



# ART ON PAPER

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THE BRUSSELS CONTEMPORARY DRAWING FAIR

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25 ARTISTS SOLO SHOWS

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BOZAR | 07>10.09.2017

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*Organised by VO EVENT in collaboration with BOZAR*



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||||| **WWW.ARTONPAPER.BE** |||||

# ART ON PAPER

the contemporary drawing fair  
in Bozar, Brussels

**Art On Paper** is an art fair devoted to contemporary drawing. Drawing has returned to the forefront of contemporary art and its value, as both a practice and a medium, is widely recognised. Art on Paper is designed to showcase the best in contemporary drawing through a curated mix of established and emerging galleries.

Over the **five days** of the fair, **25 contemporary art galleries from Belgium and around the world** come together at the BOZAR Centre for Fine Arts in Brussels. Each gallery displays a solo show featuring an established or emerging artist whose focus is on drawing.

The fair benefits from an **independent selection committee** of art professionals and collectors. Together, the committee's artistic direction draws a line which connects all of the work appearing at the fair, to show drawing at its most **innovative, challenging and alive**.



an art fair devoted to

# contemporary drawing

Drawing is rooted in graphic expression. It plays a significant role in international art, whether it's featured in galleries, exhibitions, biennials and specialized fairs like Art on Paper, or advanced as an art form through the many institutions and individuals who now place drawing at the heart of their collections. While in the past, drawing was confined to an auxiliary, supporting role in artistic practice, today it holds its own in the contemporary art world.

**Art on Paper** seeks to showcase the broad range of approaches and perspectives that contemporary drawing offers. Some artists dedicate the entirety of their work to drawing, while others connect with it only occasionally. Works in drawing can be figurative, abstract, monumental or minimalist, and even three-dimensional, performance-based, or narrative... In fact, contemporary drawing offers constantly renewed possibilities of both composition and method that contribute to its richness and relevance.





# BOZAR

during  
Brussels gallery weekend

**Art on Paper** Art on Paper is held at the **BOZAR** Centre for Fine Arts in Brussels. BOZAR is Belgium's oldest and largest arts centre. Creativity, quality and artistic diversity have been at the heart of the Centre's mission since its foundation. From this mission, BOZAR has developed into a stimulating space for sociocultural development, and a model for European cultural centres in the 21<sup>st</sup> century.

With a staff of 350 and more than 200 artistic partners each year, BOZAR is the driving force behind international artistic projects that strengthen the bonds between regions within and beyond Europe. Its central location at the heart of the museum district, and within walking distance of Central Station, make it ideal to host Art on Paper. BOZAR is working with the **VO group** and its specialised subsidiaries to produce the fair.

Art on Paper takes place during the annual **Brussels Gallery Weekend**, a key international event attracting collectors, curators, museums, artistic directors and press from around the world.

Brussels has become a global centre for contemporary art thanks to its thriving art community. It is home to a number of international artists, a broad range of established and cutting-edge galleries, and forward-thinking Belgian collectors.



# OBJECTIVES

## of the fair

### A NICHE FAIR WITH CONTEMPORARY DRAWING AT ITS HEART

To offer a high quality fair at a human scale: achieved by limiting the number of spaces while maximising requests for participation. The fair will never go beyond a maximum of 40 galleries, creating a friendly and intimate atmosphere. It also means the fair has to rotate its exhibitors annually, which helps to surprise the audience. The committee's strong artistic and **curatorial line** maintains the high quality of the **solo shows**.

### POLE OF ATTRACTION FOR INTERNATIONAL COLLECTORS AND ART PROFESSIONALS

To be an important platform and showcase for contemporary drawing: Art on Paper fosters **new connections and relationships** between gallerists, artists, collectors, art critics, curators, the press and art lovers. This is achieved through its focus on one medium, and its high quality approach.

### CONFIRMING BRUSSELS AS AN INTERNATIONAL HUB FOR CONTEMPORARY ART

To contribute to Brussels' reputation as an important city for contemporary art: Brussels **needs quality, niche art events** like Art on Paper to maintain and build **its reputation in the contemporary art world**. Art on Paper aims for a healthy mix of international and local galleries. The decision was taken to hold Art on Paper during Brussels Gallery Weekend in order to offer visitors a broad and exciting experience of Brussels.



