



BEIRUT
ART
FAIR

18/22 SEPT 2019

BEIRUT-ART-FAIR.COM

GENERAL REPORT

BEIRUT ART FAIR / BEIRUT ART WEEK are organized by BAF EVENTS SARL
RCB 1019674 • VAT 3074150-601

11 Madrassat el-Salam Street • Samaha II Bldg • 3rd floor • C/O Serge Najjar Law Firm • Beirut, Lebanon
info@beirut-art-fair.com • www.beirut-art-fair.com



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BEIRUT ART FAIR 2019

Following a steady decade of growth, **BEIRUT ART FAIR 2019** (18 to 22 September 2019) proved **the most successful edition** of the fair to date. For its 10-year anniversary, the fair surpassed the records it had previously set, not only in terms of attendance numbers but also in terms of artistic excellency. **BEIRUT ART FAIR's sales figures** moreover set a new benchmark, with **90% of exhibiting galleries reporting significant acquisitions** by local and international collectors.

The fair was **more international than ever**, featuring galleries from **18 countries**, and artists from **40 nationalities**. It also welcomed a large number of personalities from the international art world, including around **2,000 foreign collectors** as well as representatives from the world's most distinguished **arts and culture institutions**.

55 galleries based in 18 countries
REVEALING by SGBL section exhibited 10 promising young talents from MENA region

Armenia, Belarus, China, Cuba, Egypt, France, Germany, Greece,
Italy, Jordan, Lebanon, Morocco, Saudi Arabia, Spain, Syria,
United Arab Emirates, United Kingdom, United States



SELECTION COMMITTEE



Olivia Bourrat is the Deputy Director of the Curatorial Department at the Louvre Abu Dhabi. She is a French national heritage curator who studied Art History at the Ecole du Louvre and completed two Masters in Modern Literature and Art History at the Sorbonne (Paris IV) before following doctoral studies at the EHESS (School of Advanced Studies in Social Sciences) and fulfilling the INP's training program (National Heritage Institute) in 2006 and 2007. After leaving INP, she was appointed Curator of Historic Monuments for the Rhône-Alpes' region and then joined in 2010 the musée du quai Branly as Head of the Preservation, Conservation and Analysis team. In this capacity she organised international symposiums to promote research programs conducted on the museum's collections by her team. She has also taught the course on «taste and collections History» at the INP since 2012 and has participated in the conception of different temporary exhibitions.



Jean-Marc Decrop is an expert specialized in Chinese contemporary art, and has contributed to its discovery abroad. From 1999 to 2007, he was the partner & artistic advisor of the Loft gallery in Paris, where he produced several monographic exhibitions of the main contemporary Chinese artists and thanks to which he made numerous loans to museums. At the same time, he also carried out exhibitions in 11 museums or foundations for which he wrote catalogs. Major collector, he helps many European collections to be constituted. He later enlarged his scope to other emerging art scenes, especially Indonesia, Pakistan and Middle East. He is a shareholder in the Dubai gallery IVDE and was the one who introduced artist Hassan Sharif to that gallery. Since 2010 he had been one of the major collectors of Hassan Sharif and his collection include some of Sharif's major artworks from the 80's.



Tamara Inja Jaber is an art advisor working for prominent Arab collectors and government institutions. Based in Dubai since 2004, Tamara promotes Lebanese artists and their work in the Gulf region. In 2008, she curated "Lebanese Stories", a remarkable exhibition showcasing the works of modern and contemporary Lebanese artists at the Dubai International Financial Centre. In 2010, she co-curated in Beirut "Pieces for a Museum", a retrospective celebrating the renowned and timeless works of Paul Guiragossian and Chafic Abboud. A fierce art advocate, Tamara thrives to create, through art, a bridge between her country of origin, Lebanon, and the Arab world.



