

GENERAL REPORT

23 international
galleries
Artists from the
Middle East &
North Africa



MENART FAIR

Cornette de Saint Cyr
6 av Hoche, 75008 Paris

PARIS

27 - 30th May 2021

menart-fair.com



Lara Sedbon x Durazzo Projects



Galerie Nathalie Obadia



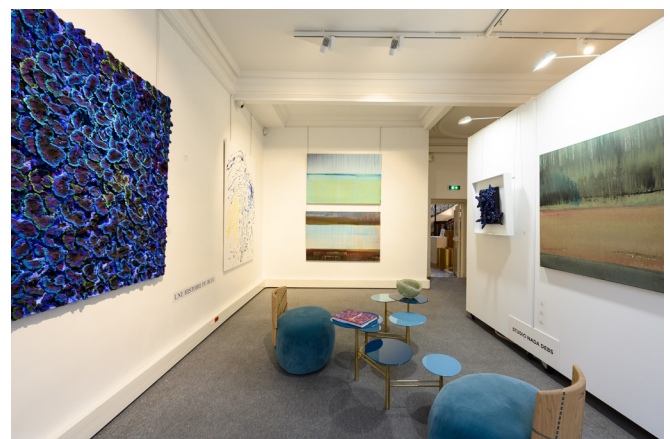
Eiwan al Gassar Gallery



Elmarsa Gallery



Esther Woerdehoff



Galerie Tanit

MENART FAIR 2021

MENART FAIR is the first international modern and contemporary art fair in Europe, dedicated to artists from the Middle East & North Africa, selected by must-see galleries.

For this first edition, 23 international galleries are gathered for four days in the private mansion of the Cornette de Saint Cyr auction house, in Paris 8th district.

This new art fair with a confidential format offers an initiatory journey through a demanding selection of more than sixty modern and contemporary artists, most of whom are recognized in their respective countries.

23 galleries coming from 13 countries

France, Germany, Iran, Italy, Jordan,
Lebanon, Morocco, Qatar, Saudi Arabia,
Switzerland, Tunisia, UAE, USA.



Galleria Continua

MENART FAIR IN NUMBERS

| 1st edition | 2532 visitors |

520 VIP | 600m² |

320 artworks | 80 artists |

86% of galleries made sales during the fair

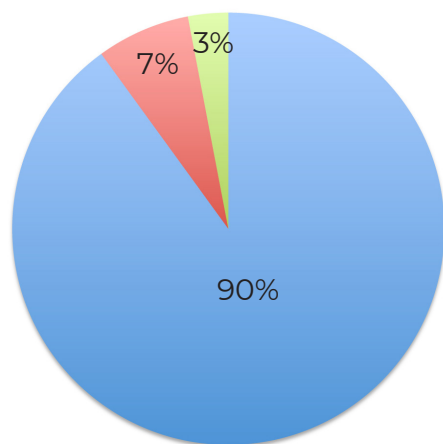
8% of galleries had sales one month after the fair

27 groups of collectors, museums and institutions* have benefited from the mediation and the initiatory course led in particular by Joanna Chevalier (Artistic director) and Laure d'Hauteville (Director & founder of the fair)

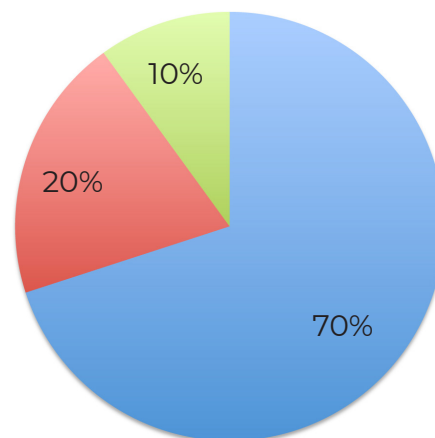
** Fondation Cartier, Fondation Guerlain, LVMH, Pinault, Musée du Jeu de Paume, Centre Georges Pompidou, Palais de Tokyo, IMA, Institut des Cultures d'Islam, Cité Internationale des Arts, Poush Manifesto, Ministère de la Culture, Ministère des Affaires Etrangères, Sam Art Project, Le Spot, Agence Française pour le Développement d'AlUla, Directeurs des Opérations d'Expertise France...*