# ARTISTIC direction

Bolstered by an independent selection committee

## ARTISTIC DIRECTOR

Pauline Hatzigeorgiou

## SELECTION COMMITTEE

Olivier Gevart, *Ete 78*

Denis De Rudder, *La Cambre*

Yves Lecointre, *Frac Picardie/des mondes dessinés*

Joost Declercq, *Musée Dhondt-Dhaenens*

Sophie Lauwers, *Head of exhibitions BOZAR*

Tanguy Van Quickenborne, *Art Collector*

## JURY FOR EECKMAN ART PRICE

Paul Dujardin, *BOZAR*

Marc Ruyters, *HART*

Kurt Snoekx, *l'Agenda*

Catherine Henkinet, *ISELP*

Pascale Viscardy, *l'Art Même*







# An attractive VIP program

Art on Paper is developing an attractive VIP programme for its 2017 edition.

As the fair takes part during the **Brussels Gallery Weekend**, international collectors are expected to combine both events in one visit. VIPs will be invited not only to view collections with an emphasis on contemporary drawing, but also to enjoy Brussels during a bustling weekend of art.

The exclusive programme will offer museum visits, brunches, receptions and dinners.

## In 2016

◆  
**Collectors Brunch**  
(50 guests)

◆  
**Preview**  
(700x2 invitations sent)

◆  
**VIP Opening**  
(3000x2 VIP invitations sent)

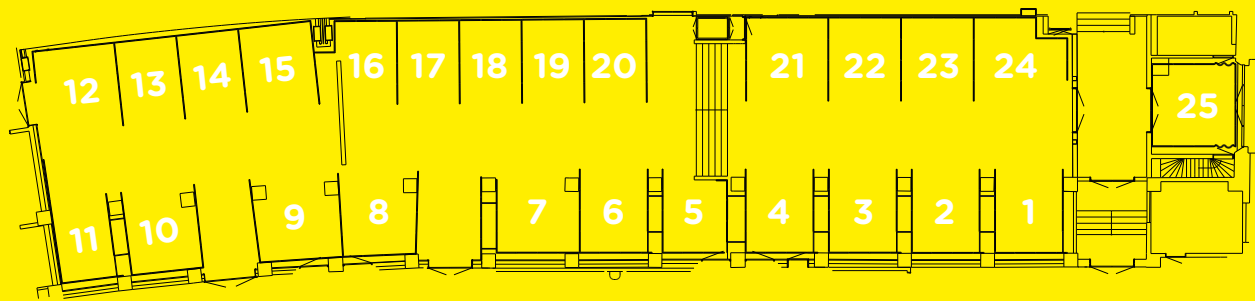


# STAGING AND DESIGN in line with the vision of the fair

Art on Paper is held in the Terarken Hall in the basement of the Palais des Beaux-Arts, at rue Ravensteinstraat 23 in central Brussels.

A uniform layout gives visitors the impression of an exhibition, and creates a sense of equal status amongst the galleries.

Each gallery is provided with a U-shaped booth of about 10 to 14 square metres, and efficient, diffused lighting.



# Visitor PROFILES

More than **7,000 visitors** attended the second edition of Art on Paper at BOZAR.

The discerning and diverse audience was made up of inquisitive, sharp-eyed collectors, connoisseurs, journalists, enthusiasts as well as arts professionals, all attracted by Art on Paper's high quality selection of works.

The fair's mailing list includes **15,000 contacts**, and promotional newsletters are spread further by partners including BOZAR. Overall, news of the fair will reach more than **80,000 people** by email alone.







## 25 Galleries in 2016

Archiraar Gallery (*Brussels*)  
 Albert Baronian (*Brussels*)  
 Conrads (*Düsseldorf*)  
 Drdova Gallery (*Prague*)  
 Annie Gentils Gallery (*Antwerp*)  
 Geukens & De Vil (*Knokke*)  
 Patrick Heide Contemporary Art (*London*)  
 Charlie James Gallery (*Los Angeles*)  
 Jozsa Gallery (*Brussels*)  
 Galerie Kleindienst (*Leipzig*)  
 Galerie Martin Kudlek (*Cologne*)  
 LMAK Gallery (*New York*)  
 LMNO (*Brussels*)  
 Meessen De Clercq (*Brussels*)  
 Paper Gallery (*Manchester*)  
 Galerie Polaris (*Paris*)  
 Thomas Rehbein Gallery (*Cologne, Brussels*)  
 Michel Rein (*Paris, Brussels*)  
 Rossicontemporary (*Brussels*)  
 Yoko Uhoda Gallery (*Liège*)  
 Galerie Maurits Van De Laar (*The Hague*)  
 Gallery Sofie Van De Velde (*Antwerp*)  
 Galerie Van De Weghe (*Antwerp*)  
 Galerie Nadja Vilenne (*Liège*)  
 Zeno X Gallery (*Antwerp*)