Lyne Sneige is currently the director of the Arts & Culture Program at the Middle East Institute (MEI) in Washington, D.C. Before joining MEI, Sneige was deputy director Lebanon and regional projects manager for Arts and Culture for the Middle East at the British Council operating out of Beirut. Sneige spearheaded several initiatives such as the Creative Economy and Cultural Leadership agendas in the region, and is a strong advocate of the important role that artists play in their societies, and a main contributor to changing perceptions of the cultural sector in the Middle East as an important conduit to social and economic change. Sneige is a Salzburg Global Seminar fellow, a nominator to the Art Jameel Prize, an international award for contemporary art and design inspired by Islamic tradition organized in collaboration with the Victoria and Albert Museum in London, a nominator to the newly established Agha Khan Music Awards and an adviser to the educational and outreach program of the Beirut Museum of Art (BeMA) that is set to open in 2023.



Marie-Ann Yemsi is an independent art consultant and curator, born in Germany to German and Cameroonian parents. In 2005, she founded her own agency, Agent Créatif(s), which has developed a renowned expertise in cultural production and art consulting with a focus on emerging artists and artistic scenes in Africa and its Diasporas. She has been the curator at several international exhibitions, including "African Odysseys" at the Brass Cultural Center (Brussels) in 2015, "The Days that Comes" at the Galerie des Galeries (Paris) in 2017 and "A Silent Lines, Lives Here" at the Palais de Tokyo (Paris) in 2018. She was the Artistic Director of "Afrotopia", the 11th edition of the Rencontres de Bamako, African Biennale of Photography in Mali (Dec 2017 – Jan 2018).

PARTICIPATING GALLERIES & INSTITUTIONS

A&V Art Gallery, Belarus
Agial Art Gallery, Lebanon
Aramé Art Gallery, Armenia/Lebanon
Art on 56th Gallery, Lebanon
BACKSLASH, France
Banzu Gallery, Lebanon
CORE Art and Design Gallery, Greece
Emmanuel PG Gallery, Lebanon/Germany
Galerie Cheriff Tabet, Lebanon
Galerie Paris-Beijing, France
Galerie Pauline Pavéc, France
Galerie Rochane, Lebanon
GALLERIA CONTINUA, France/Italy/China/Cuba
gb agency, France
Galerie In Situ - fabienne leclerc, France
kamel mennour, France/United Kingdom
Karim Gallery, Jordan
L'Agence à Paris , France
La Galerie Nationale, United Arab Emirates
Lebanese Talents, Lebanon
Letitia Gallery, Lebanon
M Square Gallery, Lebanon
Marfa', Lebanon
Mark Hachem Gallery, France/Lebanon/United States
Mono Gallery, Saudi Arabia
Nabad Art Gallery, Jordan
Nadine Fayad Art Gallery, Saudi Arabia
OOA Gallery, Spain
Orient Gallery, Jordan
Primo Marella Gallery, Italy
Samer Kozah Gallery, Syria
Saleh Barakat Gallery, Lebanon

SEPTIEME GALLERY, France
South Border Gallery, Lebanon
TAFETA, United Kingdom
The Corner Art Space, Jordan
Wadi Finan Art Gallery, Jordan
WENTRUP, Germany
WIP Gallery, Lebanon

PROJECT

Afikaris, France
Art Scene, Lebanon
CUB Gallery, Lebanon
Galerie Anne-Sarah Bénichou, France
Galerie Janine Rubeiz, Lebanon
Galerie La La Lande, France
Galerie Odile Ouizeman, France
Galerie Tanit, Lebanon
Ramses Wissa Wassef Art Center, Egypt
Rose Issa Projects, United Kingdom
Pi Art House, France
Twelve Gates Arts, United States
ZeeArts Gallery, United Arab Emirates

Cultural Institutions

BeMA - Beirut Museum of Art (Lebanon)
MACAM - Modern And Contemporary Art Museum (Lebanon)
Jordan National Gallery of Fine Arts (Jordan)
King Abdulaziz Center For World Culture (Ithra) - Saudi Arabia
Lebanese Autism Society - LAS (Lebanon)
Mustafa Ali Gallery Art Foundation (Syria)

EVENTS :

DISCOVER AND LEARN, SHARE AND NETWORK

“A Tribute to Lebanon - Liban: Le Voyage”



“A Tribute to Lebanon” explored Western creations inspired by Lebanon, from the eighteenth century to the present day, through artworks and historical objects from the eclectic and fascinating collection of Philippe Jabre.

