

Press release

## Art Brussels joins forces with its long-term partner Artsy for the success of its upcoming online platform designed to benefit the fair's community of galleries and artists

Launch: Tuesday, June 1, 2021 at 10 am (CET)

Live until Monday, June 14, 2021

[www.artsy.net/art-brussels](http://www.artsy.net/art-brussels)

The pandemic has significantly impacted art fairs around the world. For the second consecutive year, Art Brussels could not take place in April 2021 due to the pandemic, which still paralyzes the proper functioning of many countries.

With the aim to sustain the fair's community of galleries and artists, Art Brussels adapted a new format for the current environment, consisting in both off- and online gallery shows with no participation fee for the galleries. Exclusively on Artsy, collectors will be able to view the artwork of about 140 exhibitors through Art Brussels' only online edition of the 2021 show via Artsy's Viewing Rooms from June 1-14, allowing collectors to easily browse the artworks all in one place. Parallèlement à l'expérience en ligne, des expositions se tiendront dans les galeries, notamment à Anvers, Bruxelles, Knokke et Paris.

**Anne Vierstraete**, managing director, states: *"Art Brussels benefits from a loyal international audience and we believe it makes sense to set up a global initiative, both off- and online, which encourages the galleries to address an exciting new body of artworks to a group of collectors which are known for looking outside the boundaries of typical commercial art. By setting up an online viewing room on Artsy, the galleries can rely on Artsy's highly performant technological platform and the internationally developed scope of truly interested online subscribers, thus allowing the galleries participating in the Art Brussels viewing room to reach out to a wider collector base. Nothing can replace the physical encounter with an artwork and its lively appreciation, and this is especially true of works by artists which are still up and coming. The viewing room will hopefully be a way to connect art lovers with some of the 140 Art Brussels galleries in the cities where they are located, by encouraging, whenever possible, some new local connections directly in the gallery spaces for people wanting to see the works in the flesh."*

Art Brussels counts on attracting adventurous and curious international collectors of all ages. The fair has since the beginning been tightly interwoven with the Belgian collectors' scene and it's DNA is aligned with the spirit of discovery which has always been a strong motivation for Belgian art collectors, who are often known to support artists by buying early on in their careers.

**Nele Verhaeren**, co-director of Art Brussels comments: *"The participating Art Brussels galleries were selected 17 months ago by the International Selection Committee; the offer here is a carte blanche by around 140 selected galleries. One out of two participants, decided to align their in person gallery show with the online offer on Artsy's viewing room. As you might have noticed on the Art Brussels Instagram account, the online offer represents a great variety of artworks from 452 artists around the globe going from established names to artists to be discovered or rediscovered. Most of the works of art are recent creations; 80% covers the offer of works of art not older than five years while 30% of the works were produced during*

*the pandemic. The offer is thus resolutely contemporary! Artsy's viewing room offers the possibility to filter on the discipline and throws a view on current topics such as diversity, inclusivity and equality, identity, environmental issues and even reflections on the lockdown."*

**Dustyn Kim**, Chief Revenue Officer at Artsy, states: *"The format of art fairs have drastically shifted due to the pandemic over the past year and have greatly impacted the way art fairs, galleries and collectors connect. Artsy is proud to be able to offer Art Brussels and their exhibitors the opportunity to enhance their experience digitally and promote their work to a larger global audience."*

As for the physical fair in normal circumstances, visitors to the Art Brussels' viewing room on Artsy will be guided in their navigation through a curated approach. Several art world personalities are invited to present their selection of works and Art Brussels is happy to share highlights through the selections of **Guillaume Désanges**, a freelance curator and art critic based in Paris; **Abaseh Mirvali**, an independent curator based in Los Angeles; **Joost Vanhaerents**, co-owner at Vanhaerents Art Collection (Brussels); and **Zoé Whitley**, the Director of Chisenhale Gallery (London).

**Zoé Whitley** comments on why she picked a work by **Buhlebezwe Siwani**: *"Buhlebezwe is an artist whose work I first saw some years ago in South Africa. I respect her practice which fuses a conceptual aesthetic with a spiritual grounding in traditional forms of healing."*

**Joost Vanhaerents** comments on a work by **Marcin Dudek**: *'Fantastic work in the exhibition of Marcin Dudek at Harlan Levey's new space in Molenbeek, Brussels. Once opened, the retable is a shrine of beautiful works relating to the past of the artist as a hooligan. As a part of the process of grieving and coping with his past.'*

### **More about Artsy**

Artsy is the largest global online marketplace for discovering, buying, and selling fine art by leading artists. Artsy connects 4,000+ galleries, auction houses, art fairs, and institutions from 100+ countries with more than 2 million global art collectors and art lovers across 190+ countries. Artsy makes purchasing art welcoming, transparent and low-friction with industry-leading technology that connects supply and demand safely and securely at a global scale. Launched in 2012, Artsy is headquartered in New York City with offices in London, Berlin, and Hong Kong.

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