

ART MARKET

Fairs & Auctions

Parisian fairs on charm offensive this autumn

Two established fairs maintain their status through times of change and criticism



De Staël's *La Table Rose*, 1953, on sale at La Biennale des Antiquaires with Applicat-Prazan gallery for an undisclosed price

PARIS ROUND-UP

Paris. As the fair landscape continues to evolve, and more collectors move into the art and antiques market from emerging economies in Asia and South America, trade figures question how veteran events such as La Biennale des Antiquaires, held in the opulent Grand Palais in Paris, will adapt and survive.

The 50th anniversary fair in 2012 was criticised for being "bloated and too expensive" (*The Art Newspaper*, October 2012) but dealers participating this year say that the biennial, which

The high price of hiring a stand has not deterred dealers

has its roots in jewellery, antiques and Modern art, still occupies an important place in the art calendar.

"The biennial has existed for 52 years; its first edition took place in 1962. Its model has remained unchanged: prestige, variety and selectivity. This is precisely the model adopted with great success by both Tefaf Maastricht and Frieze Masters. This model works very well," says Franck Prazan, the director of the Applicat-Prazan gallery. The Paris-based dealership will show works by Nicolas de Staël (*La Table Rose*, 1953, price undisclosed), Pierre



Soulages (*Peinture* 130 x 97cm, 1949, €1.2m) and Jean Hélion (*Composition*, 1929, €380,000) at the biennial.

All of the participating dealers are members of the Syndicat National des Antiquaires (the association of antiques dealers in France), which was embroiled in a row over the summer when the former president, the Paris dealer Christian Deydier, was dismissed. Deydier said that a rift among members about the frequency of the Biennale des Antiquaires fair—some would like it to be an annual event—prompted his departure.

Neither this in-fighting nor the high price of hiring a stand (€1,400-€1,600 per sq. m) has deterred dealers. Aurélie Julien, the associate director of Carpenters Workshop Gallery, listed as the only design gallery at the fair, vouches for the biennial's unique brand.

"Although it takes place in Paris, it's really seen as one of the key stop-offs on the international art fair route. We formed a lot of relationships last time with collectors from all over the world. They were charmed by the Parisian feel of the biennial, along with the real sense of occasion and tradition," Julien says. The London- and Paris-based gallery will offer works by the US designer Wendell Castle (€80,000 to €500,000), some of them commissioned especially for the event.

The decidedly "French" flavour of the fair is seen as its strength and weakness. When asked if the 83-dealer roster, dominated by 67 French galleries, gave the fair a narrow, less international focus, Prazan says: "The Biennale des Antiquaires is a very Parisian fair, and in my view it should remain this way, as it is the very substance of the brand. Paris is an important international marketplace and the biennial is its symbol."

Tornabuoni Art in Paris is due to show a selection of works by late 20th-century Italian artists including Alighiero Boetti and

Enrico Castellani. A highlight of the stand will be *Concetto Spaziale, Attese*, 1965, by Lucio Fontana. "This piece is exceptional as it is the combination of two series, and two artistic styles, that the artist worked on in the 1960s: the tagli (cuts) and the teatrino (the perforated monochrome canvases mounted on lacquered wooden frames)," says Francesca Piccolboni, the gallery director. The work is priced at €10m.

There are two dealers specialising in "Primal arts: Africa, America and Oceania", at the biennial, but the 13th edition of *Parcours des Mondes*, a tribal art fair taking place concurrently that includes 68 dealers, is the market bellwether for the genre. The fair, spread across various galleries in the Beaux-Arts district, includes ten US dealers and nine newcomers, such as Jonathan Hope, London, who will show late 19th-century ancestor sculptures known as Hampatong from Borneo, and two shamanic masks from Indonesia. "There is a shrinking of supply when it comes to [good] works, and an increase in mediocre and poor quality material," Hope says.

The established Paris dealer Anthony Meyer, who specialises in Oceanic and early Inuit art, says that the market is buoyant for mid-price pieces. "It's the pieces that start at less than €5,000 and go up to €300,000, even €500,000, that are the regular sellers. Looking at the auction results, one can see that the lower priced pieces often fail at auction, whereas in the galleries these pieces are highly sellable."