Artworks included historical Orientalist paintings of Lebanon's Mountain and main cities, Beirut and Tripoli, as well as rare works by twentieth-century major artists: many treasures have been revealed for the first time, with, among others, pieces by Andy Warhol, David Hockney, and nineteen-eighties Lebanese-wartime paintings by A.R. Penck and photographs by Don McCullin.

This exhibition conceived of Lebanon as a spirit, an attitude, unlimited by time or space, and a vehicle for timeless values.

Curator: Gaby Daher

Scenographer: Jean-Louis Mainguy

Works from the collection of Philippe Jabre

LEBANON MODERN!

“Unexpected Trove—The Unseen Works of Hussein Madi”



This exhibition put the spotlight on celebrated Lebanese artist Hussein Madi's (b. 1938) first years in Rome, which saw him steer his artistic practice in the direction that characterizes him today, but also produce a so-far never exhibited, and indeed unexpected, series of bright, figurative Italian scenes.

During his first Roman years, Madi notably developed his own rules of abstraction, drawing simultaneously from his Oriental roots, Islamic art, and Western modes of artistic expression. In parallel to this well-known evolution, between 1964 and 1970, Madi produced an exceptional ensemble of close to fifty Italian scenes, a collection, assumed lost for more than three decades, that only recently resurfaced serendipitously.

Curator: Abed Al Kadiri

Works from the collection of Loulia & Mazen Soueid

REVEALING by SGBL



Over the years, SGBL has proven to be at the forefront of the cultural scene in the region and a strong promoter of art in all its forms.

Within this context, SGBL supports, for the fourth year running, emerging artists from across the MENA region with the REVEALING section, in partnership with BEIRUT ART FAIR.

To celebrate ten years of **BEIRUT ART FAIR, REVEALING by SGBL** has invited independent **curator Rachel Dedman**, who selected an outstanding group of 10 artists from the MENA region following an open call answered by over 400 applicants. These emerging artists showcased their artworks within **BEIRUT ART FAIR** and were:

Balsam Abo Zour (Lebanon)

Yusef Audeh (Palestine)

Nadim Choufi (Lebanon)

Hadi Fallahpisheh (Iran)

Lynn Kodeih (Lebanon)

Cristiana De Marchi (Italy-Lebanon)

Hussein Nassereddine (Lebanon)

Ieva Saudargaite Douaihi (Lithuania-Lebanon)

Ghita Skali (Morocco)

Maya-Ines Touam (Algeria)

To watch the trailer: <https://youtu.be/bvTaioHwG38>

CINE BOX - Video Art Program "The Sensitive Sea"



The video art program "The Sensitive Sea" is born out of a visual dialogue of the Lebanese and Western scenes around a common theme, the Sea, a bridge linking two cultures across the Mediterranean. The Sea has lured artists since Antiquity: between terror and fascination, it is simultaneously a vehicle for anxieties and hopes. The sea, and water more generally, are in both Western and Oriental literature tightly linked to ideas of memory and metamorphosis. The selected artists propose a reflection around the multiple stakes carried by the Sea, be they political, economic or cultural. "The Sensitive Sea" highlights the sea as a contemporary artistic motif, as well as the many ways to approach it.

Curators: Madeleine Filippi & Sophie Lanoë

Participating artists:

Ange Leccia (France)

Nikolaj Bendix Skyum Larsen (Denmark)

Sabyl Ghoussoub (Lebanon)

Saïd Afifi (Morocco)

Sarah Trouche (France)

Talks & Roundtables



The debates focussed on the subject of **modern and contemporary art from the MENA** region, aiming to enrich our understanding of it, from a historical, theoretical and critical perspective, to examine its impact and brainstorm its possible futures.

The series of exchanges covered topics such as **the making of the artist, the importance of art in telling an alternative story of the region, artistic scenes' effect on their environment,** and **financial challenges faced by regional museums** today.

