

BEIRUT

ART

FAIR



BIEL, Beirut, Lebanon

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**Press Kit
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EDITO

The art scenes of Beirut, Lebanon, and all the countries that make up the ME.NA.SA. - Middle East – North Africa – South Asia - are characterized by an incredible, joyful dynamism. The desire to partake in this dynamism while promoting it and sharing it with the world is what drives everyone taking part in this 7th edition of BEIRUT ART FAIR.

More than ever, it's important for us to highlight the remarkable optimism that distinguishes Lebanon on the contemporary art scene: an optimism that's given rise to a host of openings, re-openings and inaugurations - of museums, foundations, and exhibition spaces - across the Lebanese capital, alongside a number of ambitious projects scheduled for the coming years.

While bearing in mind that its traditional multiculturalism and the global Lebanese diaspora do make Lebanon special, we need to go beyond the usual clichés to help all fairgoers - artists, art collectors, art merchants and art lovers - understand the specificity of this particular historical moment, in which we're seeing an art scene in full expansion driven as much by contradiction and confrontation as by affirmation and adherence.

BEIRUT ART FAIR's business has tripled since 2010. In 2016 the fair will expand to brand new exhibition spaces. With the exhibition **LEBANON MODERN!** - generously supported by **Bankmed** - BEIRUT ART FAIR will promote a fundamentally new vision based on seminal artistic research of a different modernity: one that is parallel, but often overlooked and underestimated, which highlights the role of Lebanese women artists between 1945 and 1970. The fair will also host a new platform - **REVEALING by SGBL** - entirely dedicated to the discovery of the most promising young talents from the ME.NA.SA. region.

Photography has always occupied an important place at BEIRUT ART FAIR, most notably through the creation of a prize, the **BYBLOS BANK AWARD**, whose mission is to support young Lebanese photographers. This year marks the 5th edition of the prize at the fair.

In just a few years, BEIRUT ART FAIR has become an international artistic event that attracts an ever greater number of visitors to Lebanon: professionals and art lovers from the region and from around the world. We've decided to highlight this evolution by putting together a selection committee that reflects the support BEIRUT ART FAIR enjoys from the most important art collectors in the region, whom we've enlisted on the basis of their rich expertise, their intellectual curiosity, and the quality of their views on the regional art scene.

At the same time, BEIRUT ART FAIR remains a friendly and welcoming event that puts exchange and proximity at the heart of its activity. This year, BEIRUT ART FAIR will offer an exceptional VIP program that opens the doors of the homes and collections of the city's most passionate collectors, who will share their secrets in convivial settings. Different Lebanese museums and foundations will grant exceptional visits to fairgoers on the hunt for new discoveries. What's more, for the first time BEIRUT ART FAIR will offer its most passionate visitors the opportunity to literally embark upon the discovery of contemporary Lebanese culture during a nine-day long «Grand Tour», organized in partnership with Baudoin Lebon, «Hors Les Murs», and «Privilèges Voyages».

I especially want to thank all our partners and sponsors - most notably the cultural institutions, which include the **Culture and Tourism Ministries of Lebanon**, the **Institut Français of Lebanon**, and the **Lebanon Tourist Office in Paris**. I would also like to thank **Bankmed**, our main partner since the creation of the fair in 2010, our new partner the **Société Générale de Banque au Liban**, **Byblos Bank**, and the **Hotel Le Gray**, whose support has made possible this 7th edition of BEIRUT ART FAIR, along with the unique exploration of contemporary creation in the region that it represents.

Laure d'Hauteville
Founder & Director

STATE OF AFFAIRS

Four questions to S.E. Monsieur Raymond Araygi, Lebanese Minister of Culture

By Pierre Naquin, Editor-in-Chief of AMA, ART MEDIA AGENCY

How would you describe the art market in Lebanon?

Lebanese artists have the distinction of enjoying the longstanding support of art collectors in their country. In the 1960s, several pioneering galleries and art centers, for example the Galerie One and Dar El Fan, promoted the work of Lebanese artists. Subsequently, many galleries have opened their doors - even during the most difficult moments of our history. Beirut now has over thirty galleries dedicated to modern and contemporary art, as well as to contemporary design. Our goal is to highlight the pivotal importance of the promotional work these galleries have done, especially through the contemporary art fairs in which they participate regularly.

In what kind of context - economic, art market, physical, etc. - do contemporary Lebanese artists find themselves?

The gallery network in Lebanon is mature and well-developed. Quality artists are usually quickly identified and rated by expert circles. Transactions occur every day, and various concepts favor the creation of an extremely interesting dynamic. However, the biggest problem faced by Lebanese artists today is still the acquisition of international visibility. While some artists have been the beneficiaries of exhibitions or retrospectives abroad - I'm thinking particularly of Saloua Raouda Choucair at Tate Modern, of the Shafic Abboud retrospective at the Institut du Monde Arabe, and of Walid Raad at MoMA - the majority of Lebanese creation is still restricted to the national and regional levels. Moreover, despite the recent opening of the Surssock Museum dedicated to Lebanese creation, in Lebanon we lack the 'weighty' institutional spaces capable of organizing the sort of major art event that garners international media attention. This is especially true since the closing of the Beirut Exhibition Center.

What is the international market for Lebanese creation?

Today, the international market for Lebanese art is remarkably dynamic. A prime example is the recent auction held at Bonhams in London last April. For the first time an ensemble of works covering the evolution of Lebanese painting from the late-19th century to the contemporary period was sold. These included pioneers of Lebanese modernism like Daoud Corm, Khalil Saleeby, Kahlil Gibran and Cesar Gemayel - artists who until now hardly ever appeared on the auction market. The results were excellent and seem to indicate the relevance and value of this previously overlooked and underestimated current of modernism. The sale also confirmed the art market success of more contemporary artists, such as Huguette Caland, Zena El Khalil, Ayman Baalbaki, and Tagreed Darghouth.

What is the importance of the diaspora in the dissemination of Lebanese creation?