VISITOR'S PROFILE

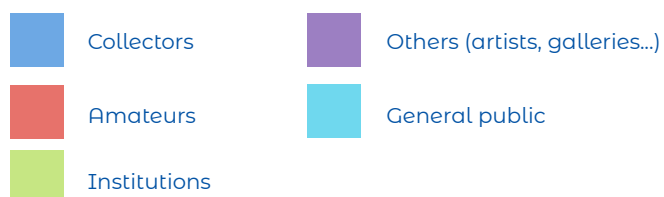
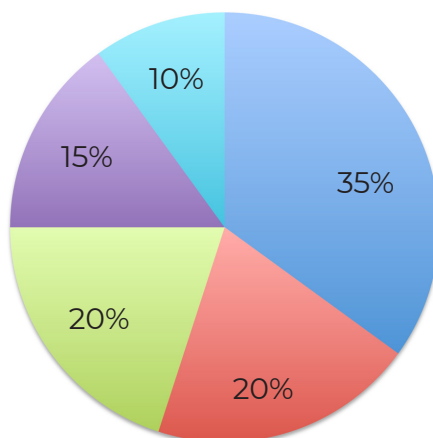
Geographical distribution



Socio-professional categories



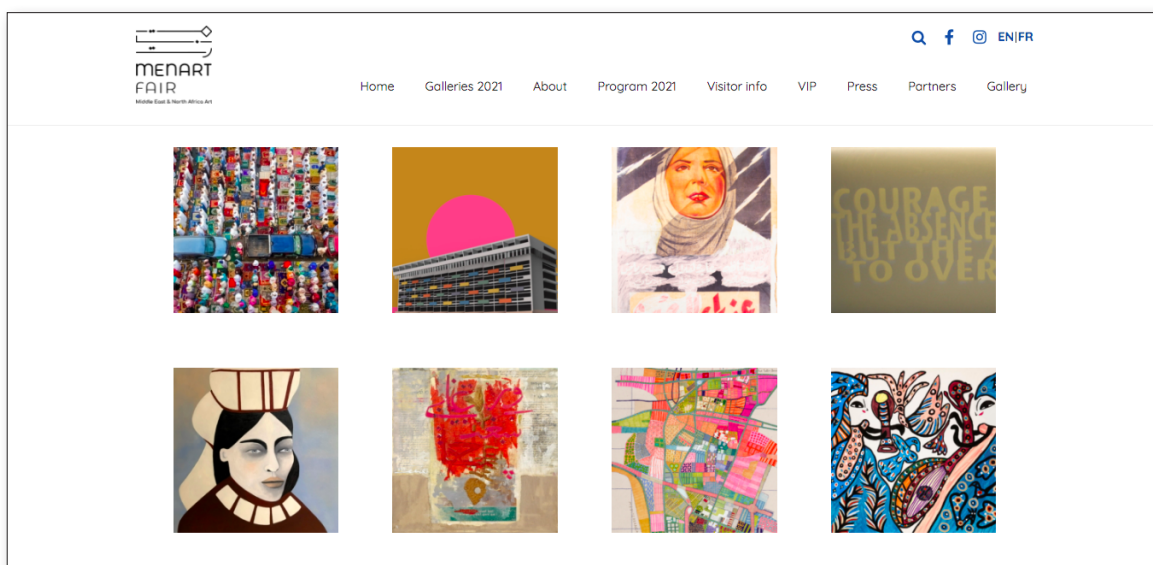
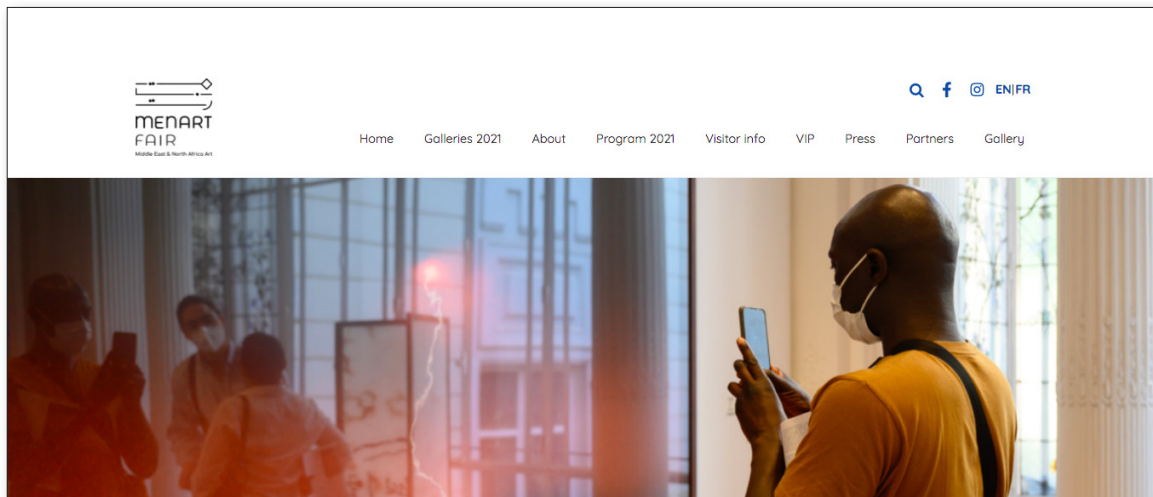
Typology