Celebrated British war photographer **Don McCullin** also discussed **his work in Beirut** in the nineteen-eighties, and **a roundtable on Orientalist art** was the occasion of a trip back in time.

To watch our roundtables: <https://beirut-art-fair.com/talks/>

Kids Tours by BeMA



BeMA (Beirut Museum of Art) offered visitors of **BEIRUT ART FAIR** **several kids' workshops** led by artists. Workshops were 45 min to 1 hour long and open to children aged 8-12.

The Lebanese photographer **Chantale Fahmi** gave a **photography workshop** conceived to create a story about a place, a character, a person or an object.

In the workshop gave by **Ghaleb Hawila**, children created their own **calligraphy piece** in a fun and easy way. The outcome reflected each kid's character and the choices/letters he picked during the workshop. This opportunity was a tool to make Arabic calligraphy a fluid form expression in their minds.

Then **Haya Khouri** organized a workshop to let children discover how **recycling** can be used in the process of product making in art.

To watch the trailer: <https://youtu.be/MaBkBTwnfW8>

BOOKSTORE by MACAM



Royal Talens by Bassile Frères



Air France



CAFETERIA by Lina's



COCKTAIL BARS by FATTAL



BEIRUT ART WEEK

The fair's main satellite event, **BEIRUT ART WEEK (17 to 24 September 2019)** electrified the Lebanese capital by offering a journey of exclusive artistic experiences throughout the city.

This immersive multidisciplinary event invites to explore and celebrate, and to giving oneself to the frenetic pace of Lebanese conviviality, appetite for discovery, and sense of celebration.

BEIRUT ART WEEK was inaugurated on 17 September at **6 pm in front of Hotel Le Gray**, where Lebanese-Senegalese artist **Hady Sy** unveiled his monumental sculpture **Wall of Hope**, standing at the infamous green line separating East and West Beirut and where one of Beirut's gates once stood. All along the promenade in **downtown Beirut**, visitors will discover and re-discover Lebanese architecture and a **series of monumental sculptures** exhibited throughout downtown Beirut.



Visitors will continue to the “**off/site**” exhibition, which will gather **more than 50 independent artists** from Lebanon and the region in the Lobby & Atrium of Hotel Le Gray.

The journey then unfolded with, among many other events, **a live performance by Michel Abboud** on the terrace of **Opera Gallery**, while **Belvedere Art Space** will offer “**A Journey Into Contemporary African Art**” in the presence of the artists, and, in an abandoned factory in the Bourj Hammoud district, **South Border Gallery** opened the doors of the exhibition “**Study for a Soap**” with a South American evening, transforming the space with exceptional artworks and music.



OFF/SITE

An independent artists exhibition

A collective show of more than 50 artists in the Lobby & the Atrium of Hotel Le Gray, organized by BEIRUT ART FAIR, curated by Grace & Emmanuel Guiragossian. With the support of Bekdache Artist Home.



IMPRESSIONS

A solo show by New York based Lebanese artist Michel Abboud, organized by Opera Gallery Beirut. Featured a live performance by the artist at 8 pm on September 17.



A Journey Into Contemporary African Art

A collective exhibition of African artists, organized by Belvedere Art Space, followed by a party in presence of all the artists. Exhibiting artists: Rom Isichei, Chidi Kwubiri, Duke Asidere, Alimi Adewale, Gerald Chukwuma, Suraj Adekola.



Study for a Soap

A collective exhibition organized by South Border Gallery at Abroyan Factory, Bourj Hammoud, followed by a party. Unseen installation of Emmanuel Tussore (France). Numerous artists from Cuba, Lebanon, Chile, Nigeria, Venezuela, Colombia, Malaysia.

VIP PROGRAM

Numerous museums, private collections and Lebanese foundations opened their doors to VIPs in the framework of extraordinary and confidential visits. These artistic excursions were punctuated with convivial moments, dinners and unforgettable evenings which characterize the Land of the Cedars.

