery Art Fair offers tremendous reach and visibility. A carefully selected roster of participants ensures high quality and authenticity in the presented works.

For galleries and artists, participating in this edition means the chance to be part of an exclusive network and to present their art in a professional setting that captivates both collectors and art enthusiasts.

XPOST in Cologne's city center was once again chosen as the venue for **the eleventh edition** of the ever-growing **Discovery Art Fair**. The industrial charm and historic fabric of the former post office, built in 1895, combined with modern elements offer an outstanding architectural interplay and provide the ideal setting for presenting modern works of art on **4,000 square meters**. The cantilevered, airy hall meets modern requirements in terms of safety and comfort while at the same time possessing the charm of a historic site.

„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 Köllefornia**

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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 to 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.

„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 enter with a demanding program the chance to present their work to the Cologne 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.

„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



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 sets 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.

The Venetian artist and curator **Barbara Fragogna** was the artistic director of the Berlin Art House Tacheles, founded the publishing house Edizioni Inaudite, and led the Fusion Art Gallery/INAUDITA in Turin. Her focus is on contemporary art and promoting international cultural exchange through numerous international exhibition projects.

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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.

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 15,000 art and culture enthusiasts are reached via our own newsletter, with international coverage, among others, via re-title, monopol, sculpture network more than 200,000. 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:



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reach & contacts
more than
2,5 Mio media reach
in print

print coverage i.a.

- monopol Kunstmagazin – 40,000 Expl.
- Artcollector – 36,650 Expl.
- Sammler Journal – 12,000 Expl.
- Zeitkunst – 200,000 Expl.
- kunst:art – 225,000 Expl.
- Kölnische Rundschau – 113.871 Expl.
- Kölner Stadt-Anzeiger – 122.241 Expl.
- kulturnews – 73.000 Expl.
- Choices Köln – 27.257 Expl.
- Kölner Illustrierte – 16,500 Expl.
- kultur.west – 50.000 Expl.
- trailer – Ruhrgebiet – 36,250 Expl.
- kunsttermine – 24,800 Expl.
- Schwulissimo – 36,000 Expl.
- Kölner StadtRevue – 14,500 Expl.
- Raum 5 – design guide köln/bonn – 15,000 Expl.



Discovery Art Fair Foto: Thomas Geissner
Es ist wieder so weit: Nach der Art Cologne im Herbst findet jetzt im Frühjahr die zweite Ausgabe der Entdeckermesse Discovery Art Fair in Köln statt. Präsentiert werden dabei wie gewohnt kontemporiäre Werke von aufstrebenden Künstlern. Die Handwerke der zum Verkauf dargebotenen Kunst in verschiedenen Präsentationsarten erstreckt sich dabei von Fotografie bis Installation bis hin zu interaktiver Kunst. Gleichzeitig wird den Besuchern aber auch die Möglichkeit zum Austausch mit Künstlern von überall auf der Welt geboten. vff

advertising print i.a.

- art Magazin – 27,232 Expl.
- Zeitkunst – 200,000 Expl.
- kunst:art – 225,000 Expl.
- ARTMAPP – 30,000 Expl.
- WELTKUNST – 25,000 Expl.
- monopol Kunstmagazin – 40,000 Expl.

- Kunstmagazin PARNASS – 12,500 Expl.
- Kölner Illustrierte – 16,500 Expl.
- Choices Köln – 27,257 Expl.
- kultur.west – 50,000 Expl.
- Engels-Kultur Wuppertal – 14,857 Expl.
- biograph – Kultur. Düsseldorf – 26,805 Expl.
- trailer – Ruhrgebiet – 36,250 Expl.
- Quartalsprogramm des Kölner Museumsdienst – 11,000 Expl.
- Schwulissimo – 36,000 Expl.
- Kunsttermine – 24,800 Expl.
- StadtRevue Köln – 14,500 Expl.

newsletter | direct mailing
more than 200,000
contacts

- Kulturletter Köln
- Art Market Magazine
- kulturnews Newsletter
- Monopol Newsletter
- KÄNGURU Newsletter
- Art Junk Weekly
- WELTKUNST Chefredaktion Newsletter
- on art press review
- artports Newsletter
- eigener Newsletter (15,000 Kontakte)

online coverage

artmarketmag.com | monopol-magazin.de
artforum.com | artblog.artports.com
ksta.de | rundschau-online.de
kulturnews.de | kunst-mag.de
parnass.at | art.salon | kunstaspekte.de
die-stadtzeitung.de | choices.de
lebeart-magazin.de | Koelner.de | koeln.de
koeln-insight.tv | koeln-muehlheim.de
sculpture-network.org | Koeln-Kultur-Kolumne.de
magazin-koellefornia.blogspot.com | messenInfo.de
Artprice.com | ArtFacts.Net | messen.de

outdoor advertising

- poster
- infoscreens / station video
- advertising column
- large scale billboards

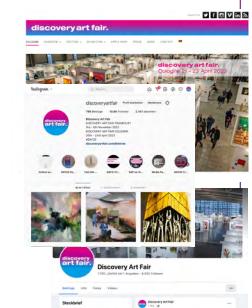
cooperation with
STRÖER Köln



promotion material

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

more than 26,000
social media
followers





Your booth



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

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 Cologne** include the ready to hang exhibition booth, a marketing fee and a one-page catalog entry.

