



## Online platform

Opening: Thu 28 May (11am CET)

On view: Thu 28 May - Mon 15 June 2020

### Press release

## Art Brussels launches online platform designed to benefit the fair's community of galleries and artists

**Launch: Thursday 28 May 2020 at 11 am (CET)**

**Live until 15 June 2020**

**New works on show every Thursday**

Art Brussels announces the launch of a new online platform designed to benefit the fair's community of galleries and artists. A collaboration with [GalleryViewer.com](http://GalleryViewer.com), the new initiative runs from Thursday 28 May 2020 at 11am (CET) until Monday 15 June 2020 and will feature galleries already confirmed for Art Brussels 2021.

Anne Vierstraete, Managing Director, states: "*Our collaboration with Gallery Viewer is part of a longer-term vision to address how we engage with the online art market. Art Brussels benefits from a loyal audience and we believe it makes sense to initially direct our offer to our community of art lovers to help develop a wider European collector base. Nothing can replace the physical encounter with an artwork and its lively appreciation, this is especially true of works by artists which are still up and coming. Focusing on the local means galleries can present works to buyers in the region and give them the opportunity to see the works in the flesh, at their spaces or at the next edition of Art Brussels.*"

Reflecting its reputation as a fair for discovery, visitors to the Art Brussels platform will be able to encounter a dynamic presentation of more than 1500 artworks with no requirement to pre-register and full price transparency. There is no participation fee for galleries and the platform does not charge commission on sales. Participating galleries will present a new selection of artworks every Thursday, with viewers able to browse through the artworks by gallery, price, country and medium. The regular renewal of curated presentations and thematic shows - alongside solo presentations which allow for a closer examination of an artist's practice - aim to provide a stimulating artistic programme and encourage visitors to journey through the site.

Nele Verhaeren, Co-Director and Head of Gallery Relations, comments: "*It's heart-warming to see how resilient and creative the gallery community of Art Brussels is. Supporting their artists as much as possible and presenting their works in the right context has always been their main concern. Our objective is to provide the Art Brussels audience with an opportunity to discover exciting art works in the right setting. We feel that through the fair and now via this new platform our missions align, allowing collectors to delight in three weeks of new discoveries.*"



## Online platform

Opening: Thu 28 May (11am CET)

On view: Thu 28 May - Mon 15 June 2020

An exciting and evolving new development in the history of the fair, the online collaboration between Art Brussels and [GalleryViewer.com](http://GalleryViewer.com) looks ahead to the 38<sup>th</sup> edition of the fair in April 2021.

### Press contact: UK and USA

Laura Callendar, Pelham Communications  
T: +44 (0) 20 8969 3959  
E: [laura@pelhamcommunications.com](mailto:laura@pelhamcommunications.com)

### Press contact: Belgium and Europe

Gerrie Soetaert, Press & Communication  
T: +32 (0) 475 47 98 69  
E: [gerrie.soetaert@skynet.be](mailto:gerrie.soetaert@skynet.be)