The **Sursock Museum** held an exclusive viewing of the exhibition “Baalbek, Archives of an Eternity”, retracing the history of this eight-millennial site, and a tour of its permanent collection of Lebanese art, while the **Beirut Art Center** hosted a private tour of the contemporary art exhibition “How to Reappear”, and **Dar El Nimer** welcomed VIPs to the exhibition “La Mer Patrie”, featuring 1980s photographs of Palestinian life in Beirut by Fouad Elkoury and Jeremy Peacock.

The **Art Galleries of the American University of Beirut** hosted VIPs to discover “The Permanent Collection” which included a wide variety of works from some of the major figures of Lebanese art, as well as the exhibition “CUT/GASH/SLASH - Adachi Masao – A Militant Theory of Landscape”, celebrating the art and movies of this leading figure of Japanese New Wave cinema with strong ties to Lebanon. **Mina Image Centre** gave tour of Taysir Basniji’s “Sand Comes Through the Window”.

Looking to the future, **MACAM** investigated the human interaction with virtual reality and the digital. Also opening their doors for private tours were the **A.MUSE.UM**, dedicated to works by noted Lebanese artist Nadim Karam as well as the **Ramzi and Saeda Dalloul Foundation**, boasting more than 4,000 artworks from North Africa and the Middle East, and **Philippe Jabre**, with a collection spanning three centuries of art and a special exhibition of celebrated British photographer **Don McCullin**.

Then, thanks to our partners **Lebanese Talents/Banzy Gallery**, **A.MUSE.UM** of Nadim Karam, **The Gathering**, **Gibran Tueni Foundation** & the **organizers of the exhibition of Fadia Ahmad** at Beit Beirut, VIPs enjoyed wonderful receptions, exhibitions & parties.

The BEIRUT ART FAIR VIP Pass also granted an entrance for two people at **Lazy B**, one of Lebanon’s most beautiful, and peaceful, beaches.



BEIRUT ART FAIR IN FIGURES

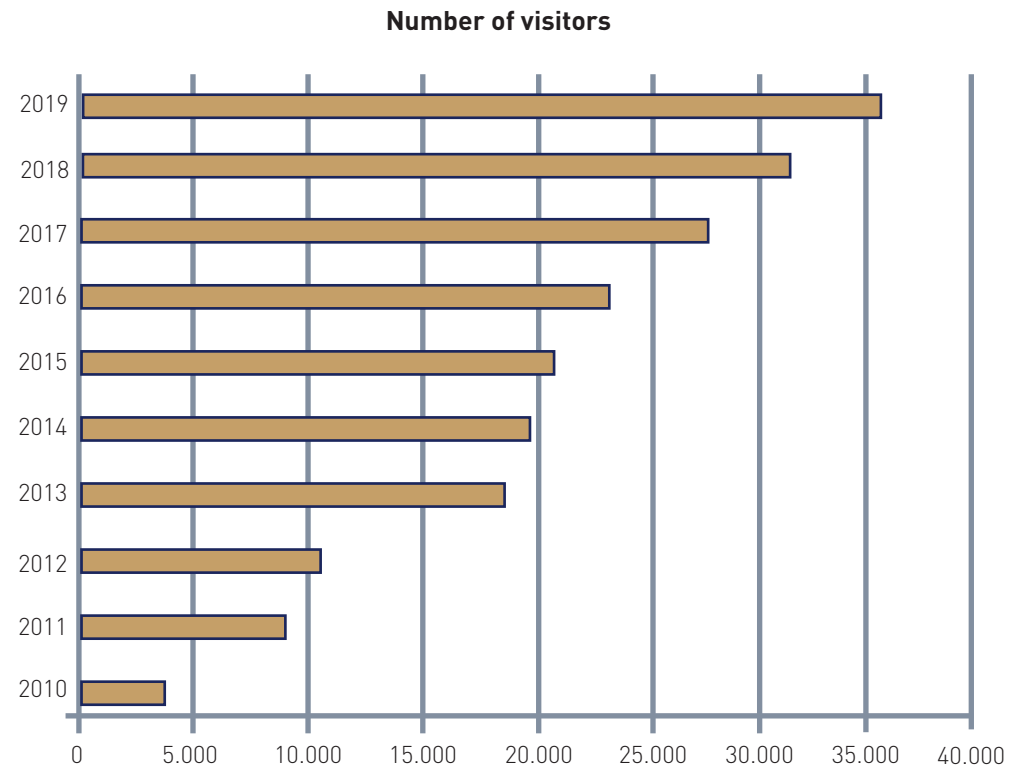
| 10th edition | 36,000 entrees |
| 6,000 VIP visitors on opening night |
| 5,500 m2 |
| 1,600 artworks | 250 artists |
| 91% of galleries present achieved sales |

