

TEFAF



MAASTRICHT

TEFAF MAASTRICHT, WORLD'S LEADING FAIR OF ART, ANTIQUES AND DESIGN, TO LAUNCH TWO NEW ANNUAL ART FAIRS IN NEW YORK AT PARK AVENUE ARMORY IN FALL OF 2016 AND SPRING OF 2017

New York NY - **TEFAF | Maastricht**, the world's foremost fair of art, antiques and design presented annually in Maastricht, Netherlands, today announced that, through a joint venture with New York based Artvest, it will be launching two TEFAF art fairs that will be presented annually in New York at the **Park Avenue Armory**. Building on TEFAF Maastricht's 30 years of success and experience in bringing together the best objects for sale from 7,000 years of art history by expert dealers from around the globe and an unsurpassed reputation for vetting, these two TEFAF fairs will allow the leading art dealers of the world and collectors to meet under one roof in a prominent location in New York at the time that is most relevant to them. The first fair, **TEFAF | New York | Fall**, will premiere in October 2016 (22-27 October 2016, opening night on Friday 21 October) and focus on art from antiquity to the 20th Century. The second fair, **TEFAF | New York | Spring**, will premiere in May 2017 (4-9 May 2017, opening night on 3 May) with an emphasis on modern and contemporary art and design.

The TEFAF fairs' Opening Nights in New York will benefit the acclaimed cultural programs produced by **Park Avenue Armory**, a not-for-profit arts organization, and TEFAF's restoration projects and other philanthropic activities in America and around the world.

The TEFAF fairs will provide an unprecedented showcase in New York for leading art dealers from around the world. Their exhibitions will flow throughout the Armory's landmark building encompassing the Wade Thompson Drill Hall and extending to both the first and second floors of the Armory's period rooms, creating two fairs of unprecedented depth and impact in New York City. Together the fairs will be able to support around 170 dealer presentations. Participating dealers in TEFAF fairs are welcomed only after a rigorous application and approval process. The selection criteria will be published when the application procedure opens at the end of this month (February) for the first **TEFAF | New York | Fall** fair taking place in October 2016, and in June for the first **TEFAF | New York | Spring** fair taking place in May 2017. It is anticipated that each fair will include approximately 80 to 90 dealers from around the world.

"TEFAF represents the highest level of quality and connoisseurship, which are values we share with the dealers and collectors who participate in our shows," noted Willem van Roijen, Chairman of TEFAF. "Our fair has also established itself as the leading showcase for introducing fresh works to the marketplace and is further distinguished by its rigorous vetting process for both participating galleries and works of art. These same core principles are the foundation of the fairs that we are conceiving for New York and the U.S."

"On numerous occasions our exhibitors in Maastricht have expressed the need and desire for a TEFAF platform in the US, as have many private and institutional collectors," said Patrick van Maris van Dijk, CEO of TEFAF. "Among the different possibilities TEFAF has explored over the past couple of years, this partnership with Artvest in the Park Avenue Armory New York really stood out. It is a typical combination of ideal time, ideal place, ideal people. They share our values of excellence and expertise and respect the time and facilities we need for our far-reaching vetting and exceptional stand build. Because of this we were able to move quickly. It has been less than a year since we first discussed this opportunity. It presented the unique possibility to be present not just once but twice every year at the very best location in the city..

As the world's most buoyant art market, New York is a perfect match. The city's dynamism and its cultural and economic power provide the best possible circumstances for a TEFAF fair outside of Maastricht. It also provides a perfect window to TEFAF Maastricht for those in the United States who are not yet acquainted with TEFAF."

TEFAF (The European Fine Art Foundation) is a nonprofit organization led by a committee of leading dealers from around the world. In addition to organizing its fairs the foundation commissions and annually publishes the much anticipated TEFAF Art Market Report. It also maintains a philanthropic program for the preservation and conservation of cultural heritage. Every year, the Executive Committee of The European Fine Art Foundation invites museums that have attended TEFAF Maastricht in that year to apply for a grant from the **TEFAF Museum Restoration Fund** to support the conservation of objects that are in those museums' collections. Through the **Cultural Emergency Response Program** (CER) from the Prince Claus Fund it provides first aid to cultural heritage damaged by man-made or natural disasters. In addition, over the past 2 years some 20 American museums have received support from The European Fine Art Foundation for a variety of projects.