The Lebanese diaspora is indeed a factor, numbering approximately 14 million Lebanese spread across all continents. It's important for several reasons. Through the many associations members of the diaspora have established in their host countries, along with many other initiatives, they promote the discovery and dissemination of Lebanese artistic creation by new audiences. On another level, exchanges between resident or immigrant Lebanese artists during their regular visits to Lebanon support the importation of new techniques and new approaches, creating novel artistic dialogues at the cutting edge of creativity and technology. This was beautifully reflected in a great exhibition that took place at the Beirut Exhibition Center in October/November 2015, entitled «HeartLand» or «Territoire d'Affect». The exhibition brought together the biggest names in the Lebanese expatriate art community, who offered works centered around the themes of exile and atavistic attachment to one's homeland.

BEIRUT ART FAIR 2016

BEIRUT ART FAIR was created in 2010 and is directed by **Laure d’Hauteville**, an exhibition curator and former journalist.

BEIRUT ART FAIR’s Artistic Director is **Pascal Odille**, an expert in modern and contemporary art (member of C.N.E.S.). **Marine Bougaran** directs the fair’s «Projects» space.

In 2015, **BEIRUT ART FAIR** welcomed 21,000 visitors. 52 galleries from 19 countries presented more than 1,500 works by 300 artists. The total revenues of the fair amounted to \$3.2 million - twice those of the 2011 edition.

Key figures showing the evolution of BEIRUT ART FAIR:

	2010	2011	2012	2013	2014	2015
Number of exhibiting galleries	30	25	43	46	47	51
Number of exhibiting artists	30	80	180	200	250	300
Number of works present	30	600	1,100	1,200	1,300	1,500
Total sales volume	800,000 US\$	1,600 000 US\$	2,150 000 US\$	2,800 000 US\$	3,000 000 US\$	3,200 000 US\$
Total number of visitors	3,500	9,000	11,000	18,000	20,000	21,000

The goal of the 7th edition of the BEIRUT ART FAIR is to strengthen its position as the leading showcase for the vibrant art scene of the ME.NA.SA. by promoting the internationalization of artistic creation from the region. In 2016, this mission will translate into the following specific projects:

- A new visual identity, including a new logo and a new typeface designed by the Lebanese Agency **IMPACT BDDO**. This new identity embodies the fair’s contemporary, international, and high-end dimensions.

Two unprecedented exhibitions at the fair site:

- **Lebanon Modern!** Women Artists in Lebanon, 1945 -1970, sponsored by Bankmed
- **REVEALING by SGBL**, dedicated to the discovery of the ME.NA.SA. region’s most promising young artists, organized with the support of Société Générale de Banque au Liban
- **SELECTIONS MAGAZINE** will organize the SELECTIONS VIP LOUNGE, a new networking space for collectors and VIPs at the fair. The lounge will feature a spectacular art work composed of a large-scale installation.

Applications from fifty galleries from South Africa, Germany, Argentina, Bahrain, Belgium, Belarus, Egypt, France, Jordan, Lebanon, Palestine, and Turkey are currently under evaluation by BEIRUT ART FAIR’s selection committee. The final list will be revealed on 15 July.



A SELECTION COMMITTEE COMPRISED OF ART COLLECTORS

The selection committee for BEIRUT ART FAIR 2016 brings together three of the most important collectors in Lebanon, each of whom play leading roles among the various art scenes of the ME.NA.SA. region. They are internationally renowned for the quality and importance of their collections, which reflect a common desire to develop and transmit a broad view of contemporary art in the region. Their personal commitment, their familiarity with the various networks of the Levant, and their vast artistic expertise make the committee members a perfect fit for the objectives of BEIRUT ART FAIR 2016, most notably the bringing to light of the ME.NA.SA. region's best young talents in its new REVEALING by SGBL section.

The BEIRUT ART FAIR 2016 selection committee members are:

Basel DALLOUL



Based in Cairo, Basel Dalloul is the Chairman and CEO of Noor Group, a leader in the field of information technology that provides internet, telephone and video services to over 135 countries across the globe. Dalloul is a recognized authority in IT and was among the initiators of a revolutionary approach to internet services in the Egyptian market. Today, Dalloul remains committed to bringing expanded internet services to underserved areas around the world, specifically in Africa and the Middle East, in an effort to realize these regions' vast potential. The Ramzi and Basel Dalloul collection is dedicated to Middle Eastern and North African art. It currently stands at over 3500 pieces.

Abraham KARABAJAKIAN



Born in 1971, Abraham Karabajakian founded Loyalty Investments & Insurance in Lebanon in 1997 and Loyalty Insurance Brokers in Romania in 2006. He is the managing partner of both firms. An art collector since his early 20s, in 2010 Karabajakian co-organized and curated the exhibition Pieces for a Museum to raise awareness of the need to create a modern and contemporary art museum in Beirut. In 2012 Karabajakian and his business partner Roger Akoury opened KA Modern and Contemporary Art, a private art collection in Beirut that includes more than 600 works by major modern artists from Lebanon and beyond. He is a Board Member of APEAL—the Association for the Promotion and Exhibition of Arts in Lebanon «—and vice president of the Mare Foundation, Museum of Recent Art»

Tarek NAHAS



Tarek Nahas is a business lawyer and seasoned aesthete who happily abandons his duties to his passion: photography. A collector since 2000, Nahas loves to share his passion with a wider audience, as evidenced in the 2015 exhibition Open Rhapsody, a Journey into Photography and Video Collections at the Beirut Exhibition Center, which he co-curated with Jean-Luc Monterosso (Director of La Maison Européenne de la Photographie, Paris).

EXHIBITION

LEBANON MODERN! WOMEN ARTISTS IN LEBANON, 1945 TO 1975

By **Pascal Odille**
Artistic Director of **BEIRUT ART FAIR**

For the first time, BEIRUT ART FAIR will honor Lebanese women artists from the modernist period. Through a selection of works originating from both private collections and from the Lebanese Ministry of Culture, the exhibition will showcase the strength and creative energy of women artists who are often unknown to the general public. It will offer an opportunity to discover the works of these women who injected the Lebanese art scene with a tremendous dynamism, all while looking outward to new horizons, often creating significant links between their country and the rest of the world.