MARKETING PLAN

- 18 Newsletters
- VIP invitations
- Eventbrite ticketing
- Floor plans of the fair
- Website
- Facebook
- Instagram
- 2 banners at the entrance of the fair
- Supplement in the Journal des Arts (14/05/21 - 6 pages - outreach : 28.500 subscribers copies + 2.000 visitors copies)
- 252 000 emails (Save the date)
- 450 VIP invitations sent by email
- 148 436 visits of the website (from March to June 2021)
- Partnership with Artsy
- 6 zoom conferences + online on the website
- + 100 press articles on the fair (available online on the website)
- International campaign TV (Artvisions /Ikono TV / BFM TV / Arab News, Tehran TV...)

Website : <https://menart-fair.com/>

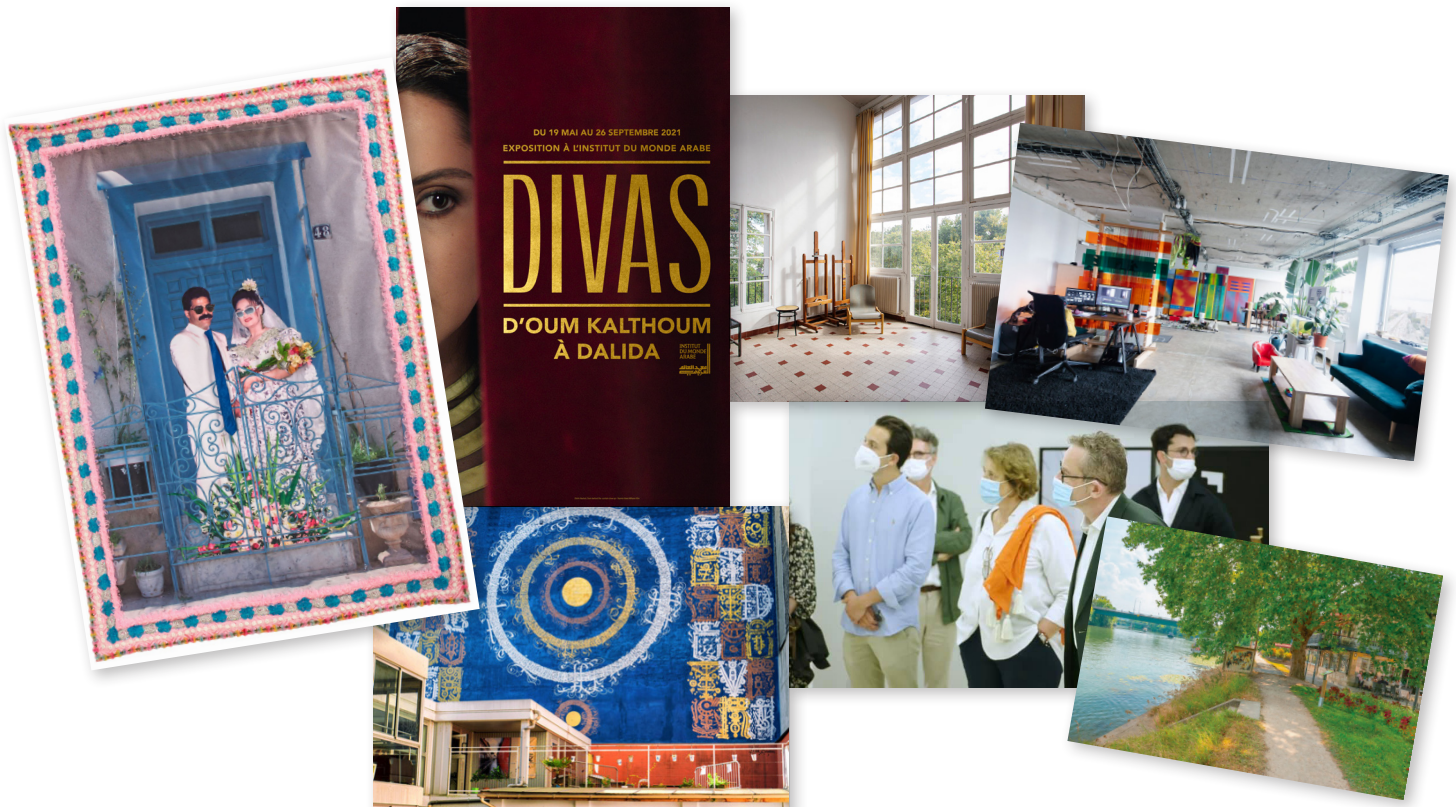


Outdoor VIP program :

