

artgenève

SALON D'ART

PAD

GENÈVE
ART+DESIGN

Press Release

artgenève & PAD Genève

artgenève extends its artistic offering by inviting PAD into the heart of the fair

The organisers of artgenève and PAD Genève announce the launch of their partnership taking effect from January 2018. An ideal pairing, the two fairs complement one another and in joining forces strengthen their international reach.

Over the course of 6 years of continued development and consolidation, artgenève has taken root in the Geneva Lake region, establishing itself as a high end and internationally renowned contemporary and modern art fair. The fair now wishes to enrich its artistic offering with the inclusion of Historic, Modern and Contemporary Design, and Tribal Art. The famous **PAD**, established 21 years ago in Paris in the Tuileries and expanded to Berkeley Square in London 11 years ago, will bring together 25 carefully selected galleries.

Thomas Hug and Laura Meillet, directors of artgenève and artmonte-carlo, and Patrick Perrin, founder of **PAD**, met for the first time in October 2016 in London.

Over the course of further meetings in Geneva and Paris, and motivated by the shared vision, spirit and quality of the fairs, the idea of **PAD**'s inclusion in the framework of artgenève 2018 came to life.

Collectors and art lovers alike who have experienced artgenève as well as major galleries in the fields of modern and contemporary design have also expressed their joint desire to see **PAD**'s own contribution completing the artistic offering in Geneva.

In a time when the concept of big art fairs is being continually revisited and remodelled, the diversity of the artistic offering born out of this collaboration - rare between two such fairs, with full control over size and quality - appears both timely and opportune to organisers. A formal agreement was reached at the beginning of May in Geneva.

We are delighted to be able to announce today this exciting European and international partnership, the first edition of which will take place **from 31 January to 4 February 2018**. **PAD** will be fully integrated into the Palexpo space running side by side with artgenève.

Save the dates!

PAD London / Berkeley Square / 02 - 08.10.2017

artgenève & **PAD Genève** / Palexpo / 01 - 04.02.2018

PAD Paris / Jardin des Tuileries / 21 - 25.03.2018

artmonte-carlo / Grimaldi Forum Monaco / 28 - 29.04.2018