

ART·DIGITAL
PARIS

| Opening
on 27th May 2020
on

ARTSY

ART·LIVE
PARIS

| Opening
on 28th May 2020

Press release, 20th May 2020

ART PARIS 2020

Art Paris 2020 presents an 100% digital edition

Art Paris Digital by Artsy and **Art Paris Live**

Following the government's announcement banning all public gatherings until mid-July, Art Paris 2020, the leading modern and contemporary art spring event, will be moving online with the launch of two initiatives: Art Paris Digital by Artsy and Art Paris Live, which aim to support galleries and their artists after a spring period at a standstill.

Art Paris Digital

Art Paris is pleased to announce an evolution in its partnership with international art platform Artsy, with whom an online edition of the fair will be presented.

Thanks to this partnership, visitors will be able to access content featuring artists represented by the one hundred or so national and international galleries that would have been taking part in the fair. Art Paris Digital is also the opportunity to purchase a selection of more than 1,000 recent works by these artists.

Talking about this initiative Artsy Chief Revenue Officer Dustyn Kim commented: *"Artsy has always set itself the task of promoting artistic creation and artists worldwide. As a result of the pandemic and the difficulties that the art world is currently encountering, we are more than ever committed to this cause and are actively supporting the art world and our partners. We are delighted to be able to help Art Paris with an exclusive online edition on Artsy in replacement of the physical edition of the fair that has unfortunately had to be cancelled. In addition, we have opened this event to all of the fair's exhibitors, not just those galleries that are Artsy's partners."*

Guillaume Piens, Art Paris Fair Director and Catherine Vauselle, Communication & Partnerships Director, are delighted about this high quality partnership with Artsy *"which in this period of lockdown opens a digital window to culture and allows visitors to access the content of the 22nd edition that unfortunately couldn't take place."*

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An exclusive preview will be reserved for collectors on 25th and 26th May, before Art Paris Digital opens to the public on 27th May.

Art Paris's profile on the Artsy website will be updated throughout the event with original and unique new content.

Art Paris Live

Art Paris has also used different digital tools and applications to produce a virtual visit of the fair that will immerse visitors in each gallery's unique environment. Art Paris Live starts 28th May.

Immersion 3D has created a virtual visit of the exhibition spaces of our Paris-based galleries, whereas Online Viewing Room presents an immersive 3D visit of the galleries' booths recreating the real-life experience of visiting the fair under the glass roof of the Grand Palais

All these elements of Art Paris Live are to be found on the mini-websites of exhibiting galleries on www.artparis.com.

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