

TEFAF

ARTSY

TEFAF Announces Artsy as Exclusive Online Partner for 2018 New York Fairs

New York, NY, April 25, 2018 — [TEFAF](#), the not-for-profit foundation that organizes three art fairs internationally—TEFAF Maastricht, TEFAF New York Fall, and TEFAF New York Spring—is partnering with [Artsy](#), the global platform for discovering and collecting art, to bring artworks from the fair’s unparalleled group of international fine and decorative arts dealers to a worldwide audience online for the first time. The partnership will include exclusive online previews for TEFAF New York Spring (May 4 – 8, 2018) and TEFAF New York Fall (October 27 – 31, 2018), allowing collectors to browse dealers’ booths a week before the fair opens to the public. In addition, Artsy and TEFAF will launch a new online initiative, TEFAF TWENTY, on May 15 that highlights a rotating selection of TEFAF exhibitors on Artsy.net. The initiative will be an ongoing program to support galleries and showcase their highest quality for-sale inventory online between Fair exhibitions.

The partnership represents an important synergy between the two organizations and their unique domains of expertise—TEFAF’s unrivaled emphasis on connoisseurship and quality and Artsy’s best-in-class 21st-century technologies. Through TEFAF’s presence on Artsy, any collector in the world will be able to access TEFAF’s extraordinarily rare treasures and masterpieces from all eras, vetted by the most respected experts in the worlds of art and antiques.

“Partnering with Artsy is an opportunity to broaden TEFAF’s reach into the digital community to engage a new generation of developing and more seasoned collectors who are increasingly using online sources for making decisions on their art purchases,” said Co-Managing Director of TEFAF New York **Michael Plummer**.

Since launching in 2012, Artsy has forged relationships with thousands of galleries, auction houses, art fairs, and institutions to help them grow their businesses online. Enabling the growth of the overall art market, Artsy provides its partners with industry-leading technology services and access to their vast and growing audience of over one million users. Artsy connects buyers with sellers from around the world, offering over \$10 billion of total inventory currently for-sale on Artsy.

“TEFAF’s fairs are among the very best in the world, with the quality of their art, expertise of their dealers, and their vetting committee setting the standard for the industry,” said Artsy’s president, COO, and co-

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founder **Sebastian Cwilich**. “As Artsy expands, we see growing demand from collectors for a more diverse offering of art categories—from prints to old masterpieces—so it’s exciting to bring not only works from TEFAF’s modern and contemporary dealers in the spring but also masterpieces and classical works from TEFAF’s fall fair, which offers art spanning antiquity to 1920.”

“As TEFAF expands further into the modern and contemporary sector of the art market with its second edition of TEFAF New York Spring, Artsy’s strong presence in this domain make it an ideal online partner for TEFAF,” said Co-Managing Director of TEFAF New York **Jeff Rabin**.

TEFAF New York Spring, which launched in May 2017, is dedicated to modern and contemporary art and design, and will feature 90 exhibitors, among them 24 new participants including Gagosian, Gladstone Gallery, Marian Goodman Gallery, Lévy Gorvy, Matthew Marks Gallery, and Taffin. A selection of TEFAF New York Spring exhibitors will also feature jewelry, African and Oceanic art, and antiquities to highlight how the art historical canon has influenced some of the greatest modern and contemporary artists.

To visit TEFAF New York Spring 2018 on Artsy, visit artsy.net/tefaf-new-york-spring-2018.

ABOUT ARTSY

Artsy is the global platform for discovering and collecting art. Artsy partners with leading museums, international galleries, auction houses, and art fairs to create the world’s largest art marketplace. Artsy’s technology enables the growth of the entire art market by effectively connecting supply and demand at a global scale. With 2,500+ partners across 90+ countries and the most-read art publication online, Artsy empowers a global audience to learn about, discover, and collect art. Launched in 2012, Artsy is headquartered in New York City with offices in London, Berlin, Los Angeles, and Hong Kong.

ABOUT TEFAF

TEFAF is a not-for-profit foundation acting as an expert guide for both private and institutional collectors in a global art marketplace, and inspiring lovers and buyers of art everywhere. TEFAF now runs three Fairs internationally: TEFAF Maastricht, TEFAF New York Fall and TEFAF New York Spring.

ABOUT TEFAF NEW YORK

TEFAF New York was founded in early 2016 to host two annual art fairs in New York at the Park Avenue Armory, TEFAF New York Fall and TEFAF New York Spring. Each Fair features around 90 leading exhibitors from the around the globe. Tom Postma Design, celebrated for its innovative work with leading

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museums, galleries, and art fairs, has developed designs for the Fairs that interplay with the spectacular spaces while giving them a lighter, contemporary look and feel. Exhibitor stands will flow throughout the Armory's landmark building encompassing the Wade Thompson Drill Hall and extending to both the first and second floors of the Armory's period rooms, creating a Fair of unprecedented depth and impact in New York City.

ABOUT TEFAF TWENTY

Launched by TEFAF in partnership with Artsy, TEFAF TWENTY is a new online initiative featuring a curated selection of TEFAF exhibitors on Artsy. Showcasing a new selection of TEFAF exhibitors and objects every two months, the initiative is aimed at supporting exhibitors and promoting their highest quality for-sale inventory between Fair editions.

ABOUT TEFAF MAASTRICHT

TEFAF Maastricht, the world's leading art and antiques Fair, champions the finest art dealers and experts from around the world. It was the first art fair to be run by dealers for dealers, and inspires lovers and buyers of art everywhere. The 31st edition of TEFAF Maastricht will be held in the Maastricht Exhibition & Congress Centre from March 10-18, 2018.

Since 2005, TEFAF has been supporting research and international collaboration by means of a special Chair of Oncology at the research institute GROW, the School for Oncology and Developmental Biology at the Maastricht University Medical Centre.

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