

December 2023

Press release

AFFORDABLE ART FAIR BRUSSELS

7 – 11 February 2024

Lose yourself in art

The 15th anniversary edition of Affordable Art Fair Brussels will take place at **Tour & Taxis from Wednesday 7th to Sunday 11th of February 2024**. A key event in the cultural and social calendar, every year the fair welcomes between **15,000 and 20,000 visitors** who come to discover art offered by more than **85 Belgian and international galleries**, presenting the work of over **600 emerging and established artists**. The galleries are selected based on strict and rigorous criteria, with approved galleries sharing only artists of merit - a concept determined by factors such as originality, creative identity, artistic intention, and technical quality.

Founded in 1999 by Will Ramsay with the aim of making buying art accessible to all, it is now one of the largest art businesses globally, with fairs in 14 cities around the world. The principle of Affordable Art Fair is simple: to offer several thousand quality works of art, at affordable prices, "**discover the joy of collecting art**" being the motto of the fair. Affordable Art Fair is known for its relaxed atmosphere where the novice collector and seasoned enthusiasts alike experience the ideal setting to be seduced by contemporary art.

All exhibited works are by **living artists** and clearly **displaying the artwork's price** is a mandatory requirement of each gallery. The fair warmly encourages visitors to purchase at the fair and take artworks home directly. The fair has a dedicated Wrapping Station where newly bought works can be safely packed before leaving with their new owners!

The 2023 edition of Affordable Art Fair Brussels welcomed **over 20,000 visitors** and the 85 participating galleries from 23 countries sold more than 2,000 artworks generating over **€3 million in art sales**. Expectations are also high for the upcoming edition in February 2024.

Blythe Bolton: director of Affordable Art Fair Brussels and Amsterdam

Blythe Bolton, born in Edinburgh, studied contemporary art history in Los Angeles and in the world-renowned University of St. Andrews in Scotland. Blythe left the UK for Amsterdam in 2014 where her successful career in international art trade started. Since 2018 Blythe is one of the driving forces of Affordable Art Fair Amsterdam, the fair she soon took charge of. In 2021, Blythe additionally took on directorship of Affordable Art Fair Brussels.

More than 85 Belgian and international galleries

For its 15th edition the fair will welcome several Belgian galleries, among others: **ART-Gallery.be** and **Winwood Gallery** from Knokke-Heist, **Private Walls Gallery** from Sint-Martens-Latem, **Charline Kervyn** from Ghent, **Nassau 42 Fine Arts** from Antwerp, **Frock Gallery** from Ypres and **Art Unity Gallery** from Brussels. A wide range of international galleries will be joining the fair from 19 countries including The Netherlands, France, Germany, Spain, Italy, Portugal, Lithuania, Romania, Canada, Japan and South Korea. All together the galleries will present thousands of contemporary artworks by **over 600 established and emerging artists**. The artworks which will be presented at the fair range from paintings, prints and photographs to sculptures, textile and ceramic works. There is something for all tastes and budgets!

Visitors will be able to discover **Alessandro Gerull's** (Winarts Arte), **Olivier Lannaud's** (Xin Art Galerie) and **Philippine Henry de Frahan's** (A Posteriori) works made from found and recycled materials such as aluminium cans, computer parts and books, **Isaac Cordal's** (Private Walls Gallery) human figurines which draw attention to the absurdity of our existence, **Laurence Sallé Bayon de Noyer's** (Galerie Isabelle Laverny) hand embroidered tapestries, **Isabel Ritter's** (Gallery Ritter) fruit skin sculptures made out of bronze, flowers and shapes, **José Luis Cena's** (Galerie de l'Uzège) dynamic figurative paintings and much more.

So far, three galleries are set to host captivating **solo shows**: Nassau 42 Fine Arts will present paintings and sculptures by Belgian artist **Klaas Vanderperren**, Kalkman Gallery will show sculptures and stencils by Belgian artist **Lindert Steegen** and Eye Contemporary Art will present paintings on silk and Japanese rice paper by Japanese artist **Maki Kuchida**.

Special Projects

Entrance installation by Tomislav Topic

The artist Tomislav Topic has created a stylistically unique and unmistakable body of work throughout his career. As part of the artist duo Quintessenz and as a solo artist, he has realized numerous installations and murals in public spaces worldwide. Tomislav is known for his colourful, site-specific art installations, in which he adeptly reduces his work to focus on colour and form. In the artist's work, the uplifting power of beauty merges with the logic of science creating a symbiosis, that challenges us to perceive the environment with expanded senses. For the upcoming fair edition, Tomislav has been invited to create a striking spiral installation which will hover above the fair's entrance.

Enjoy the Unexpected

Dutch artist Malou Cohen will be presenting at the fair a series of new works inspired by objects and situations found on a weekend trip to Switzerland's capital of culture, Basel. In this special collaboration with Switzerland Tourism and This is Basel, Malou's works encourage visitors to reconsider the role of unexpected materials and happenings in life and travel. Malou works with 'found objects'; a gold-colored candy wrapper, plastic flowers pulled from the dumpster, or fragments from a conversation. These objects, situations and images serve as gateways to new worlds.

