



233 RUE ST HONORE, 75001 PARIS
T +33(0)1 4271 2046
www.favoriparis.com
M nadia@favoriparis.com

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TEFAF 2019: The talking points

The influence of its new international iteration in New York and the demands of collectors mean that the venerable Maastricht art fair is inviting and embracing change. Malcolm Cossons looks at the key developments at this year's edition

The New York factor

TEFAF returns to Maastricht from 16–24 March for its 32nd edition, and this year the *grande dame* is reinvigorated. Of the nearly 280 exhibitors at the fair, 38 are appearing for the first time and span fine art and furniture to jewellery. Thirteen feature in the modern section.

Although the total number of stands remains roughly the same, changes to the selection procedure have allowed new exhibitors, including Pace Gallery, Galerie Gmurzynska, Simon Lee Gallery, Sprüth Magers and Almine Rech, to join. Many are attracted to Maastricht as a result of TEFAF's bi-annual presence in New York, which began in May 2017.

'It's been positive,' explains Christophe van de Weghe, chairman of TEFAF Modern, of the impact of expansion on both galleries and collectors. 'Visitors to the fair that have never travelled to Maastricht come to TEFAF New York and they see how gorgeous the fair is... They really love the concept of the fair in that the art is mixed, and they then want to visit the mothership, which is Maastricht. This is why there is now a lot more interest in TEFAF Maastricht; it's definitely driven new galleries to attend.'

The revised floorplan

Allowing collectors to see works in a different light is one of the factors behind revising TEFAF's floor plan this year. The immediate result sees the integration of the design and tribal art sections.

'We have seen a trend towards cross-collecting in multiple disciplines,' says CEO Patrick van Maris of the change. 'In the past, collectors were more static, focusing on a specialism, or a certain period. Nowadays they are mixing styles with the tendency to strive for the best pieces.'



Jose Zanine Caldas (1919-2001), 'Cadeira do Rei' armchair, circa 1980. Courtesy François Laffanour – Galerie Downtown

Design dealer [François Laffanour](#), who will show work by Brazilian designer Jose Zanine Caldas and Charlotte Perriand among others, believes the wide variety of exhibitors and collectors in attendance is the main attribute of TEFAF Maastricht. 'Through this diversity you can meet new collectors who you would never meet in a design-only fair,' he says.

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