- A large VIP Program organized during BEIRUT ART FAIR
- Several Guided Tours for Institutions, Foundations, private collectors & visitors
- Numerous professionals of art market enjoyed the fair (curators, collectors, museums, specialized press, interior designers & architects)



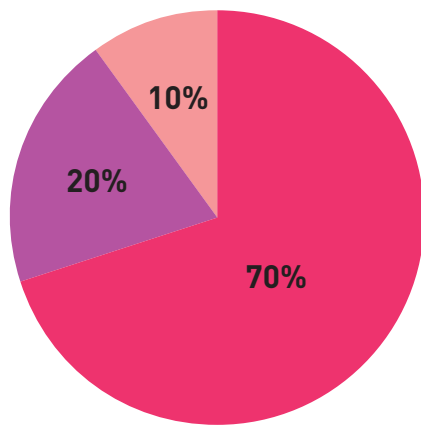
KEY DATA

	BAF 2010	BAF 2011	BAF 2012	BAF 2013	BAF 2014	BAF 2015	BAF 2016	BAF 2017	BAF 2018	BAF 2019
Galleries	30	25	43	46	47	51	45	51	53	55
Artists	30	80	180	200	250	300	200	230	250	250
Artworks	30	600	1,100	1,200	1,300	1,500	1,200	1,400	1,500	1,600
Visitors	3,500	9,000	11,000	18,000	20,000	21,000	23,000	28,250	32,000	36,000
PR Campaign	500,000 US\$	1,200 000 US\$	1,500 000 US\$	3,200 000 US\$	4,000 000 US\$	4,300 000 US\$	4,500 000 US\$	4,800 000 US\$	5,200 000 US\$	5,300 000 US\$
Sponsors	4	6	6	8	8	8	8	6	7	1
Media Partners	6	20	34	34	30	30	30	30	30	30



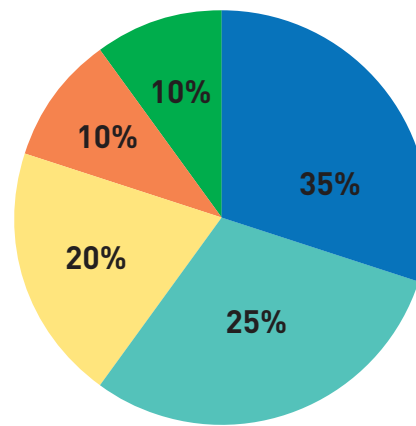
VISITORS PROFILE 2019

Social Group



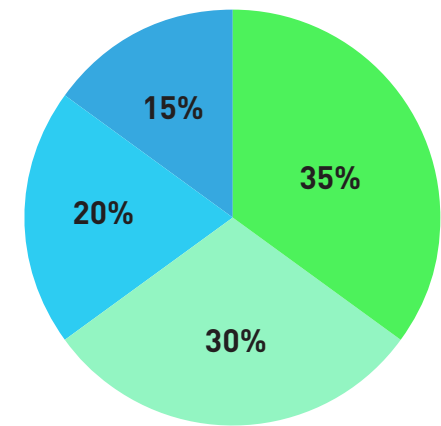
Upper Class A
 Upper middle class
 Others

Typology



Art collectors
 Institutions
 Fairgoers & Art lovers
 Others (Artists....)
 Wordly people

Professional Category



Industry & commerce business leaders (CEO/Managing Director/Director/ Vice President...) and Politicians
 Independent profession & senior executive (Marketing, PR, Influencers, Fashion designers, Interiors designers, Journalists...)
 Real Estate
 Others (retired, students, housewives...)