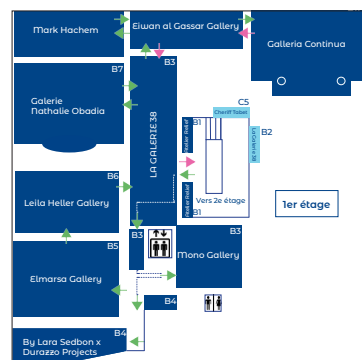
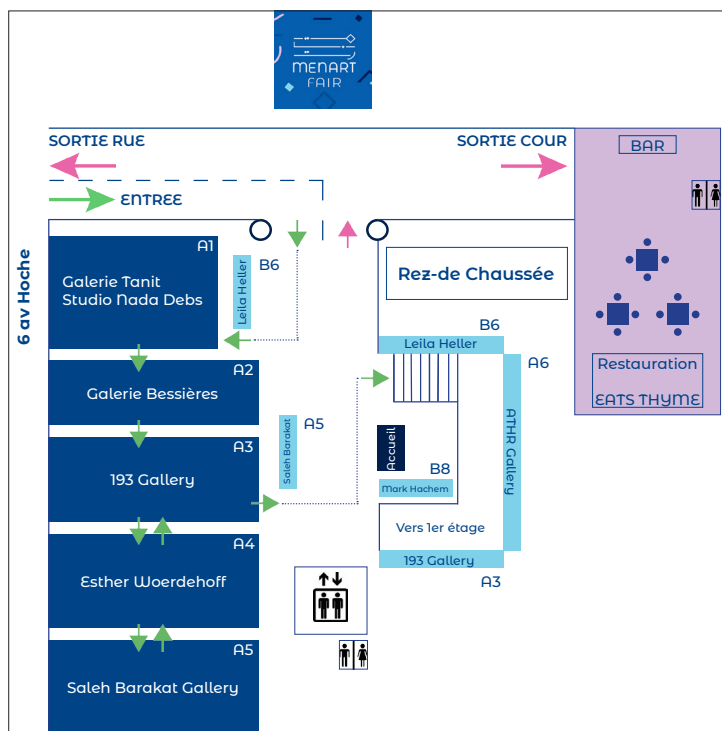
VIP invitation :



VIP visits :



Floor plans of the fair :



Banners :



EXTENSIVE MEDIA PRESENCE IN FRANCE AND ABROAD

Agence Marie Jacquier Communication



FairMag 2021
Le Journal des Arts

FairMag 2021 : <https://menart-fair.com/fair-mag-2021/>

Press coverage :

Algeria, Belgium, France, Iran, Jordan, Lebanon, Morocco, Tunisia, Saudi Arabia, UAE...



To read the articles : <https://menart-fair.com/fr/press-2/>

TV (online videos : <https://menart-fair.com/fr/press-2/>)

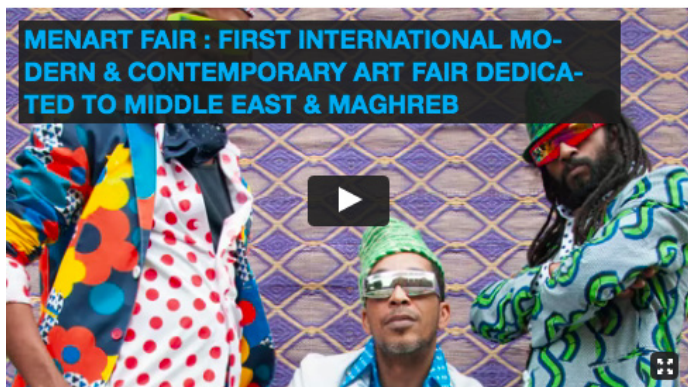
ARTVISIONS



BFM



IKONO TV



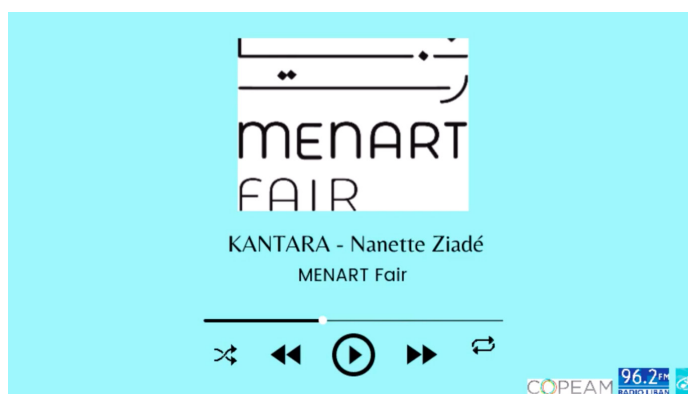
ARAB NEWS



IGTV Christiane Tawil



RADIO LIBAN (with Nanette Ziadé)