The annual fair TEFAF mounts in Maastricht each March currently attracts more than 270 dealers from 20 countries and draws 75,000 visitors, including representatives from more than 200 museums around the world. TEFAF is distinguished by its unparalleled vetting system which engages approximately 175 experts in 29 different categories, who examine every work of art in the fair for quality, authenticity, and condition, ensuring collectors can acquire works with the greatest possible confidence.

In exploring possibilities for expansion, TEFAF reached out to Artvest Partners in New York early in 2015. It was during the subsequent conversations that the opportunity for two annual TEFAF art fairs in New York in the **Park Avenue Armory** crystallized. Michael Plummer and Jeff Rabin of Artvest have very valuable insights and an understanding of the American art market and related events and activities in New York. Artvest has been working closely with the TEFAF leadership to bring TEFAF's unparalleled resources and expertise to create, for the first time, international fairs of the highest stature in the U.S.

Tom Postma Design, celebrated for its innovative work with leading museums, galleries, and art fairs, will be developing designs for the fairs that interplay with the spectacular spaces and, for the first time, create a fair that draws upon and unifies the Drill Hall and period rooms on the first and second floors of the Armory.

"The TEFAF fairs will fulfill what we and many others feel is an unprecedented opportunity in the American art market given New York's stature as the global capital of the art world. These two fairs will add a dimension to the art world in New York that has been much anticipated by dealers, museum curators, and collectors alike." noted Michael Plummer, Principal of Artvest. "They will have an incredible impact on the city and the art world, across the country and beyond."

"Park Avenue Armory shares much in common with TEFAF-Maastricht including an aspiration for only the very best, a passion for preservation and restoration, and a deep appreciation for contemporary art. We are so pleased that TEFAF through its opening benefits will support the world-class unconventional artistic productions at the Armory," stated Rebecca Robertson, President and Executive Producer of **Park Avenue Armory**.'

The TEFAF art fairs will be held using the existing dates of Spring Masters by Artvest and of The International Show which was recently acquired by TEFAF in cooperation with Artvest. These acquisitions provide a foundation of relationships with US-based collectors and experience with New York-based fairs that will facilitate the rapid development of the new TEFAF fairs. The 2016 edition of Spring Masters in May will take place as planned under its original name and structure.

About TEFAF

Over the years TEFAF Maastricht has established an unsurpassed reputation as the world's leading fair for art, antiques and design. It aims to strengthen this position by focusing on three core values – Excellence, Expertise and Elegance. These project and reinforce the character of a fair that defines excellence in art and attracts collectors, connoisseurs, curators and other art lovers from all over the world. TEFAF continually improves the breadth, quality and display of the items for sale, while at the same time presenting memorable exhibitions and taking ground-breaking initiatives that have changed the way the fine art world does business. The fair offers the best of 7,000 years of art history currently on the market. In addition to the traditional areas of old master paintings and antique works of art, you can see and buy at TEFAF Maastricht a wide variety of classical modern and contemporary art, photographs, as well as jewelry, 20th-century design and works on paper.

TEFAF Maastricht is unequalled in its standard of quality and in the methods it uses to establish the authenticity of every painting and object on sale. Participating dealers are only admitted after a strict selection process. TEFAF's ground-breaking vetting system involves no fewer than 175 international experts in 29 different categories, who examine every work of art for quality, authenticity and condition. Highly sophisticated technical equipment, such as the advanced Hirox digital microscope and the portable X-ray fluorescence spectrometer, supports the vetting members' personal expertise. TEFAF was also the first to introduce [The Art Loss Register](#) at the fair in 2000. This, the largest private database of stolen art, provides information about registered stolen art.

TEFAF's annual art market reports have provided invaluable insights on how the market is performing and how it is affected by globalization and other issues. Since 2000, fifteen reports into a variety of different topics have been published.

Modern and contemporary art is also vetted, a procedure that is by no means common at other general or specialist art fairs. It goes without saying that any stolen objects are removed from the fair immediately.