Gareth Harris

- La Biennale des Antiquaires, Grand Palais, Paris, 11-21 September
- *Parcours des Mondes*, Saint-Germain-des-Prés, Paris, 9-14 September

Jean Hélion's *Composition*, 1929 (far left), is on sale at La Biennale des Antiquaires on Applicat-Prazan's stand. Left, a 19th-century ancestor figure showing at *Parcours des Mondes* with Jonathan Hope, London

International fairs

Austria

ViennaFair

2-5 OCTOBER

Messe Wien, Hall A, Vienna

www.viennafair.at

Founded: 2005

Genre: Contemporary art, focusing on central, eastern and southern Europe

Who's coming? 127 dealers from 24 countries

Brazil

Art Rio

11-14 SEPTEMBER

Pier Mauá, Rua Rodrigues Alves 10,

Rio de Janeiro

www.artrio.art.br

Founded: 2011

Genre: Contemporary art

Who's coming? Around 80 dealers

China

BolognaFiere SH Contemporary

12-14 SEPTEMBER

Shanghai Exhibition Centre

www.shcontemporary.info/en

Founded: 2007

Genre: Contemporary art

Fine Art Asia

4-7 OCTOBER

Hong Kong Convention and

Exhibition Centre

www.fineartasia.com

Founded: 2006

Genre: Fine art and antiques

Who's coming? Around 100 exhibitors

Photo Shanghai

5-7 SEPTEMBER

Shanghai Exhibition Centre

www.photoshanghai.org

Founded: 2014

Genre: Photography

Who's coming? 40 international galleries

plus six publishers and institutions

West Bund Art and Design Fair

25-29 SEPTEMBER

Xuhui Waterfront Area, Shanghai

www.westbund.com

Founded: 2014

Genre: Art and design

Who's coming? Around 30 dealers

France

Biennale des Antiquaires

11-21 SEPTEMBER

Grand Palais, Paris

www.sna-france.com

Founded: 1962

Genre: Fine art, jewellery and antiques

Who's coming? Around 83 dealers; see left

Parcours des Mondes

9-14 SEPTEMBER

Saint-Germain-des-Prés, Paris

www.parcours-paris.eu

Founded: 2002

Genre: Tribal art

Who's coming? Around 68 dealers; see left

Germany

Art Berlin Contemporary

18-21 SEPTEMBER

Station Berlin, Luckenwalder Strasse

4-6, Berlin

www.artberlincontemporary.com

Founded: 2008

Genre: Contemporary art

Who's coming? Around 120 dealers, each

exhibiting one or two artists (above right,

Friedrich Kunath's *If You Leave Me Can I*

Come Too?, 2012, on show with BQ, Berlin)

Lebanon

Beirut Art Fair

19-21 SEPTEMBER

Beirut International Exhibition

and Leisure Centre, Lebanon

www.menasart-fair.com

Founded: 2010

Genre: Contemporary art

Who's coming? Around 40 galleries, mostly

from Lebanon

Russia

Art Moscow

17-21 SEPTEMBER

Central House of Artists, 10 Krymsky

Val, Moscow

www.art-moscow.ru



Founded: 1997

Genre: Contemporary art

Cosmoscow

19-21 SEPTEMBER

Moscow Manege, Mokhovaya

Street, Moscow

www.cosmoscow.com

Founded: 2010

Genre: Contemporary art

Who's coming? Around 35 dealers

South Korea

Korean International Art Fair

25-29 SEPTEMBER

COEX, Halls A and B, Seoul

www.kiaf.org

Founded: 2002

Genre: Contemporary art

Who's coming? Around 110 exhibitors

Turkey

ArtInternational

26-28 SEPTEMBER

Haliç Congress Centre,

Beyoğlu, Istanbul

www.istanbulartinternational.com

Founded: 2013

Genre: Modern and contemporary art

Who's coming? Around 80 international

dealers

United Kingdom

20/21 British Art Fair

10-14 SEPTEMBER

Royal College of Art, Kensington

Gore, London

www.britishartfair.co.uk

Founded: 1988

Genre: Modern and contemporary

British art

Who's coming? Around 50 dealers

LAPADA Art and Antiques Fair

24-28 SEPTEMBER

Berkeley Square, London

www.lapadalondon.com

Founded: 2009

Genre: Fine art and antiques

Who's coming? Around 100 dealers

STRARTA Art Fair

26-29 SEPTEMBER

Saatchi Gallery, King's Road, London

www.strarta.com

Founded: 2013

Genre: Modern and contemporary art

Who's coming? Around 40 dealers

United States

EMERGE

3-5 OCTOBER

Capitol Skyline Hotel, 10 I Street SW,

Washington, DC

www.emergeartfair.com

Founded: 2011

Genre: Contemporary art

Expo Chicago

19-21 SEPTEMBER

Navy Pier, 600 E Grand Ave, Chicago

www.expo-chicago.com

Founded: 2012

Genre: Contemporary art

Who's coming? More than 140 dealers from

17 countries

Houston Fine Art Fair

19-21 SEPTEMBER

NRG (formerly Reliant) Center,

Houston

www.houstonfineartfair.com

Founded: 2011

Genre: Contemporary art

Who's coming? More than 90 dealers,

including a contingent from South Korea