In 2016

♦  
Media plan valued at  
**180,000 EURO**

♦  
Press coverage valued at  
**260,000 EURO**

# INFLUENTIAL MEDIA PLAN

aimed at targeted and high visibility

Art on Paper, supported by VO Communication and our PR agency, has been covered widely in both the specialised art press and the broader public press at national and international level.

## ♦ SPECIALISED PRESS

Art on Paper is working in partnership with the main arts media outlets, both online and in print, at national and international level.

## ♦ MAINSTREAM MEDIA

A special partnership with La Libre Belgique, a leading French-speaking newspaper in Belgium, reached 50,000 readers with a 15-page insert dedicated to Art on Paper and contemporary drawing. We also reached out to the broader public through radio spots.

## ♦ GENERAL OUTREACH

Art on Paper, supported by VO-Event, carries out an effective outreach campaign including backlit posters in 50 locations, posters in 600 locations, and distribution of 25,000 flyers through magazines, international fairs and galleries. Information is also screened on TV in the city's top 150 hotels. Outreach begins during the week of Art Brussels.

**Guerilla Marketing:** Ten days before the opening of Art on Paper, Brussels' sidewalks become an open museum. 26 giant A1 posters/stickers reproduce works from the 26 artists whose solo shows will be exhibited during the fair.

## ♦ SOCIAL MEDIA

Since 2016, the social media campaign (Facebook & Instagram) is run by the digital agency Voice, who specialise in conversational marketing.



# APPLICATION Processus

Participation costs

**3000 €**  
FOR EMERGING GALLERIES  
(LESS THAN 5 YEARS IN EXISTENCE) VAT EXCL.

**4000 €**  
FOR ESTABLISHED GALLERIES VAT EXCL.

Extra costs (additional lighting, stock, furniture, etc) are to be added in the exhibitors application form.

The deadline to apply is **10 March 2017**. Exhibitors are chosen by the Selection Committee and announced by **mid-March**. Booths are allocated by the artistic director and the Selection Committee.

L'attribution des stands aux exposants sera assurée par le directeur artistique et le comité de sélection.

Application forms are available at [www.artonpaper.be/Exhibitors](http://www.artonpaper.be/Exhibitors)

Applications must be sent by email to [AOPapplication@vo-event.be](mailto:AOPapplication@vo-event.be)  
Applications sent by post will not be considered.





## CONTACTS

[info@artonpaper.be](mailto:info@artonpaper.be)

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**Sophie Carrée**, Press agency

[press@sophiecarree.be](mailto:press@sophiecarree.be), T +32 472 76 27 80

## LOCATION

**BOZAR**, Rue Ravensteinstraat 23, 1000 Brussels

## WHEN

**Wednesday 6 VIP (by invitation only)**

*1 am - 4 pm*: Lunch for collectors and art professionals

*4 pm - 7 pm*: journalists' preview

+ VIP + guided tour with art historian

*7 pm - 11.30 pm*: exhibition opening

**Thursday 7**

*11 am - 7 pm*: open to the public

**Vendredi 8**

*11 am - 7 pm*: open to the public

**Saturday 9**

*11 am - 7 pm*: open to the public + collectors dinner

**Sunday 10**

*11 am - 7 pm*: open to the public

## ORGANIZER

**VO EVENT**; Brussels agency deemed among Belgian market leaders, active for over 20 years in the field of event communication.

Expert in the design and the production of events and shows: The Playtown fair [The Game and Toy fair)], The Brussels Book Fair, The Viva Musica Fair, The gluttony fair, Fashion food, The battle of Waterloo re-enactment, the reallocation of the the Boisfort racecourse in a recreational park called **DROH!ME**.

**More informations on [www.artonpaper.be](http://www.artonpaper.be)**

[www.facebook.com/artonpaper](https://www.facebook.com/artonpaper)

Instagram: [artonpaperbrussels](https://www.instagram.com/artonpaperbrussels)

[www.voevent.be](http://www.voevent.be)



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