From the late-19th century, Middle-Eastern artists - and particularly artists from Lebanon, Syria, and Egypt - undertook what could be called the «Grand Tour», embarking on the discovery of France, Italy, Spain and the United Kingdom. Over the course of this journey, passing from workshop to workshop, they would come to know and to perfect what one might call «easel painting». This period was also marked by the creation of local galleries in Lebanon, which grew increasingly numerous and knowledgeable. Concurrent with this increase were major exhibitions and the publication of art books that provided access to the entirety of the world's 'virtual' art museum. Finally, internationally renowned painters and sculptors passed through Lebanon and made the country - already the economic hub of the Middle East - a primary center of artistic creation.

After a period of fascination with Western creation - a fascination that imposed Western criteria, tastes, and market forces - several Lebanese artists managed to assert their own inspiration, particularly by turning their attention to subjects more germane to Lebanese society.

Meanwhile, the beginning of the 20th century in Europe coincided with the drive to alter patriarchal conceptions of society, a drive manifested in the struggle for women's independence and in the first suffragette movements. Excluded from fine arts workshops until 1900, women artists suddenly found themselves at the vanguard of modernity. They had shaken the patriarchal yoke, and in so doing achieved a freedom of body, desire, mind, and imagination. In turn, they became implicated in the 'search' for modernity, and began to write, paint, sculpt and compose music in large numbers. In spite of this, according to Marie-Jo Bonnet*, «the assessment that the major museums of modern and contemporary art have made of the contribution of women artists in the 20th century is sadly indicative of a global ignorance of their importance. At Paris' Centre Georges Pompidou, only 5% of exhibited works were created by women.» *Is this absence a reflection of the historical reality, or is it rather a partisan reading of the history of the 20th century art that eliminates, ipso facto, female singularity?»*

The position of the female artist in Lebanon, particularly in the modern period, is in no way different. The standard version of art history has been written by men and for men. And yet a large number of women marked and influenced the landscape of artistic creation in Lebanon from the end of the Second World War to the 1970s. In their own way, they dismantled existing codes and won for their successors the ability to become a part of contemporary history.

EXHIBITION

LEBANON MODERN! WOMEN ARTISTS IN LEBANON, 1945 TO 1975

The exhibition will include a selection of works by the following artists (in chronological order by year of birth):

Bibi Zogbé (1890-1973)
Marie Hadad (1895-1973)
White Lohéac Ammoun (1912-2011)
Saloua Raouda Choucair (1916)
Helen Khal (1923-2009)
Adnan (1925)
Cici Surssock (1926-2015)
Yvette Ashkar (1928)
Huguette Caland (1931)
Laure Ghorayeb (1931)
Juliana Seraphim (1934-2005)
Nadia Saikali (1936)
Seta Manoukian (1945)

These grandes dames of Lebanese modernist creation illustrate a remark made by May Ziadé** in 1914: «*The citizenship of tomorrow will no longer be the exclusive province of men, but of humans, where woman will take her rightful place alongside man*».

Works by these women have found their way into private collections and international institutions like the Centre Pompidou in Paris and the Tate in London. With Lebanon Modern! we hope to contribute to this move towards a broader public recognition of creations by women.

«*Our life is such that at every moment we leave a piece of ourselves in the brambles of our path... Any attempt to stop us would be a vain one, for we are like a torrent, in which the wave that follows propels the wave that precedes. Its waters flow over rough rocks, fall in quivering cascades; it yearns to free itself from these inhospitable lower depths, but is forced to remain there for as long as destiny has seen fit.*»

May Ziade - Dream Flowers - 1911.

References:

*Marie-Jo Bonnet - Women artists in the Avant-garde. Ed Odile Jacob. - 2006

The Body Found - Institut du Monde Arabe - 2012

One Hundred Years of the Plastic Arts in Lebanon - Vol I. Salah Stétié. Ed. A. Chahine. 1982

**May Ziade 1886 - 1941: Lebanese poet, writer and journalist, a pioneer of Middle-Eastern feminism.

LEBANON MODERN! has been made possible through the support of Bankmed.

EXHIBITION REVEALING BY SGBL DISCOVER THE MOST PROMISING YOUNG TALENTS OF THE ME.NA.

REVEALING by SGBL is a new space dedicated to the discovery of the ME.NA.SA. region's most promising young artists. Each selected gallery will showcase an artist of especially promising talent, offering privileged access for collectors and fairgoers and favoring the creation of professional contacts among the various actors present at the fair.

REVEALING by SGBL thus confirms BEIRUT ART FAIR's role as the leading forum for the discovery of young talents active both in Lebanon and in the region as a whole, from Morocco to Turkey via Egypt and Palestine.

Previous editions of the fair offer the following examples of artists who enjoyed their first exhibition, either personal or collective, at BEIRUT ART FAIR, or who saw their careers and international recognition significantly enhanced in the years following their presentation at the fair. These include (listed in chronological order by year of birth):

- **Driss Ouadahi**, Algerian, born in 1959. Lives and works in Düsseldorf.
- **Khaled Hafez**, Egyptian, born in 1963. Lives and works in Cairo. www.khaledhafez.net
- **Simeen Farhat**, Pakistani, born in 1968. Lives and works in the USA.
- **Hanieh Delecroix**, French-Iranian, born in 1974. Lives and works in France. www.haniehdelecroix.com
- **Ayman Baalbaki**, Lebanese, born in 1975. Lives and works in Lebanon. www.aymanbaalbaki.work/site.html
- **Tagreed Darghouth**, Lebanese, born in 1979. Lives and works in Lebanon.
- **Charbel Samuel Aoun**, Lebanese, born in 1980. Lives and works in Lebanon. www.charbelsamuelaoun.com
- **Halida Boughriet**, French-Algerian, born in 1980. Lives and works in Paris. www.halidaboughriet.com
- **Paul Gossian**, Lebanese, born in 1990. Lives and works in the UK and Germany. www.paulgossian.com
- **Myriam Boulos**, Lebanese, born in 1992. Lives and works in Lebanon. www.myriamboulos.com

REVEALING by SGBL has been made possible through the support of Société Générale de Banque au Liban.



