

press release

foto fever

START
TO —
COLLECT

8th edition

8 - 10 novembre
Carrousel du Louvre

**8th edition of fotofever paris
from 8 to 10 November 2019**

40% of women artists Equality in 2020 !

- **fotofever is the first international fair dedicated to the collection of contemporary photography**

A selection of 100 galleries and publishers will present 250 artists from 20 countries at the 8th edition of fotofever paris, from 8 to 10 November 2019, at the Carrousel du Louvre.

- **An artwork selection for less than €1,000, shown price on all artworks, the Collector's Apartment...**

Guided tours, thematic tours, talks... fotofever emphasizes its determination to opening in making contemporary photography accessible to all, amateurs and professionals.

fotofever showcases and supports emerging contemporary photography artists and encourages collecting photography through its programme START TO COLLECT.

New this year: buy a photography artwork during the fair and become a VIP member of fotofever for life (registration required)!

- **fotofever, gender equality in 2020**

fotofever, which was already displaying 30% of women artists in 2018, is exhibiting 40% this year in 2019. Besides, the Heillandi Gallery (Switzerland) only showcases women artists this year. Cécile Schall, founder and director, is committed to reach equality by 2020.

- **The French art scene in the spotlight**

For the 180th anniversary of the invention of photography in France, fotofever has chosen to highlight the vitality of the French art scene: a brand new tour, an introductory space to the fair, thematic talks... Many initiatives dedicated to the French artists and galleries. By its action, the fotofever team contributes to make France a country of photography collectors.

- **60% of returning galleries**

With the participation of over 100 galleries and publishers from 20 different countries, 60% of returning galleries - a high rate of new exhibitors - fotofever has achieved loyalty from their galleries throughout the years, prove of its settlement in the landscape of contemporary art fairs.

□ **The Hive, “starter walls” for young galleries**

Always with the mission to discover and follow emerging photography artists, fotofever proposes for the second year the “Hive”, a new section of the fair composed of 40 “starter walls” at small price, allowing young galleries to participate to their first international fair. This year, galleries of the “Hive” showcases on solo shows.

□ **The Collector’s Apartment with Roche Bobois**

The Collector’s Apartment, which has become one of the main fotofever initiatives, presents a selection of photographs in a decorated interior space at the entrance of the fair. Yuki Baumgarten, Artistic Director, has imagined a new scenography around 6 themes: France, Women, Nature, Architecture, Time and the winners of the fotofever prize 2019. The whole Apartment is furnished with fotofever partner Roche Bobois.

□ **fotofever exhibits 3 photo prizes**

In 2019, fotofever and the photo lab Dahinden launch the second edition of the fotofever prize, a springboard for young photography talents. It offers to each of the 3 winners a projection in Arles, the production of their series and an exhibition in fotofever paris.

fotofever is also partner of the Prix Obs pour Les femmes s’exposent whose 2019 winner Andrea Olga Mantovani will be exhibited during the fair.

Finally, fotofever conceives and organizes on behalf to Eberhard & Co., a Swiss watchmaker, the *Eberhard Award* around the theme of time. This prize is exclusively opened to artists whose works are exhibited by galleries participating to the 8th edition of fotofever.

□ **The Paris Photo VIP have free access to fotofever**

For the second consecutive year, fotofever is part of the programme « In Paris during Paris Photo » offering to the Paris Photo VIPs a free access to fotofever.

A free shuttle service will be available between the Grand Palais and the Carrousel du Louvre. This programme had made possible for fotofever to welcome 3,500 VIPs (private collectors, art professionals, institution directors) last year.

□ **13,000 visitors in 2018**

The latest edition of fotofever was a public and critical success: it attracted nearly 13,000 visitors, a new record. Approved by collectors and amateurs alike, fotofever has confirmed its position as the first art fair dedicated to the collection of contemporary photography.