MARKETING, ADVERTISING & PROMOTION

VARIOUS COMMUNICATION SUPPORTS :

- Save the date
- VIP Pack
- Fair Guide
- Catalogue of BEIRUT ART FAIR (240 pages)
- VIP Bag
- Website
- BEIRUT ART WEEK Map
- Billboards
- Wall of fame
- Facebook
- Twitter
- Instagram
- 3,000 press invitations
- 5,000 «VIP» invitations
- 35,000 «E-Daily» invitations
- 1,500 catalogues
- 8,000 Fair Guides
- A responsive website
- 25 Newsletters
- 150 000 mails (Save the dates)
- Press Campaign
- International TV Campaign (France 2, Future TV, MTV, MBC, NBN, Al Jadeed TV, News Art Today TV, OTV, Télé Liban, TV5 Monde...)

Catalogue:



Fair Guide:



BEIRUT ART WEEK Map:



VIP Invitations:



Partners invitations:



Banners:



Tote bag:



Wall of fame:



EXTENSIVE MEDIA PRESENCE BOTH IN LEBANON & INTERNATIONALLY

COMMUNICATION:

BEIRUT ART FAIR has organized an important international press trip during the fair :

- 250 journalists accredited
- Some 600 articles in the media

PR campaign value : 5,300 000 US\$

Numerous media coverage :

Bahrain, Belgium, China, Egypt, France, Germany, Hong Kong, India, Iraq, Italy, Jordan, Kuwait, Lebanon, Morocco, Oman, Philippines, Qatar, Singapore, Switzerland, Taiwan, Turkey, UAE, UK, USA ...



To read our articles: <https://beirut-art-fair.com/press/>

THEY SUPPORTED BEIRUT ART FAIR & BEIRUT ART WEEK 2019



THE TEAM

THOSE WHO MADE IT POSSIBLE

Laure d'Hauteville

Founder & Fair Director
laure.dhauteville@beirut-art-fair.com
Tel. France : +(33) 6 88 06 27 25
Tel. Lebanon : +(961) 3 386 979

Joanna Abou Sleiman-Chevalier

Artistic Director
joanna.chevalier@beirut-art-fair.com
Tel. France : +(33) 6 03 33 87 87
Tel. Lebanon : +(961) 3 243 799

Agathe Ferrand

Head of Gallery Relation & Communication
gallery@beirut-art-fair.com
Tel. France : +(33) 6 14 94 85 87

Jacques Antoine

Gallery & VIP Relations - Africa
africa@beirut-art-fair.com
Tel. Morocco : +(212) 687 222 614

Marie-Mathilde Gannat

Sponsor & VIP Coordinator
mm.gannat@beirut-art-fair.com
Tel. Lebanon : +(961) 76 497 453

Marie Tomb

Editorial Director
marie.tomb@beirut-art-fair.com
Tel. Lebanon: +(961) 70 223 271

Rachel Dedman

Curator of REVEALING by SGBL
revealing@beirut-art-fair.com
Tel. England: +(44) 779 975 4755

Ranine El Homsy

Head of Cultural Mediators
ranine.elhomsy@beirut-art-fair.com
Tel. Lebanon: +(961) 70 223 271

Marc El Khoury

PR Middle East
marc@think-luxe.com
Tel. Lebanon: +(961) 3 484 777

CommunicArt

PR France & Europe
pwateau@communicart.fr
Tel. France: +(33) 6 83 84 61 22

Michel Shehahde

General Installation
m.shehade@ma-t.net
Tel. Lebanon: +(961) 3 888 057

Rose Saado

Accounting Department
accounting@beirut-art-fair.com

PRESS RELATIONS

If you would like to receive our press releases or for any inquiries, please contact us via the following email:

press@beirut-art-fair.com com



SEE YOU NEXT YEAR!
17-20 SEPT 2020