AN EXPANDING MARKET, DRIVEN BY NEW INITIATIVES

Since its creation in 2010, BEIRUT ART FAIR has served to both spotlight and reinforce a dynamic art market that today finds itself in full expansion, both in Lebanon and in the broader ME.NA.SA. region.

Concretely, this dynamism is supported by a series of initiatives, both institutional and private, that contribute directly to an increased valuation of local and regional artists, both modern and contemporary, as evidenced by the recent sale at Bonhams in London in April 2016.

The most significant institutional initiatives from 2015 and 2016 include:

- The 2015 reopening of **Beirut's Sursock Museum**, which exhibits the major names of Lebanese modern and contemporary painting, including Shafic Abboud, Lotti Adaimi, Anton Asfar, Simone Baltaxé-Martayan, Juman Beyazit, Saloua R. Choucair, Georges Cyr, Franck Duminiel, Paul Giragosian, Georges Guv, John Haddian, Hussein Madi, Halim Jurdak, Elie Kanaan, Viola Kassab, Michel el Mir, Levon Moumjian, Mounir Najm, Omar Onsi, Aref Rayes, Nadia Saikali Mohamed Sakr, Stelio Scamanga Juliana Seraphim, H. Torrossian, Sophie Yeramian, and Khalil Zgaib.
- The October 2015 inauguration of the **Aïshti Foundation**, which functions both as an exhibition space and a shopping center. Located in the Jal el Dib district in northern Beirut, this space of over 100,000 square meters was created at the initiative of Tony Salamé and designed by architect David Adjaye as part of a \$100 million project. The exhibition spaces occupy an area of over 12,000 square meters and house the personal collection of Tony and Elham Salamé.
- **The Dar el Nimer Foundation**, dedicated to the art and culture of Palestine and open since May 2016 in the Clemenceau neighborhood in the heart of Beirut. Rami El Nimer, a major Palestinian collector of Islamic art, bought the Villa Salem to house the Foundation, which is headed by Rasha Salah. Salah presents his collection and highlights cultural productions in all genres, with the goal of promoting an appreciation of the modern and contemporary history of Palestine and the Arab world.
- **The Palestine Museum**, open since May 2016 in the Birzeit neighborhood of the West Bank. The result of a \$24 million investment, the museum celebrates Palestinian culture in all its forms, historical, cultural, and artistic.
- **Musée National Virtuel d'Art Moderne** (Virtual National Museum of Modern Art). An initiative of the Lebanese Ministry of Culture, the museum provides information on the current state of the arts in Lebanon and on its development over the past decades. This virtual museum presents the various artistic currents to which Lebanese artists have belonged, from the most classical currents of painting and sculpture to the most abstract and contemporary trends. <http://artmodernmv.gov.lb/>
- **La Maison Jaune «Beit Beirut»**, set to open in September 2016. This symbolic building - situated on the line which separated the two opposing armies during the civil war - will become a cultural center dedicated to the history of the city of Beirut since the 19th century. Beit Beirut will allow visitors to discover Beirut across cultural and artistic exhibitions and in a museum of the city's history.

New Galleries

The dynamism of the Lebanese art scene is also evidenced by the opening of new spaces devoted to modern and contemporary art. These include the new gallery **Marfa' Project** and the new **Saleh Barakat Gallery**, located in Clemenceau, Beirut.

Bonhams

Finally, the auction at Bonhams in London on 27 April 2016 helped develop a whole section of the history of art in the Middle East, and particularly in Lebanon. Previously Lebanese pioneers of modernism like **Daoud Corm, Khalil Saleeby, Khalil Gibran, and Cesar Gemayel** were conspicuously absent from the art market. *The Portrait of Mrs. A. Morten* (1914) by **Khalil Gibran** sold for 230,000 €. Representatives of the younger generation, born in the 1970s and marked by war, also achieved excellent prices, including 113,628 € for **Ayman Baalbaki's** *Beirut City Centre* and 518,000 € for the large canvas (2 x 3 m) *Scrutateur de l'arrière passion* (1985) by **Rachid Koraïchi**, an Algerian artist born in 1947.

VIP PROGRAM

VIP visits to public sites

Visits to the following landmark Lebanese cultural projects, accompanied by a number of their founders, initiators, architects and directors:

- The Sursock Museum, which reopened in 2015 following a renovation co-led by architect Jean-Michel Wilmotte. (Visit of the collections accompanied by the director.)
- The Aishti Foundation, opened in 2015. (Meeting with Tony Salameh and the foundation's director.)
- Arab Image Foundation. (Meeting with the director.)
- Maison Jaune «Beit Beirut». (Meeting with the architect.)
- Dar el Nimer (Meeting with the head of collections.)

VIP tours of three private collections

VIP Events

Accompanied by Lebanese Minister of Culture of Lebanon, H.E. M. Raymond Araygi and Lebanese Tourism Minister H.E. M. Michel Pharaon.

- Opening of BEIRUT ART WEEK - 13 September 2016
- Official opening of BEIRUT ART FAIR - 15 September 2016
- Opening of the contemporary art exhibition organized by the curatorial platform STUDIOCUR/ART at the Museum of Baalbek, 17 September 2016

VIP Dinner & Party

Beirut

- BEIRUT ART WEEK official opening dinner at the house of a private collector
- BEIRUT ART FAIR official opening dinner at Indigo Restaurant in the Hotel Le Gray
- VIP Party at Bar 360, on the terrace of the Hotel Le Gray
- Dinner at the Résidence des Pins, in the presence of M. Emmanuel Bonne, French Ambassador to Lebanon

Baalbek

- Opening dinner at the Hotel Palmyra in the presence of artists Rosa Barba, Danica Dakic, Cyprien Gaillard, Susan Hiller, Theo Mercier, and Rayed Yassin.