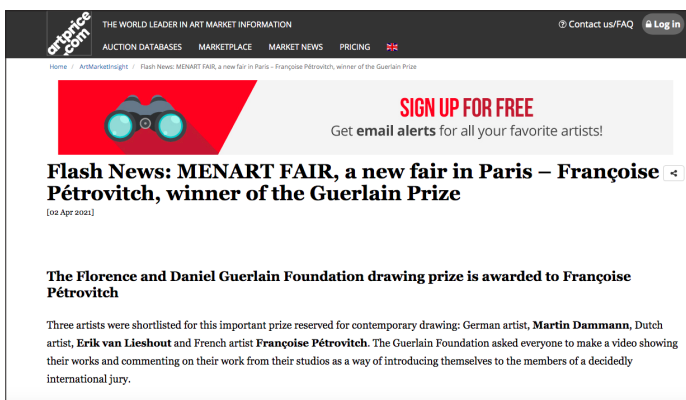
6 online conferences : <https://menart-fair.com/fr/conferences-2/>

The Art Circle



Web :

Artprice



L'Orient Le Jour



Le Journal des Arts

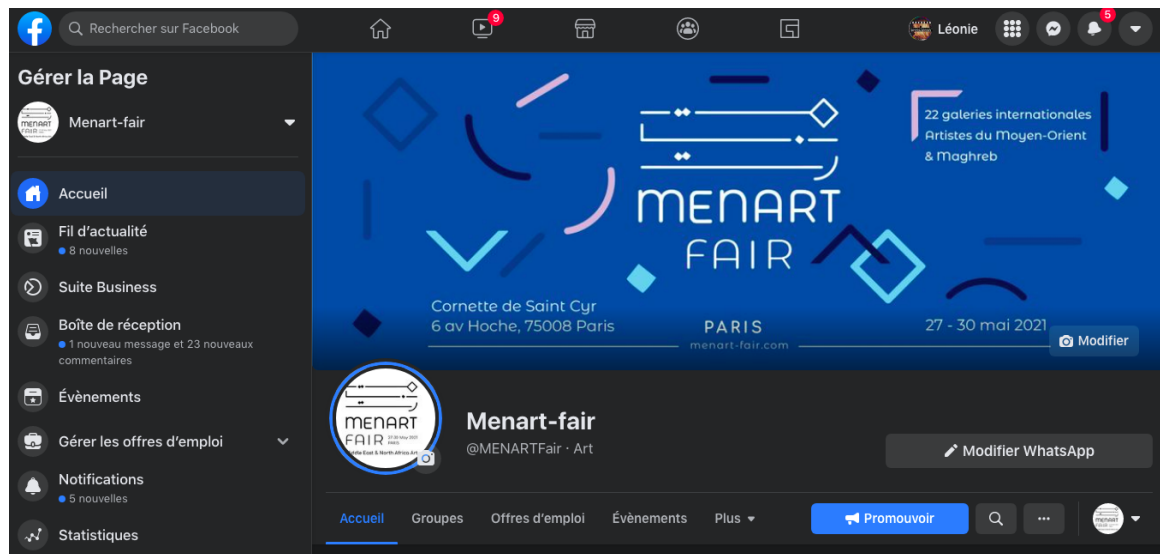