The upcoming edition of TEFAF Maastricht (11-20 March 2016) presents 270 of the world's leading galleries from 20 countries. TEFAF Maastricht 2016, MECC, Maastricht, Netherlands. www.tefaf.com

About Artvest

Artvest Partners LLC is an independent art advisory firm that counsels private clients, museums, foundations, and Fortune 500 companies on valuations, market projections, acquisitions, dispositions, and business strategies related to art. Additionally, Artvest arranges art financing for private collectors and dealers. Since its founding in 2009 by Michael Plummer and Jeff Rabin, Artvest has guided clients from around the globe on projects in the billions of dollars. In 2014, Artvest was named as an Expert Witness for the Detroit Institute of Arts and the City of Detroit in the City's Chapter 9 bankruptcy trial. Since 2014, Artvest has owned and managed an art fair held annually in May at the historic Park Avenue Armory, *Spring Masters New York*. www.artvest.com

About Park Avenue Armory

Part palace, part industrial shed, Park Avenue Armory fills a critical void in the cultural ecology of New York by enabling artists to create, students to explore, and audiences to experience, unconventional work that cannot be mounted in traditional performance halls and museums. With its soaring 55,000-square-foot Wade Thompson Drill Hall—reminiscent of 19th-century European train stations—and array of exuberant period rooms, the Armory offers a new platform for creativity across all art forms.

Since its first production in September 2007—Aaron Young's *Greeting Card*, a 9,216-square-foot “action” painting created by the burned-out tire marks of 10 choreographed motorcycles—the Armory has organized a series of immersive performances, installations, and works of art that have drawn critical and popular attention. Among the highlights of its first eight years are: Bernd Alois Zimmermann's harrowing *Die Soldaten*, in which the audience moved “through the music”;

the unprecedented six-week residency of the Royal Shakespeare Company in their own theater rebuilt in the drill hall; a massive digital sound and video environment by Ryoji Ikeda; a sprawling gauzy, multi-sensory labyrinth created by Ernesto Neto; *the event of a thread*, a site-specific installation by Ann Hamilton; the final performances of the Merce Cunningham Dance Company across three separate stages; the New York Philharmonic performing Karlheinz Stockhausen's sonic masterpiece *Gruppen* with three orchestras surrounding the audience; *WS* by Paul McCarthy, a monumental installation of fantasy, excess, and dystopia; a sonic environment that blurred the boundaries between artist and audience created by the xx; an immersive *Macbeth* set in a Scottish heath and henge by Rob Ashford and Kenneth Branagh; *tears become...streams become...*, a genre-defying collaboration between artist Douglas Gordon and pianist Hélène Grimaud, which flooded the Armory's drill hall with an installation of water, light, and music; and *HABEAS CORPUS*, a performance and installation by Laurie Anderson based on the story of a former Guantanamo Bay detainee that examines lost identity, memory, and the resiliency of the human body and spirit. Since 2013 the Armory's annual recital series, which is set in the Belle Époque salon setting of the historic Board of Officers Room, continues to showcase and celebrate talent from across the globe.

The Armory's arts education initiative offers programs at no cost to underserved New York City public school students and includes Production-based Programming, in which students attend major productions of music, theater, dance and visual art, and participate in pre- and post-visit workshops with the Armory's talented corps of teaching artists; School Partnership Initiative, in which deeper relationships with underserved public schools are created through attendance at productions, in-school residencies, workshops and end-of-term events in the Armory's historic rooms; and the Armory Youth Corps, a paid and closely-mentored internship program focusing on at-risk high school students.

Concurrent with the development of its artistic program, the Armory has undertaken an ongoing \$210-million revitalization of its historic building, designed by architects Herzog & de Meuron. www.armoryonpark.org.

Note for Editors

Go to www.tefaf.com/press for press releases and high resolution images.

The European Fine Art Foundation

Broekwal 64, 5268 HD HELVOIRT - The Netherlands
Telephone +31 411 64 64 42, e-mail press@tefaf.com

Madelon Strijbos, madelon@tefaf.com. +31 (0)6 14651230
Gemma Leijen, gemma@tefaf.com, +31 (0)6 40573468