ONSITE AND OFFSITE

5 YEARS OF THE BYBLOS BANK AWARD

The goal of the BYBLOS BANK AWARD is to support a booming art form while offering young Lebanese photographers privileged access to the main players in the market - experts, galleries, collectors, media.

Byblos Bank and BEIRUT ART FAIR have invited photographer **Halida Boughriet** to work with five young photographers selected from the finalists of previous editions of the fair. Together they will produce a joint work to be presented to the public in a dedicated space at BEIRUT ART FAIR 2016.

A graduate of the École Nationale Supérieure des Beaux-Arts in Paris, French-Algerian artist Halida Boughriet explores photography and a wide range of other media in her work. She also gives a central place to performance. Her works can be seen in the collections of the Centre Pompidou in Paris and of the MAC/VAL (Vitry-sur-Seine). She has been present in numerous exhibitions including Elles@centrepompidou (2011, Paris), at the Institut du Monde Arabe (2012, Paris), at the Rodin Museum (2012, Paris), and in the Mosaic Rooms (2014, London).

BOOK STORE BY MACAM

MACAM - the Modern and Contemporary Art Museum - is pleased to participate in BEIRUT ART FAIR 2016 with a collection of sculptures by Lebanese artists and with a selection of art books. Thanks to the ongoing enrichment of its archives, of its public library RectoVerso, and of its publishing house, MACAM aims to make the history of Lebanese art accessible to all audiences: researchers, collectors and the general public.

macamlebanon.org
rectoverso.library.com
www.facebook.com/macam.alita

BEIRUT ART WEEK 2016

From 13 to 20 September BEIRUT ART WEEK will bring contemporary art to the heart of Beirut.

Public spaces and downtown shops will be transformed into spaces for artistic creation in a way that highlights the city's cultural heritage.

This unique itinerary is supported by the Ministry of Culture, the Ministry of Tourism, the Municipality of Beirut and Solidere.



ONSITE AND OFFSITE

A VOYAGE ACCROSS THE ARTISTIC AND CULTURAL LANDSCAPE OF LEBANON

During BEIRUT ART FAIR 2016

From 11 to 19 September 2016

As part of its series of luxury voyages timed to coincide with major contemporary art fairs, Culture et Communication - in partnership with Privilèges Voyages and the Galerie Beaudoin Lebon - are organizing a trip during the 7th edition of BEIRUT ART FAIR, dedicated to the contemporary art scene and cultural heritage of Lebanon.

From 11 to 19 September 2016, four participants will attend BEIRUT ART FAIR's inauguration and VIP dinner in the presence of Lebanese Minister of Culture S.E. Mr. Raymond Araygi and Minister of Tourism S.E. Mr. Michel Pharaon, followed by visits of the city-wide art installations for BEIRUT ART WEEK. The next day, an exclusive visit of BEIRUT ART FAIR's pre-opening will take place in the company of Laure d'Hauteville (Founder and Director) and Pascal Odille (Artistic Director). This private tour will be followed by the official opening, dinner at Indigo and a VIP evening at Bar 360 on the rooftop of the Hotel Le Gray, one of the finest institutions of the Lebanese capital.

The discovery of the contemporary Lebanese art scene will continue with private tours of the Sursock Museum (reopened in 2015 after a renovation co-directed by the architect Jean-Michel Wilmotte), the Aïshti Foundation (opened in 2015), the Arab Image Foundation, the Dar el Nimer Foundation, the Maison Jaune «Beit Beirut», and three exceptional private Lebanese collections. These visits will be an opportunity to meet face-to-face with some of the founders, architects and directors of leading Lebanese cultural projects.

To better understand the fundamentals of Lebanese culture past and present, a series of excursions exploring the country's rich cultural heritage has also been planned. These include visiting the remains of the Phoenician city of Byblos, a Crusader citadel, St. John's Cathedral, and the Druze and Christian palaces of Beiteddine and Deir el Qamar. Participants will also be able to discover the Greco-Roman archaeological sites in Sidon and Tyre and the Crusader-era Castle of the Sea, while diving and snorkelling among ancient ruins.

The junction between contemporary art and archeology will be on display at the Baalbeck Museum during the VIP opening of an exhibition juxtaposing works by international contemporary artists — including Rosa Barba, Danica Dakic, Cyprien Gaillard, Susan Hiller, Theo Mercier, and Rayed Yassin — with the museum's singular historical setting. Presented by the curatorial platform STUDIOCUR/ART, the exhibition will explore examples of iconoclasm and the notion of identity.

For further information about this voyage :

www.privileges-voyages.com/beirut-art-fair

Culture & Communication

Contact : Henry de Danne : +33 6 33 87 57 41 - henry.dedanne@gmail.com

Privilèges Voyages

Contact : Sophie de Prémarré : +33 1 47 20 61 61 - sdepemare@privileges-voyages.com

In partnership with the agency VOLVERS in Beirut and the Lebanese Tourist Office in Paris.

ORGANIZERS

Laure d'Hauteville **Founder & Director**



Laure d'Hauteville (French, born March 23, 1966 in Düsseldorf, Germany) is the founder and Executive Director of BEIRUT ART FAIR since 2010.

After studying art history at the Sorbonne, Laure discovered contemporary art, to which she subsequently devoted her full energy. In 1991 destiny led her to Lebanon, which she adopted as her second home.

A Member of AICA (International Association of Art Critics) with writer and critic Salah Stétié, Laure became a print and radio journalist for various Lebanese media, including Le Commerce du Levant, whose culture section she directed from 1995 to 2006.

In 1998 she founded ARTSUD, the first fair dedicated to artistic creation in the Middle East, which she managed until 2005. Following this Laure returned to Paris, where she collaborated with Art Paris and helped with the launches of the first two editions of Art Paris Abu Dhabi (today known as Abu Dhabi Art Fair) in 2007 and 2008.

In 2010 Laure returned to Lebanon and founded BEIRUT ART FAIR, an international platform for artists from the ME.NA.SA. (Middle East, North Africa, South & South-East Asia) region. Four years later, she conceived of SINGAPORE ART FAIR - with Lebanon as guest of honor.