Raya

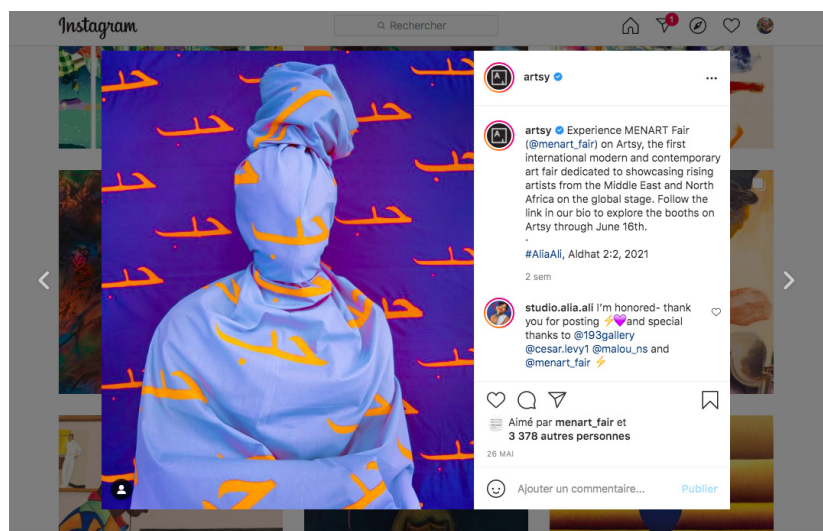
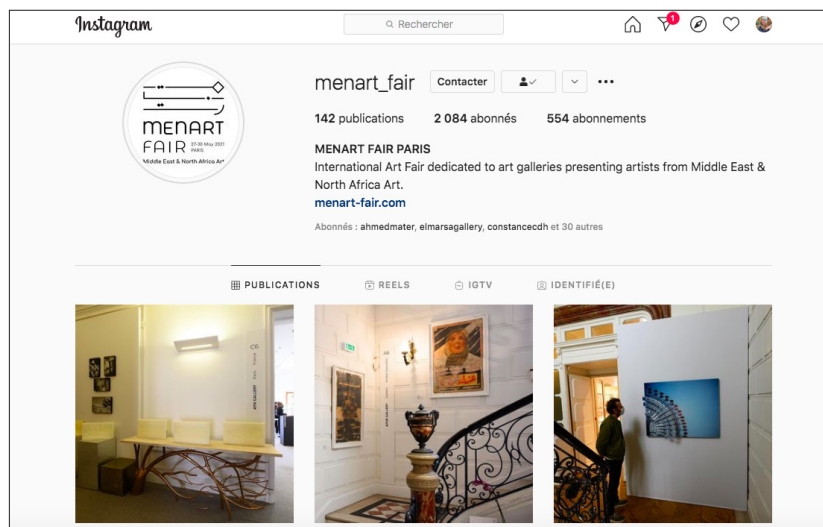


Social networks :

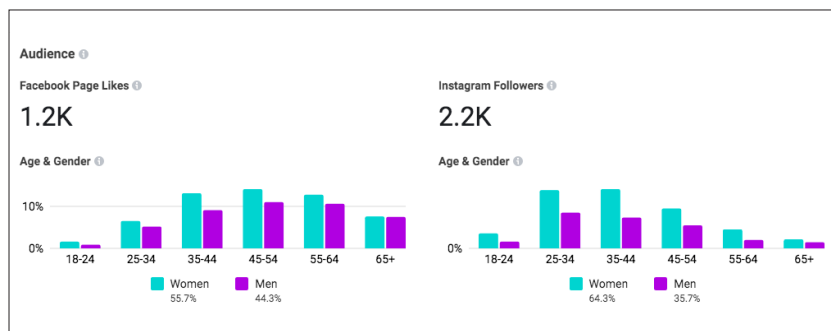
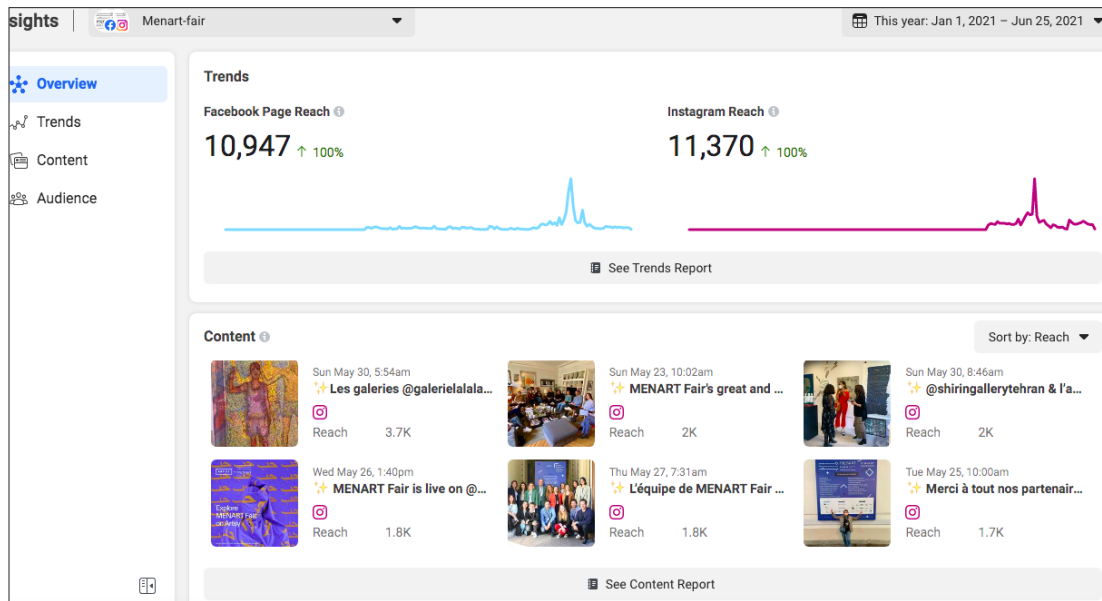
Facebook



