

The Joy of Discovery:

Discovery Art Fair Frankfurt Turns the Spotlight on New Artistic Positions

An art fair should not only show what we already know. Its true quality lies in directing our attention towards artists and artistic positions that have not yet become a familiar part of our visual memory. This is where Discovery Art Fair Frankfurt places its focus.

More than 120 exhibitors from around 20 countries will come together at Frankfurt's Messehalle 1 from 29 October to 1 November, creating a broad panorama of contemporary art. But it is not the sheer size of the fair that makes the experience interesting. It is the careful selection and mix of artists and works. Established artists meet younger or lesser-known voices, while different media and artistic approaches are brought together side by side. It is often these contrasts that lead to the most exciting encounters.

The focus is not only on young art. The fair also presents artists who have spent years or even decades developing a distinctive visual language, yet have remained largely unknown to a wider audience. Moving between painting, photography, sculpture, printmaking and interdisciplinary practices, the fair offers unexpected perspectives at every turn. Abstract and figurative works stand alongside conceptual approaches, expressive gestures meet precisely composed visual worlds, and traditional techniques are combined with contemporary methods.

The aim of bringing new artistic voices to a wider audience is particularly evident in the Discover a Talent programme. Selected artists are given a prominent platform at the fair. The winners of the five funded booths are chosen by a distinguished jury including Raimund Stecker, Silke Hohmann, Jörk Rothamel and Gregor Jansen.

The fair offers a wide range of opportunities for art lovers, from accessible works for first-time buyers to established pieces for experienced collectors. Another format is the Silent Auction, where visitors can place sealed bids on selected works. The successful bids are only announced on the final day of the fair.

Perhaps this is why "discovery" is the most fitting word for the concept behind the fair. Not as an empty slogan, but as a curatorial attitude. Discovery Art Fair sees itself as a place where the boundaries between the established art market and fresh artistic impulses become more open and fluid. Ultimately, it is about that moment of transition in which art makes an immediate impact, before it has been placed into fixed categories.

Discovery Art Fair Frankfurt 2026

Hall 1, Messe Frankfurt

30 October – 1 November 2026 | Opening 29 October 2026

Friday – Saturday: 11:00 am – 8:00 pm | Sunday: 11:00 am – 6:00 pm

Tickets & Information: discoveryartfair.com