Laure has created and organized events in numerous countries: the United Arab Emirates, France, Lebanon, Saudi Arabia, Russia, Singapore, and the USA. She has also curated events at contemporary art galleries, museums and other institutions.

She has been listed by The Culture Trip as one of the 10 most influential women on the Middle-Eastern contemporary art scene.

Contact
laure.dhauteville@beirut-art-fair.com

ORGANISATEURS

PASCAL ODILLE

Artistic Director - Expert Modern & Contemporary Art



Pascal Odille has been Artistic Director of BEIRUT ART FAIR since 2010, while also serving as an art expert for various public institutions in the Middle East. As such, he regularly publishes analyses of the ME.NA.SA. art market in various media.

Since 1997, Pascal has been a member of the C.N.E.S (la Chambre Nationale des Experts Spécialisés) where he is listed as an Expert in Modern and Contemporary Art. He regularly serves as an art consultant in the ME.NA. region and has worked for several auction houses in France, including Artcurial in Paris. He specializes in «large inventories» - for example his handling of the collection of Pierre Restany.

A teacher at several institutions both in France and abroad, Pascal created the first Master's degree dedicated to the study of the art market at the EAC (Paris). An independent curator, he has worked on many exhibitions in France, Lebanon and the USA. He serves as an advisor to private collectors in Europe, Lebanon and the Gulf countries. He is also involved in the organization and implementation of numerous other cultural projects.

Contact

pascal.odille@beirut-art-fair.com

MARINE BOUGARAN

Director of Exhibitor Relations and of the «Projects» Space



In addition to a specialization in modern & contemporary photography, Marine Bougaran graduated with an MBA in the art market after having accumulated multiplied professional experiences in art galleries and cultural institutions during her studies.

In 2009 Marine joined the team of a contemporary art fair, Show Off, the official off-art fair of the Paris' FIAC. For two years she was responsible for exhibitor relations while managing the fair's partnerships.

Marine joined BEIRUT ART FAIR in 2010 as a shareholder and a specialist in contemporary photography. Since then her expertise has expanded to encompass all fields of creation in the ME.NA.SA. region.

Marine has notably been instrumental in developing events such as the Byblos Bank Award, a prize showcasing and promoting young Lebanese photographers.

In parallel, Marine regularly advises art collectors, and further shares her art market expertise by organizing seminars in Europe and the Middle East. She regularly curates exhibitions for galleries.

For the past three years, Marine has taught art market professions (EAC, Paris) as well as communications and the marketing of cultural institutions.

Contact

marine.bougaran@beirut-art-fair.com

BEIRUT ART FAIR SUPPORTERS

Ministry of Culture

www.culture.gov.lb

Ministry of Tourism

www.lebanon-tourism.gov.lb

Municipality of Beirut

Lebanese Tourism Office in Paris

Director : M. Serge Akl

<http://destinationliban.com>

L'Institut Français du Liban

www.institut-liban.com

ESA Business school

General Director: Mr. Stephane Attali

www.esa.edu.lb



MAIN PARTNER



Headquartered in Beirut, Bankmed is recognized as one of the oldest banking and financial institutions in the MENA region. Since its inception in 1944, Bankmed has been at the forefront of Lebanese banking institutions, maintaining a prominent position as a leading, dynamic, and socially responsible bank with a firm commitment to Corporate

Social Responsibility.

The Bank enjoys a widespread presence over the Lebanese territory through a network of 62 branches in addition to a strong international existence in Switzerland, Cyprus, Saudi Arabia, Turkey, Iraq and the Dubai International Financial Center (DIFC). Bankmed offers its clients a wide range of innovative products and quality services.

The Bank developed its own private art collection, and some of its art pieces are exhibited in its branches. Furthermore, as part of its Corporate Social Responsibility, Bankmed supports a significant number of cultural events in Lebanon and in countries where it is present.

Bankmed remains proud of its partnership with BEIRUT ART FAIR. Through this collaboration, the Bank has not only maintained its image as a leading financial institution but also contributed to promoting Beirut's individuality across the globe.

PRIVILEGED PARTNER



A major banking player in the region, SGBL positions itself as a strong advocate of culture and arts throughout its sponsorships and long term partnerships with cultural institutions. The bank is present, since several years, alongside the major actors of the region's artistic and cultural scene. It gives a special attention to young artists and to the expression of their talents.

In this context, SGBL is proud and happy to partner today with BEIRUT ART FAIR, the must-attend event in Lebanon and the region for artists, galleries and art lovers. This year, SGBL sponsors the REVEALING space, a first-of-its-kind collective exhibition entirely dedicated to the contemporary young artists of the MENASA region.

With REVEALING by SGBL, an innovative and ambitious project, SGBL confirms its support to emerging talents and a new generation of artists. It affirms thus its commitment to celebrate and develop creation under multiple forms: painting, sculpture, photography, installation and video.

By allowing these gifted artists to meet the numerous and varied audience of BEIRUT ART FAIR, REVEALING by SGBL aims to enlarge horizons, raise curiosity and encourage the thinking around a bold and daring creation, that is free, brilliant and booming in the region.

PARTNERS



Over the course of five years, the Byblos Bank Award for photography has evolved into one of the most prestigious photography awards in Lebanon. This milestone was reached thanks to five successful years of partnership with BEIRUT ART FAIR, and five years of dedication from emerging Lebanese photographers, and five years of trust from experts in the field of artistic photography, and five years of fruitful collaboration with the media.

The fifth edition of the Byblos Bank Award for photography also marks a big step forward in the Bank's continuous efforts to support photography as an art form in Lebanon. Many participants were able to develop their talent and build their careers thus laying the foundations to a diverse Lebanese photography market.

Byblos Bank established its Photography Program in 2012, aiming to create the right conditions for emerging Lebanese photographers to support themselves through their art. This is achieved primarily by placing these gifted artists at the heart of the market, bringing them closer to collectors, gallerists, established professional photographers, and the media.

