

16th edition of Affordable Art Fair Brussels**Contemporary art for all !**

Tour & Taxis

Brussels

5 - 9 February 2025

‘There's always something to discover at Affordable Art Fair.’ **Affordable Art Fair Brussels**, a key event in the Brussels cultural calendar, returns to **Tour & Taxis** from **5 to 9 February 2025**. The fair remains true to its mission of **democratising the art world and making contemporary art accessible to all**. The principle is simple: to offer several thousand quality works of art, at affordable prices, **‘discover the joy of collecting art’** being the fair's motto. Affordable Art Fair is known for its relaxed atmosphere where novice and experienced collectors alike experience the ideal setting to be seduced by contemporary art. Since its inaugural edition in 2009, Affordable Art Fair Brussels has welcomed more than 200.000 visitors and achieved sales of over €30 million.

As every year, around 20.000 visitors visit Affordable Art Fair Brussels to discover the range of works on offer from over **85 Belgian and international galleries**, representing more than **600 emerging and established artists**. The galleries' artists are selected based on strict and rigorous criteria, with approved galleries sharing only artists of merit – a concept determined by factors such as **originality, technical quality, creative identity and artistic intent**.

For its 16th edition, the fair will welcome several **Belgian galleries**, among others: Africa Colors Gallery and Art Unity Gallery from Brussels, Nassau 42 Fine Arts and Atelier Louis from Antwerp, Frock Gallery from Ypres, PAREIT.Gallery from Knokke, MLVA Art Gallery and Charline Kervyn from Ghent, Adrienne D - ceramic art from Marke and Christine Colon Galerie from Liège. A wide range of **international galleries from over 15 countries**, including the Netherlands, France, Germany, Switzerland, Lithuania, Spain, Italy, Portugal, Japan, South Korea, Argentina and Iran, will also be present. Paintings, silkscreens, photographs, sculptures, textile and ceramic works, and much more: there is something for all tastes and budgets!

‘We appreciated the accessibility, diversity, support for emerging artists, friendly atmosphere and international dimension of Affordable Art Fair Brussels.’

'There's a wide range of artworks on show, ranging from sculptures to textile pieces. It's fantastic to gain an insight into what's currently happening in the art world.'

'I appreciate the freshness of the works presented at the fair each year and, of course, the affordability of the prices. It's easy to be tempted and let yourself be guided by what you see and discover.'

'I really feel at ease with the exhibitors and the art. I appreciate the fact that art is accessible to me.'

'It's always a pleasure to participate in Affordable Art Fair Brussels. The quality of the work by the team is outstanding, and the predominantly Belgian audience is both knowledgeable and eager to discover the emerging artists we showcase with Acid Gallery.'

These are just some of the **very positive comments made by visitors** at the end of **Affordable Art Fair Brussels 2024**, which marked an unprecedented edition with a record number of works sold, **worth a total of €3.5 million**, and over **20.000 visitors**, testifying to the fair's continuing popularity and influence in the art world.

Serving as a springboard for **young galleries** without other access to the market, this event, where snobbery and cynicism are out of the question, is valued primarily for its convivial atmosphere and the enthusiasm of its audience, as attested by several loyal exhibitors.

Charline Kervyn : *'The Affordable Art Fair in Brussels truly stands out as a unique event in the art scene. It attracts a diverse crowd of buyers who are eager to make purchases on-site, resulting in impressive sales that set it apart from other fairs. The growing popularity of the fair has not only elevated its quality but also highlights its crucial role in showcasing the latest trends and developments in the Belgian art market. In just a few hours, attendees can experience a rich tapestry of contemporary art, making the fair an invaluable opportunity for galleries and collectors alike.'*

Cécile Dufay : *'The atmosphere here is one of exchanges and great opportunity, with excellent service provided to exhibitors and visitors. This event is a true celebration, and for art lovers, an opportunity to make wonderful discoveries. For a gallery owner, it is a pleasure to engage with the Belgian public, who are both curious and cultured. I have had the pleasure of meeting collectors in Paris on several occasions, and these relationships are priceless. I consider this fair to be part of my 'artistic family'.'*

Over the years, the fair has become a starting point for **new collectors**, a target audience who often comes here to take their first steps into contemporary art and discover a wide array of works by emerging as well as established artists.

As always, all exhibited works are by **living artists**. To ensure transparency and accessibility, **prices must be clearly displayed**, ranging from €100 to a maximum of

€10.000, along with the now famous 'Under €1.000 Wall' with a selection of works priced under €1.000. A special feature of the fair is that visitors can take their favorite artworks home with them using the dedicated **Wrapping Station** provided by the fair's partner, Wall to Wall Art Solutions, where newly bought works can be safely packaged before leaving with their new owners.

The **poster of Affordable Art Fair Brussels 2025** features a work by **Jeff Robb** (represented by Envie d'Art). The artist is renowned for his innovative work in lenticular photography and holography. His piece *Aperture 8 (Camille)*, featured on this edition's campaign, reflects his deep fascination with the human body.

Founded in 1999 by Will Ramsay with the aim of making the purchase of works of art accessible to all, **Affordable Art Fair** is now one of the largest art companies in the world, organizing **fairs in 14 cities on four continents**.

Blythe Bolton, director of Affordable Art Fair Brussels and Amsterdam

Blythe Bolton, born in Edinburgh, studied contemporary art history in Los Angeles and at the world-renowned University of St. Andrews in Scotland. In 2014, she moved to Amsterdam, where her successful career in international art dealing began. Since 2018, she has been one of the driving forces behind the success of the Affordable Art Fair Amsterdam, a fair she quickly took charge of. In 2021, she also became the director of the Affordable Art Fair Brussels. As an internationally focused art professional, she divides her time between Amsterdam, Brussels, Edinburgh, and London.

Useful information

Affordable Art Fair Brussels
5 - 9 February 2025

Address
Tour & Taxis (Shed 1 bis)
Rue Picard 3
1000 Brussels
Belgium

<https://affordableartfair.com/fairs/brussels/>

Tickets : On sale very soon

Opening hours
Vernissage
Wednesday 5 February, 17:00 – 22:00
Public Days
Thursday 6 February, 14:00 – 21:30*
Friday 7 February, 12:00 – 21:30*
Saturday 8 February, 10:30 – 19:00
Sunday 9 February, 10:30 – 18:00

*The fair's restaurant and bar are open until 22:30