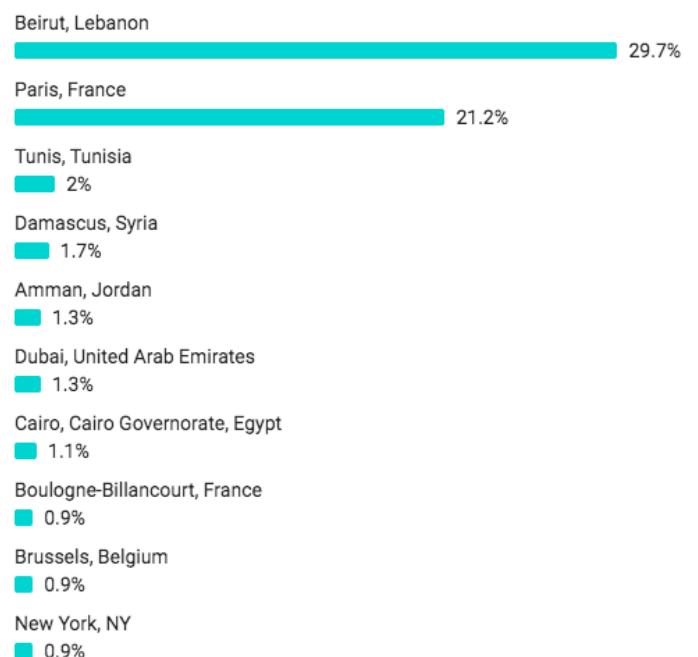
Instagram



KEY DATA (facebook / instagram)



Top Cities

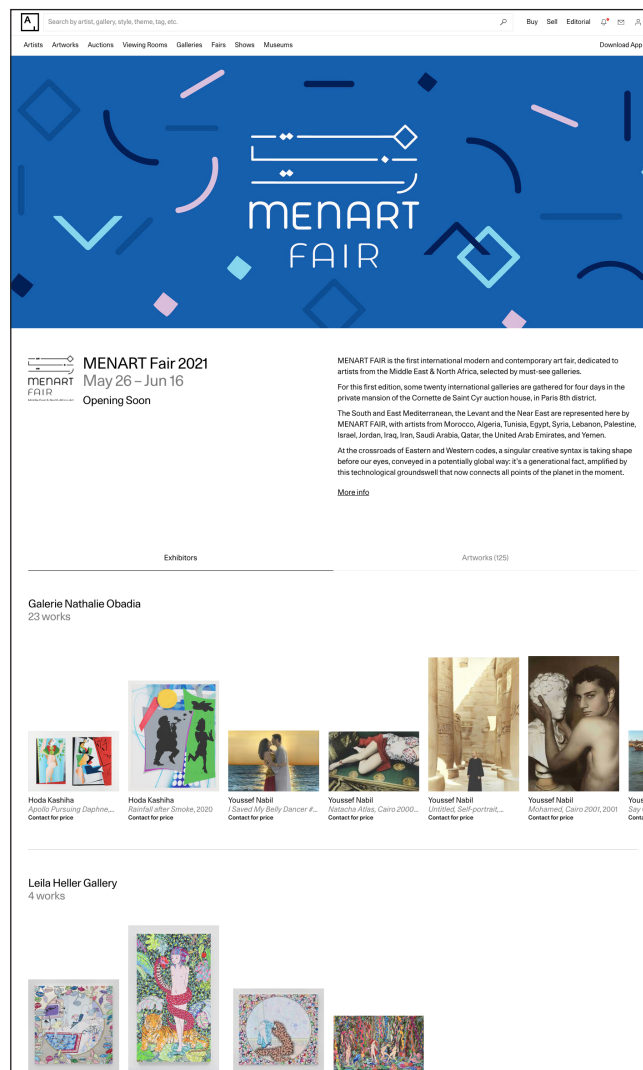


ARTSY PARTNER OF MENART FAIR



Since launching on Artsy (from 26th of May to 16th of June 2021), MENART FAIR has seen :

- **96%** gallery participation
- **328** artworks showcased
- **12 728** pageviews
- **2 073** sessions
- **1 638** unique visitors
- **64** collector inquiries



CAFETERIA & VIP LOUNGE

EATS THYME (Carla Rebeiz)