Organized in cooperation with BEIRUT ART FAIR, the annual Byblos Bank Award for Photography is the high point of this endeavor.

To know more about this award, visit www.byblosbankaward.com

OFFICIAL HOTEL PARTNER



Le Gray partnered with BEIRUT ART FAIR since its beginnings.

The hotel seeks to enhance the value of the cultural and artistic dimension of the Lebanese capital. This perennial partnership confirms the mutual determination to place Beirut at the heart of the international news related to art and culture.

CULTURAL INSTITUTIONS



MAIN PARTNER



PRIVILEGED PARTNER



PARTNERS



MEDIA PARTNERS



BEIRUT ART FAIR | PRACTICAL INFORMATION

WHEN ?

From Thursday 15 until Sunday 18 September 2016

Thursday 15 September 2016 : Preview & Vernissage, From 6:00 pm until 10:00 pm (by invitation)

Friday September 16 until Sunday 18 September 20, 2016, From 3:30 pm until 9:30 pm

WHERE ?

B.I.E.L.

Beirut International Exhibition & Leisure Center, Beirut, Lebanon

Hotel Partner of BEIRUT ART FAIR 2016

Le GRAY Hotel is the official partner of BEIRUT ART FAIR 2016

To benefit from advantageous prices,

Contact : Mrs Darine Medawar - darinemedawar@legray.com

Airline company partner of BEIRUT ART FAIR 2016



PICTURES AVAILABLE FOR THE PRESS
<http://www.beirut-art-fair.com/photos.html>

#BeirutAF2016



BeirutArtFair



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BEIRUT ART FAIR | CONTACTS

Laure d'Hauteville
Founder & Fair Director

laure.dhauteville@beirut-art-fair.com
Tel. France : +(33) 6 88 06 27 25
Tel. Lebanon : + (961) 3 38 69 79

Marine Bougaran,
Head of Exhibitor Relations

marine.bougaran@beirut-art-fair.com
Tel. France : +(33) 6 25 20 52 10
Tel. Lebanon: +(961) 78 88 79 42

Pascal Odille
Artistic Director

pascal.odille@beirut-art-fair.com
Tel. France : +(33) 6 60 16 54 16
Tel. Lebanon : +(961) 71 69 38 56

Nelly Choucair-Zeidan
Head of Exhibitor Relations

nelly.choucair@beirut-art-fair.com
Tel. Lebanon: +(961) 3 314 531

Thierry Salah
Gallery Relations Director

thierry.salah@beirut-art-fair.com
Tel. France : +(33) 6 37 42 28 65

Yasser Akkaoui
Strategic Partner

yakkaoui@kconcept.biz
Tel. Lebanon: +(961) 3 49 98 89

Rania Tabbara
Advisor

rania.tabbara@beirut-art-fair.com
Tel. Lebanon: +(961) 3 66 80 71
Tel. EAU : +(971) 50 45 52 729

Agnes Miquel
Technical Manager

agnes@beirut-art-fair.com
Tel. France : +(33) 6 66 16 00 66

Amel Boudebbouze
Exhibitor Relations Assistant

amel.boudebbouze@beirut-art-fair.com
Tel. France : +(33) 6 58 54 71 82

MEDIA RELATIONS

Europe, USA, Maghreb & Asia

Fouchard Filippi Communications
Contact: Philippe Fouchard-Filippi
info@fouchardfilippi.com
+ 33 (0)1 53 288 753 | + 33 (0)6 60 211 194
www.fouchardfilippi.com

Lebanon & Middle East

Mirros Communication & Media Services
Contact: Joumana Rizk
+961 (0)1 497 494
joumana@mirrosme.com

BEIRUT ART FAIR 2016 is organized BAF EVENTS SARL

RCB 1019674 • VAT 3074150-601

Po.Box 116-2270, 11 Madrassat el-Salam Street, Beirut, Lebanon
info@beirut-art-fair.com - www.beirut-art-fair.com
Tel. Lebanon + (961) 3 38 69 79 - Tel. France +(33) 6 88 06 27 25 - Fax. +(961) 1 20 19 74

APPENDICES

Spotlight

A survey of the art market in the ME.NA. region in 2016

By Pascal Odille

Artistic Director of BEIRUT ART FAIR

In the art market, some signs are unmistakable. The number of auctions dedicated to modern and contemporary creation in the Middle East is one such sign. It has increased in recent years, as has the quality of the works produced.

In 2016, a large number of historical pieces were presented for sale. Upon studying the results, one can't help but note the growing interest of collectors in the artists who represent the modern period.

While auctions in recent years at Christie's Dubai have accustomed us to record sales, what took place at Bonhams in London this past April enhanced the general appreciation and understanding of a whole swathe of the history of art from the Middle East, and particularly that of Lebanon. **Daoud Corm, Khalil Saleeby, Khalil Gibran, Cesar Gemayel** - pioneers of Lebanese modernism present in this auction - had previously been conspicuously absent from the art market.

The history of the modern Middle East often parallels that of the emigration of artists, whether that emigration be voluntary or forced. For these artists, emigration is often marked by nostalgia and an affection for one's homeland, as shown, for example, in the correspondence between **Khalil Gibran** and **Amin al Rihani**: *«I wanted to say goodbye to you and hold you in my arms before the boat takes you toward the sunrise. I even wanted to go with you to this land whose rocks and rivers I love, whose churchmen and rulers I loathe. But what my dreams sketch is erased upon waking, and plain hope is masked by inability. Tomorrow you're going to the most beautiful, the most sacred country in the world, and I remain a distant exile: what happiness for you, and how unlucky I am. But if you think about me before Mount Sannin, near Byblos and the Frayké Valley, you will ease the pain of exile and lighten for me the suffering of emigration and distance.»*

At the same time, exile is also an opportunity for fruitful meetings, discussions, and confrontations of ideas and styles. Thus the history of modern art is a common story that must be read across the board, taking into account all the connections and friendships that came to exist between the artists who define the period.

