
a ppr oc he

An innovative salon devoted artists
who appropriate the photographic medium

a ppr oc he is a boutique art fair designed as an exhibition with a curatorial gaze, bringing down the symbolic barriers between the worlds of photography and contemporary art. A boutique art fair consisting exclusively of solo shows, combining so-called traditional photographers with artists who use photography in three dimensions, on non-traditional media such as wood, leather, Perspex, glass and metal, going beyond the frame into the territory of installations.

A new type of art fair showcasing artists and inviting dialogue: 12 artists represented by 12 French and international galleries + 1 invited emerging artist without gallery representation in the a ppr oc he sector.

A trio of art directors for the third edition of a ppr oc he



Emilia Genuardi



Elsa Janssen



Étienne Hatt

Following Léa Chauvel-Lévy who assisted Emilia Genuardi with the first a ppr oc he fair's artistic direction in 2017, then Elsa Janssen who co-directed a ppr oc he on site with Emilia in 2018, Etienne Hatt has joined the duo in creating high level artistic content, bringing a new perspective to the photographic medium experience.

Étienne Hatt was born in 1976 and started out as VU' gallery director before joining artpress magazine's editorial team. He is currently their Assistant Editor-in-Chief writing a monthly column on photography. He is also Director of Programs for the Experimentation Centre of the Collège international de Photographie du Grand Paris and is responsible for creating a series of filmed conversations for exhibitions at Le Jeu de Paume.

Third edition
8-10 November 2019

Preview Thursday 7 November
From 2-10pm
Upon invitation

Le Molière
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approche.paris

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