

ARTE LISBOA Contemporary Art Fair

In **2007**, **ARTE LISBOA** presented 60 exhibitor's galleries and 11 project rooms and welcomed 17.554 visitors. There was an attendance of 47 national galleries, with the majority of them already having attended the previous edition. In a clear sign of trust in the initiative, it is worthwhile to mention the preview of 2 new galleries. Spain attended with 16 galleries, and the participation of 6 new galleries; Brazil with 2 galleries and Hungary with one gallery. Simultaneously with the display of the participation galleries, the main focus of the year will be the launching of the Project Rooms program that came out of the desire of broadening the offer of creative proposals and to enlarge the scope of the contemporary art fair's audience. Commissioned by Isabel Carlos, the space conceived for multidisciplinary and experimental proposals, gathered artists and galleries in the presentation of eleven paradigmatic projects of actual contemporary art.

The fair accomplished a vast array of **complementary and parallel activities** such as the **Cycle of Debates**, **ARTE KIDS**, the **Collectors Club** and the **Collectors Special Program**.

The **Cycle of Debates**, organized in partnership with ARTECAPITAL.NET, took place on November 9th -11th, with a schedule composed by the following themes: **Media Visions (Visões Mediáticas)**, **Network Museums (Museus em Rede)** and **Emerging Markets (Mercados Emergentes)**.

It should also be noted the attendance and participation of 16 key national and international personalities: Alexandre Pomar (Independent art critic), Celso Martins (Expresso), Laura Revuelta (ABCD, Spain), Paula Brito (L+Arte), Paula Lobo (DN), Sandra Vieira Jürgens (Artecapital.net), David Santos (Director of the Neorealism Museum), Graça Fonseca (Director of António Prates Foundation), Jean-François Chougniet (Director of Berardo Collection), João Pinharanda (Director of Elvas Museum), Manuel Oliveira (CGAC Director, Spain), Mónica Alvarez Careaga (Independent art critic), Alexandra Pinho (Director of BES Arte), Joe Berardo (President of Berardo Foundation), Lourdes Fernández (Director of ARCO, Spain) e Marina Diez-Cáscon (Director of SWAB, Spain).

ARTE LISBOA in partnership with the participating galleries and other entities has prepared the **Collectors Special Program** focusing on the invited collectors and national and international press agents. Approximately 60 guests got acquainted with assets from important art collections from public and private institutions, foundations, cultural centres and visited several galleries and exhibitions presented in selected locations from the national art scene: Communications Museum – “Por entre as linhas” exhibition, Galveias Palace – Georges Rousse exhibition, CCB – “Caminhos Excêntricos” exhibition, Carmona e Costa Foundation and City Museum – “Outras zonas de contacto” exhibition, among others.

Targeting the fair's younger audience, the organization presented once again the **Arte Kids** program aiming the development of leisure activities with 3 to 12 years old children.

Further to the initiatives targeting the general audience, ARTE LISBOA presented once again the **Collectors Club** focusing on institutions, companies and individuals interested in buying works of art. Initially presented in the 2005 edition, the Collectors Club aims to promote the colleccionism, develop the patronage and the acquisition of the works of arts displayed in the exhibition. In its seventh edition, the club had the following members:

1. PLMJ Foundation — in the category of Platinum Collector with an investment of 30 thousand Euros in Works of art displayed in the Contemporary Art Fair.
2. Liberty Insurances — in the category of Gold Collector with an investment of 20 thousand Euros in Works of art displayed in the Contemporary Art Fair.
3. Associação Industrial Portuguesa – Confederação Empresarial – also in the Gold Collector category.
4. ANA Airports — in the Silver Collector category, with an intended investment of 10 thousand Euros in Works of art displayed in ARTE LISBOA.

Amongst the sponsors, committed to the Contemporary Art Fair, we must refer BPI, Portuguese Investment Bank, as the main sponsor of the event.

SUPPORT NETWORK: In order to fund, in particular, the complementary initiatives of ARTE LISBOA, and to broaden the scope of the fair, the organization of the event has established partnerships with other companies, with a special emphasis on the agreement celebrated with Nissan, which sponsored the VIP LOUNGE space. In this edition, Nissan returned to ARTE LISBOA to introduce to the national audience a new automobile model, Micra Color + Concept, attracting a new type of audience not used to this type of cultural initiatives.

It should be also noted the High Patronage of the President of the republic, Prof. Dr. Aníbal Cavaco Silva, to the 2007 edition, strengthening the support network of the event, and recognizing the quality and cultural value of the event in the promotion of the Portuguese contemporary art.

THE MEDIA: ARTE LISBOA 2007 had a significant impact in the media that presented a broad coverage of its timetable displaying several news and detailed coverage. The national press presented, at least, 190

references to ARTE LISBOA.

Considering the importance of the media, the type of audience that it manages to grasp and the ability to influence the public opinion, the attention given to the event should be regarded as very positive. The opinions transmitted by the media, and the mass media in general, promote the confidence in the event as a display of the most recent artistic creation. The published information was mostly presented with photographs of the works under display, promoting the artist's works and also the work of the galleries representing the artists. Hence, also the readers, and not only the visitors of the fair, could get to know some of the new creations, mainly Portuguese creations.