Total costs, for example:

10 sqm booth 3,040.00 Euro / 20 sqm booth 5,625.00 Euro / 30 sqm booth 8,270.00 Euro /
40 sqm booth 10,550.00 Euro / 50 sqm booth 12,875.00 Euro / 60 sqm booth 15,175.00 Euro /
80 sqm booth 19,775.00 Euro / 100 sqm booth 24,350.00 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.

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Our service

We provide personal service support.

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

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

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 a large contingent 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



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 Cologne
the working smarter group GmbH
Großstraße 52, 14929 Treuenbrietzen,
Germany

phone: +49 (0)33748 212 199
e-mail: info@discoveryartfair.com

Linda Cerna | Head of Communication
e-mail: cerna@discoveryartfair.com
phone: +49 (0)151 256 993 71

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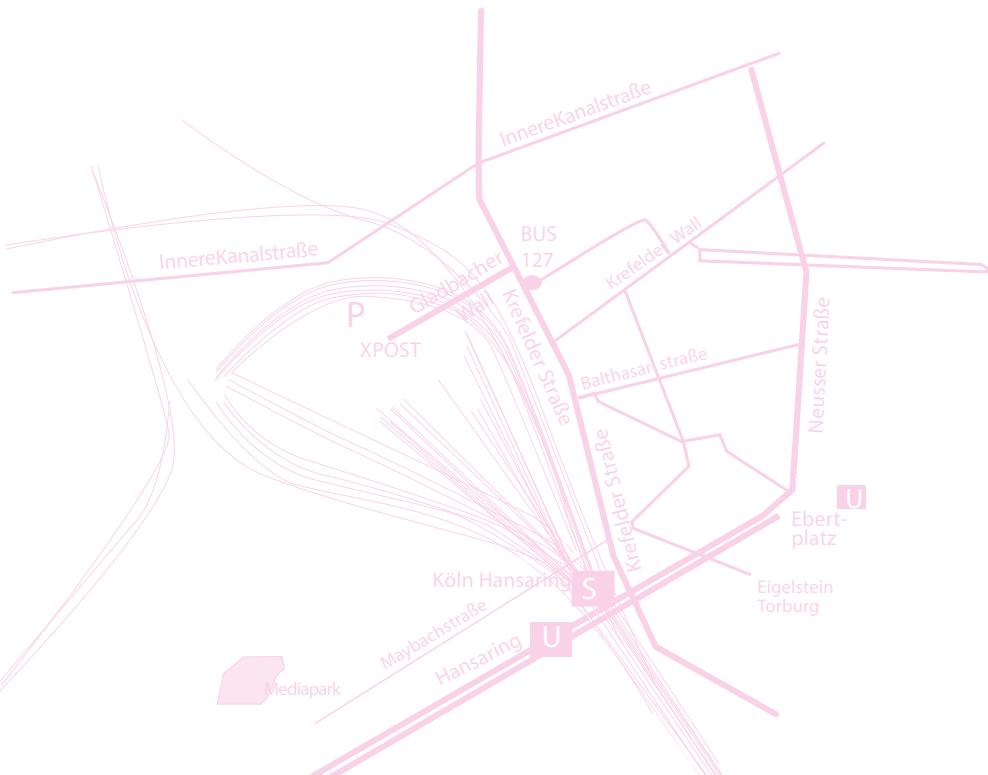
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Facts & Figures



Event:

Discovery Art Fair Cologne

Fair dates:

Friday, April 24 to Sunday, April 26, 2026

Opening:

Thursday, April 23, 2026

First Choice 4 to 10 pm (with invitation only)

Opening hours:

Friday – Saturday 11 am to 8 pm

Sunday 11 am to 6 pm

Ticket:

18,00 Euro incl. catalog, concessions 12,00 Euro incl. catalog

Location:

XPOST Köln
Gladbacher Wall 5, 50670 Cologne, Germany

Organizer:

the working smarter group GmbH, Großstraße 52, 14929 Treuenbrietzen
phone: +49 (0)33748 212 199

Access to the fair is wheelchair-friendly.



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