Thus **Khalil Gibran**: after a stay in Paris in 1908, during which he joined the l'École des Beaux-Arts and met **Auguste Rodin**, he went to the United States, where he became friends with New York art dealer **Alexander Morten**. In 1914, he painted a portrait of Morten's wife; this beautiful *«Portrait of Mrs. Alexander Morten»* was bought for \$260,000 at the Bonhams sale. Another example of fruitful exchanges between artists is the meeting of **Khalil Saleeby** with **Renoir** and **Singer Sargent**. Painted in 1916, *the Portrait of Carrie Aude* (the artist's wife), sold for \$26,000, attesting to the profound influence that existed between these artists. Another work marked by the influence of **Renoir**, *the Nude at rest* (ca. 1940) by **Cesar Gemayel**, a pupil of **Saleeby**, sold for \$70,000.

The Portrait of a Lady by **Saliba Douaihy**, which sold for \$35,000, reflects the artist's training in the Decorative Arts in Paris in the 1930s. And one senses the influence of American Abstract Expressionism in **Douaihy's** *Untitled*, painted in 1972 following his meeting in New York with **Hans Hofmann** and **Ad Reinhardt**, two pillars of the movement. The painting sold for \$130,000.

During his stay in Paris, **Bibi Zogbé** met **Tamara Lempicka** - the muse of Art Deco - and was later inspired by the Bulgarian painter **Dimitrov Bogdan** whom he met in Argentina. Works by **Zogbé** are still relatively rare on the market. These have included *RETAMAS* (1939), which went for \$26,000 at Sotheby's in London in April 2016.





APPENDICES

KEYS FIGURES

RESULTS OF SALES IN THE LEBANESE AND ME.NA ART MARKETS

Among other sales shown in the tables below, the recent auction held at Bonhams in London on 27 April 2016 provides benchmarks for the latest developments and trends in the market, both regional and international, for Lebanese and ME.NA. art.




The «Historical», first generation of major artists, influenced by developments arising from the birth of modern art in Europe

Artist	Work	Title	Dimensions	Estimate €	Final Price €
Daoud Corm (1852-1930)		Vue d'Achrafieh (1881)	36 x 55cm	32/64.000	40.000 Bonhams London 27/04/16
Khalil Saleeby (1870-1928)		Portrait de Carrie Aude (1916)	47x40cm	19/26.000	23.700 Bonhams London 27/04/16
Kahlil Gibran (1883-1931)		Portrait de Mme A. Morten(1914)	66x63cm	26/39.000	230.000 Bonhams London 27/04/16
Cesar Gemayel (1898-1958)		Nu au repos (c.1940)	46x64cm	32/64.000	64.000 Bonhams London 27/04/16

The second generation, influenced by the major artistic movements of the 20th century in Europe and the USA: Abstraction, Surrealism, Abstract Expressionism

Artist	Work	Title	Dimensions	Estimate €	Final Price €
Saloua Raouda Choucair 1916		Trajectory of a line (1957 / 1979)	19x7cm	5/7.000	75.000 Bonhams London 20/04/15
Saliba Douaihy 1915 - 1994		Sans titre (1972)	161x100cm	90/120.000	115.000 Christies Dubai 16/03/15
Helen Khal 1923 - 2009		Sans titre (1970)	100x80cm	20/30.000	67.000 Sotheby's London 02/12/15
Etel Adnan 1923 - 2009		Paysage abstrait (2015)	20x30cm	15/19.000	19.000 Bonhams London 27/04/16
Aref Al Rayyes 1928 - 2005		Abstract Composition (1965)	120x190cm	15/25.000	25.000 Bonhams London 27/04/16
Huguette Caland 1931		Untitled (from the Bribes de Corps series), (ca. 1965)	72x72cm	15/25.000	25.000 Bonhams London 27/04/16






Artists from this second generation who reflect new concerns about the social and political realities of the period from the 1950s to the late 1980s

Artist	Work	Title	Dimensions	Estimate €	Final Price €
Paul Guiragossian 1926-1994		La Lutte de l'Existence (1988)	130x200cm	400/500.000	450.000 Ader, Paris, 2008
Shafic Abboud 1926 - 2004		Café Hajj Daoud (1990)	12x16cm	200/340.000	335.000 Christie's Dubai 2016
Farid Aouad 1924 - 1982		Homo Flux (c.1970)	194x130cm	50/70.000	132.000 Bonhams London 18/03/15

The young generation born in the 1970s and marked by war, tensions and political turmoil in Lebanon

Artist	Work	Title	Dimensions	Estimate €	Final Price €
Ayman Baalbaki 1975		Babel 2005	200x130cm	120/180.000	430.000 Christie's Dubai 18/03/15
Zena El Khalil 1976		And Ali has no ideas 2010	155x200cm	14/20.000	18.000 Christie's Dubai 27/04/2010
Ziad Antar 1978		Coral Beach 2007	118x118cm	6/7.000	8.600 Christie's London 4/10/11
Tagreed Darghouth 1979		Untitled (From Explosions series) 2012	204x145cm	11/15.000	18.000 Sotheby's Doha 22/04/13

Artists who reflect a focus on the realities - social, political, religious - and a reaffirmation of the artistic and cultural references specific to the region

Artist	Work	Title	Dimensions	Estimate €	Final Price €
Nja Mahdaoui Tunisia 1937		Ikhtilej (1995-2013)	20 tambours	120/180.000	270.000 Sotheby's Doha 13/10/14
Rachid Koraichi Algeria 1947		Scrutateur de l'arrière passion. (1985)	200x300cm	14/20.000	518.000 Sotheby's Doha 22/04/13
Mounir Fatmi Morocco 1970		Ceux qui savent, ceux qui ne savent (2008)	148x243cm	6/7.000	67.950 Christie's Casablanca 19/03/14
Zoulikha Bouabdellah French-Algerian 1977		Love-Yellow to blue (2009)	150x60cm	11/15.000	57.600 CMOOA Casablanca 30/04/16
Ahmed Moustafa Egypt 1943		Interior in the Exterior 1987 Tapis	258x416cm	630/800.000	350.000 Sotheby's Doha 16/12/10