

a ppr oc he



a ppr oc he, view of the works of Ruth Van Beek, Bruno Fontana and Alice Guittard © Grégory Copitet

Second edition of the A PPR OC HE salon, HIGHLY POSITIVE RESULTS

The highly positive result of the fair's second edition is a testament to its artistic choices and the success of its unique format.

Fourteen approaches to the photographic medium were shown this year. Directors Emilia Genuardi, co-founder and Elsa Janssen endeavored to select artists with multiple and complementary art practices. Twelve of the artists were represented by twelve French and international galleries: David De Beyter – Galerie Cédric Bacqueville (FR); Marie Clerel – Galerie Binome (FR) ; Marianne Csaky – Inda Gallery (HU); Erik Dietman – Galerie Papillon (FR) ; Bruno Fontana – Galerie des petits carreaux (FR) ; Emmanuelle Fructus – Un livre une image (FR) ; Vittoria Gerardi – Galerie Thierry Bigaignon (FR) ; Alice Guittard – Double V Gallery (FR) ; Louis-Cyprien Rials – Galerie Eric Mouchet (FR) ; Maya Rochat – Seen Fifteen Gallery (GB) ; Daniel Shea – Webber Gallery (GB) ; Ruth Van Beek – The Ravestijn Gallery (NL). The duo Kensuke Koike - Thomas Sauvin as well as Juliana Borinski were shown in the **a ppr oc he** sector, devoted to two artists who are not currently associated with a gallery. The audience, who came in greater numbers this year, were both won over and captivated by the artists' proposals combining photography, painting and sculpture.

This new edition of the fair attracted 4,600 visitors. The audience, consisting of collectors, curators, artists, art critics, representatives from both public and private institutions, was cosmopolitan and revealed the wealth of the international network surrounding the artists.

The fair's intimacy, the opportunity to meet the artists, the gallery owners and of course the **a ppr oc he** team has redefined the framework of a trade event. Designed as an exhibition, this unusual format with no stands, aims to symbolically break down the barriers between photography galleries and contemporary art galleries.

Buoyed by group energy and synergy, the gallery owners were enthusiastic at the end of these four days. The majority of the galleries were happy with sales, selling between 50-70% of the selected pieces on show. Some personalities present at the vernissage were Colette Barbier (Fondation Ricard), Sam Stourdzé (Les Rencontres d'Arles) and Simon Baker (Maison Européenne de la Photographie). The gallery owners also enjoyed spending time with representatives from museums such as the Fondation Cartier pour l'Art Contemporain, Marrakesh's brand new Musée d'Art Contemporain, the new Musée National de Monaco, Lausanne's Musée de L'Elysée as well as the Musée Picasso.

Emilia Genuardi and Elsa Janssen as well as the entire **a ppr oc he** team are already looking forward to seeing their audience again for the fair's third edition, which will be held from 7th–10th November 2019 at the Molière in Paris. They would particularly like to thank the artists and gallery owners of this 2018 edition for their involvement and energy.

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