Mural by Lindert Steegen

The Belgian multidisciplinary artist, Lindert Steegen (1997) is known for transforming spaces and places. With a background in graphic design and architecture, he quickly realized that his true passion lies in creating art. Over the years, he has developed his distinct abstract style, characterized by a bold colour palette. He works in a range of different mediums including murals, sculpture and paintings. His street art projects vary from large-scale outdoor works on buildings to transforming metro stations (Rogier in Brussels), vans, public squares, hype courts and festival stages. With his works, he wishes to have a positive impact on people's daily lives and to spread joy. The Ghent-based artist is committed to making art accessible to all. For Affordable Art Fair Brussels 2024 Lindert Steegen

has been invited to create a striking 8-meter-long mural. Additionally, Kalkman Gallery will present a solo show of the artist at the fair.

Immersive experience by Jules Wittock

The young Brussels based artist Jules Wittock is known for drawing labyrinths. In every maze, an entrance and an exit exist, where the path to the solution forms a hidden word. At this upcoming fair edition Jules Wittock will captivate visitors with a new immersive installation. He will be drawing labyrinths on the walls of a room in which visitors can enter to enter and experience the world of the artist.

Campaign image with work by Daniel Engelberg

Daniel Engelberg's mesmerising abstract work 'Inandout #1' is featured on this year's campaign. This work is all about color and form and the impression of depth and three dimensionality. The artist states: 'It is very important to me to build a bridge between sculpture and painting. I always say that my work is like painting through the eyes of a sculptor!' Daniel Engelberg's work will be presented at Gallery Ritter's stand at the fair.

Spotlight on uncommon materials.

Each fair edition, our 'Spotlight' section highlights a country, technique, style or theme. For the 2024 edition, the fair celebrates galleries presenting contemporary artists using uncommon materials in their work. These galleries will present works made of denim, oil plastic, forgotten books, Barbies, recycled plastic bottles, and an array of other unconventional materials.

The Spotlight on Uncommon Materials section will bring together six galleries who will present works by over 25 artists: T&B Gallery, Gallery Ritter, A POSTERIORI, Chiefs & Spirits, Roof Art Gallery and Mookji Art Contemporary.

EMERGING ARTISTS EXHIBITION

Mardi Gras/Vette Dinsdag is an exhibition featuring three emerging artists based in Brussels, who share a common interest in folklore. Their visual language draws from tales, legends, proverbs and rituals. The title evokes extravagance, abundance and vibrant festivities associated with carnival. The three artists have each found a unique way to appropriate ancestral folklore and make it relevant to the modern world. Clément Jacques-Vossen paints self-portraits staged in folkloric settings in which he presents himself as a hero. Shen Özdemir invents a universal carnival, which she calls Karnavolo, for which she creates troupes in a variety of mediums. Alexane Sanchez makes figurative bas-reliefs that illustrate popular metaphors to explore the mythical animal and plant nature of human beings.

The exhibition is curated by Natania Dan, assisted by Doriane Lorimier. Natania Dan is a curator who grew up in Brussels. She currently lives in Amsterdam, where she works as curator public programme at the Jewish Museum. She is specialized in contemporary art and draws her inspiration from the creativity of the artists she works with and their way of interpreting the world.

CITY JEWEL

The fair is proud to present SOS Villages d'Enfants / SOS Kinderdorpen's plans for a new permanent installation 'City Jewel' in Square Marguerite Duras and in collaboration with the Brussels-based activist, architect and researcher Laura Nsengiyumva. The project is dedicated to creating awareness and understanding of 'complex trauma'. Trauma survivors will transform their own individual experiences into hundreds of beads. Together and unified, these beads will be transformed into an impactful string-like city jewel, connecting people through their individual stories.

VDH Artist Award

Frédéric de Haan, art collector and managing director of our main partner Vander Haeghen, will give out an award and a prize of €1,000 to an artist at the fair during the Vernissage on February 7th. The award winner will be selected based on their artistic quality, process, and the compelling story behind their artwork. The VDH artist award at Affordable Art Fair Brussels 2023 was given to Martin Coiffier. The Belgian insurance company Vander Haeghen specialises in artworks, luxury cars, houses, and events. Their solutions are aimed at those who like to have tailor-made services suit their needs, highlighted in their motto: 'The art of insuring passions'.

Useful information

Affordable Art Fair Brussels
From 7 to 11 February 2024

Tour & Taxis

Avenue du Port 86C

1000 Brussels

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

Tickets: <https://aafbrussels.seetickets.com/tour/affordable-art-fair-brussels>

Opening hours

Vernissage:

Wednesday 7 February, 17:00 – 22:00

Public Days:

Thursday 8 February, 12:00 – 22:00

Friday 9 February, 14:00 – 22:00

Saturday 10 February, 11:00 – 19:00

Sunday 11 February, 11:00 – 18:00