<https://www.eatsthyme.com/>



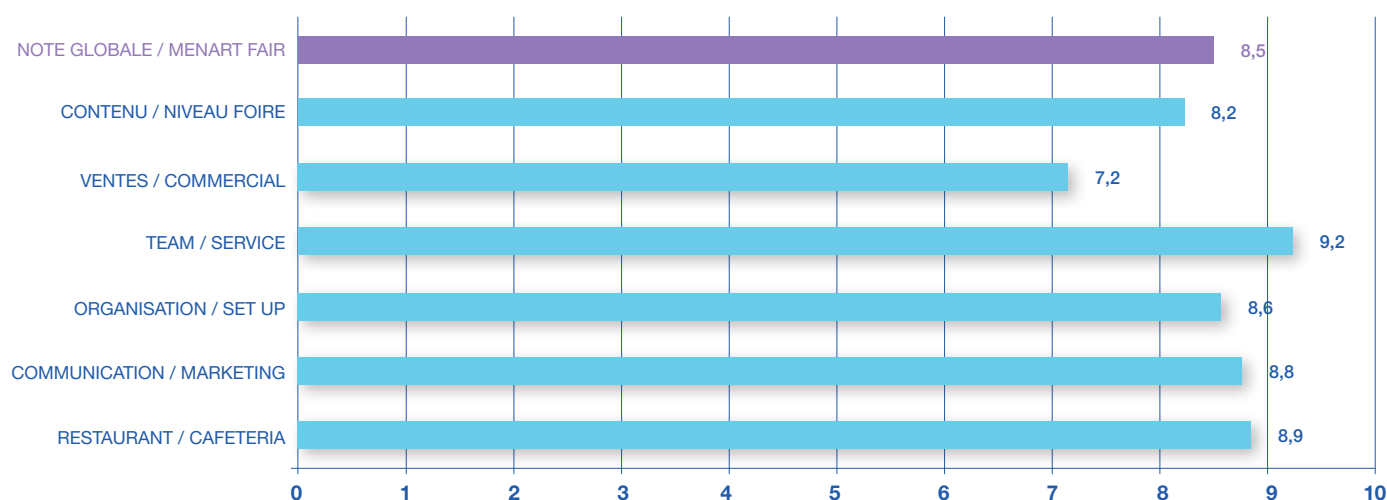
©IrenedeRosen

Eats Thyme is both a restaurant brand and a grocery shop, and it fulfils Carla Rebeiz's dream of creating a new brand entirely dedicated to Lebanese cuisine and the Mann'oushe, but with a twist. It was indeed time for the Lebanese art of living to plunge into modernity, without losing any of its irresistible charm.



RATING OF MENART FAIR BY THE EXHIBITORS

- 86% of the exhibitors (19/22) made sales during the fair, in addition to the sales made via the online exhibition on ArtSy (until June 16).
- Most sales were in the range of €5,000 to €18,000, with a peak at €50,000.
- A majority of exhibitors declare to have made important contacts with new collectors and think they will realize new sales in the days to come.
- Out of 19 respondents among 22 exhibitors, 73% (14 exhibitors) gave an overall evaluation score higher than 8/10.
- More than 90% of respondents said they would like to participate in the next edition of MENART FAIR.



MENART FAIR THANKS FOR THEIR SUPPORT

MAIN PARTNER



PRIVILEGED PARTNERS



INSTITUTIONS



MEDIA



THE MENART FAIR TEAM

Laure d'Hauteville

Founder & Director of the fair
laure.dhauteville@menart-fair.com
Tel. +(33) 6 88 06 27 25

Cornette de Saint Cyr

Host of the fair
info@cornette-saintcyr.com
Tel. +(33) 61 47 27 11 24

Paul de Rosen

Co-founder
paul.derosen@menart-fair.com
Tel. +(33) 6 11 15 01 74

Thierry Pasquier

Cornette de Saint Cyr's coordinator
t.pasquier@cornette-saintcyr.com
Tel. +(33) 6 83 47 18 58

Joanna Chevalier

Artistic Director
joanna.chevalier@menart-fair.com
Tel. +(33) 6 03 33 87 87

Marina Bessières

Mediator
mediator@menart-fair.com
Tel. +(33) 6 77 48 32 49

Léonie Racy

Coordination Manager
coordinator@menart-fair.com
Tel. +(33) 6 50 66 87 85

Agence Marie Jacquier Communication

Press & media partnerships
marie@mariejacquier.com
Tel. +(33) 6 13 54 60 12

Tara El Khoury- Mikhael

Coordination assistant &
Community manager
assistant@menart-fair.com
Tel. +(33) 7 49 99 03 49

Manon Canto

Artistic assistant
artistic.assistant@menart-fair.com
Tel. +(33) 6 41 87 17 09



©IrenedeRosen