1,000
artworks to collect

60%
returning galleries

40%
of women artists

3500
VIPs

54%
of solo shows

20
countries represented

15,000
expected visitors

250
artists

3
photo prizes

100
galleries & publishers

Gallery list confirmed by Septembre 1st, 2019

193 Gallery*, France	La Galerie Paris 1839*, Hong Kong
24P Studio, China	Les femmes s'exposent*, France
55 Bellechasse, France	Les Sœurs Grées*, France
6x7 Gallery, Poland	Limited Editions Gallery*, Spain
Ajtner Fine Art*, Netherlands	Jörg Maass*, Germany
ALB (Galerie)*, France	Magreen Gallery*, Italy
Albane (Galerie)*, France	Meeting Art Point, France
ALL YOU CAN ART*, Germany	Melting Art Gallery*, France
AN INC., South Korea	Michael Seksik (Librairie)*, France
Archivio Fotografico Italiano, Italy	Modern'Art*, France
Art D2*, Italy	Mona Lisa (Galerie)*, France
Arte Globale, Italy	MUG Publishing, South Korea
Artify Gallery*, Hong Kong	Neo Contemporain*, France
ArtYard Gallery*, Germany	Olivier Barriol (Galerie)*, France
Building Bridges, United States	Ontama Project*, Japan
CarloMari Gallery*, Italy	Photo Shopping*, France
Casa Regis, Italy	Podbielski Contemporary, Italy
Ceribelli (Galleria)*, Italy	POLO Arts*, France
Collectif du Hérisson, France	QGallery*, Denmark
Culture in Transition*, United States	R/G (Galerie)*, France
Deux6*, France	Rastoll (Galerie), France
Les Éditions de Juillet, France	S&H De Buck (Galerie)*, Belgium
Éditions Light Motiv, France	Semjon Contemporary*, Germany
Einstein Studio, Japan	SGallery*, Italy
Expowall*, Italy	Sintitulo (Galerie)*, France
Fabrik Projects, United States	Spaziofarini6, Italy
Fifty Dots Gallery, Spain	STP (Galerie), Germany
Flux Zone, Mexico	Star Gallery, Taiwan
Galerie XII, France	Swany Presse*, France
Gli Eroi Furori, Italy	Tendance Floue, France
Grisart, Spain	The Lanterns Art*, Italy
Heillandi Gallery*, Switzerland	V&E Art*, Taiwan
Ho's Art, Taiwan	VM for art*, France
Insula (Galerie)*, France	Wallpepper, France
Kichijoji (Gallery), Japan	Wall Space, United States
L'Affiche, Italy	Yi Gallery*, China
L'ANGLE Photographies*, France	Zeto Art*, France

fotofever, a team of committed women



From left to right: Cécile Schall, Laura Kosmenzoff, Yuki Baumgarten, Christelle Roubaud
© Laura Bonnefous

Founded in 2011 by Cécile Schall, fotofever is an international photography fair committed to the promotion of contemporary photography.

Alongside Cécile Schall, founder and director, three women committed to support emerging photography talents: Christelle Roubaud, Marketing Director, Yuki Baumgarten, Artistic Director and Laura Kosmenzoff, VIP Director.

Through numerous yearly rendez-vous, fotofever makes possible the discovery of emerging talents and encourages the collection, with the aim to support living artists.

START TO COLLECT targets new and established collectors, making possible for them to welcome new artists in their collection.

fotofever programme

Thursday November 7, 2019

17h - 19h : preview avec annonce du lauréat de l'Eberhard Award.

19h-22h : vernissage avec annonce du Grand Lauréat du fotofever prize with dahinden.

Friday 8 to Sunday 10 November, 2019

11am: meeting with artists

12am: guided tour with Anaïs Montevecchi

2pm: start to collect tips

3pm: talk*

4pm: guided tour with Anaïs Montevecchi

5pm: meeting with artists

Talks programme

Friday: "What place for women photographers?"

Saturday: "Photography: 180 years of a French invention"

Sunday: "Photographic publishing: collectible publications"

The Collector's Apartment with Roche Bobois

An photo exhibition in a space furnished at the entrance of the fair.



fotofever partners



For its 8th edition, fotofever is once again under the patronage of the ministry of Culture, which celebrates its 60th anniversary in 2019.



The photo lab Dahinden renews its support to young photographic talent by being a partner of the 2nd edition of the fotofever prize.



fotofever designs and organises the *Eberhard Award* for Eberhard & Co., a Swiss watchmaking, around the theme of time, a prize that is exclusively intended for artists whose works are exhibited at the 8th edition of fotofever.



fotofever has been initiating an educational partnership with ICART, the school of cultural management and the art market since 1963. 70 students of the MBA Specialized International Art Market are involved in the preparation and organization of the fair, alongside the team and exhibitors.



For the 3rd consecutive year, Roche Bobois and fotofever are proposing a new layout for the Collector's Apartment, highlighting a selection of works in a scenic space.



fotofever invites its exhibitors and VIPs to a party dedicated to contemporary photography in the setting of the Silencio, designed by David Lynch. An evening of screening, conversation, meeting musical performance orchestrated by fotofever, on Friday November 8, from 8pm to 2am.



This year, fotofever offers visitors the opportunity to view the artworks directly at home with a simple photo of their interior, thanks to the new online viewing service The Full Room.

LATHAM & WATKINS

The law firm Latham & Watkins is part of the fotofever Women Artists focus by inviting its clients to discover our selection of women artists as a private reception.



On the occasion of the 8th edition of fotofever paris, BNP Paribas Banque Privée introduces its clients to the photography collection as a "passion" investment during a private visit.

Practical information

fotofever paris #8

Carrousel du Louvre
99 rue de Rivoli 75001 Paris

Thursday November 7, 2019

Preview (VIP/Press): 5pm – 7pm

Opening (invitation only): 7pm – 10pm

Opening to the public

Friday November 8, 2019: 11am – 8pm

Saturday November 9, 2019: 11am – 8pm

Sunday November 10, 2019: 11am – 6pm

Tickets

Entry fee: €19

Student rate: €10

Groupe rate (+10): €12,50

Family rate: €30

Premium Pass (2 Opening entry + champagne): €75

Children < 18 years old: free

Catalogue : €20

Entry fee + catalogue: €34

Each ticket includes free access to talks and guided tours (booking advised)

For any purchased photography, become a fotofever VIP member (registration required)

Press contact - Agence Communic'Art

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Rose Lecat, L'Attente d'Alpha, series "À la frontière des montagnes »,
laureate 2019 of the fotofever prize with dahinden

