

ART FAIR

BASEL • NEW YORK • PARIS

FRAME

MIAMI • SAN FRANCISCO • SEATTLE

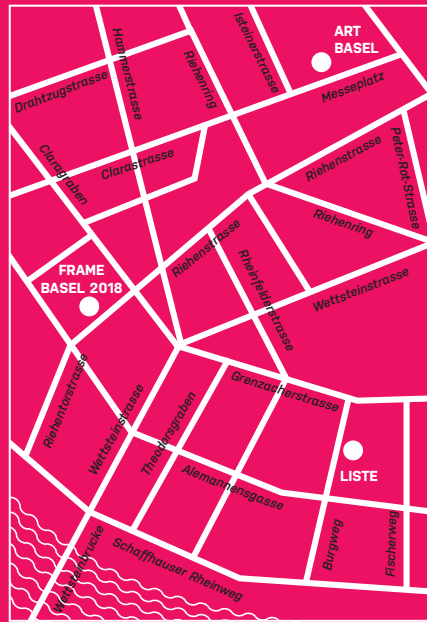
FRAME Art Fair LLC

CONTEMPORARY ART TOGETHER

FRAME Basel 2018

will be located in the Basel Art Center
(Riehentorstrasse 31, CH-4058 Basel)

4 min walk from ART BASEL




FRAME Basel, 2018 begins on the 10th of June with a private VIP opening, and closes at 5 pm on the 17th of June.

Throughout that time, our operating hours will be scheduled to best suit your needs and so as to provide immersive activities like round table discussions, performance art, conferences, private visits with artists, and so on.

Details will be available from 15th May at this address:

www.FRAME-Art-Fair.com



With a highly-curated group of dedicated exhibitors and their emerging and established artists, FRAME unites the historic and traditional aspects of the art dealers' profession with an innovative and entrepreneurial approach to the business. Currently, the Art Fair model is jeopardizing the longevity of small to medium-sized galleries and therefore the fostering of the next generation of leading artists. We see an opportunity as a collective art space to mix tradition with modernity for the benefit of the dealer and artist alike, and for the benefit of our patrons, the collectors who sustain and support us.

At its core, FRAME will be an art fair of its own, within easy walking distance to the Marquee Fairs at the major Art Fair gatherings that take place around the world. Beginning with Art Basel Switzerland 2018, FRAME will cater to collectors who wish to view, contemplate, study, and acquire works of art in an environment which provides some respite from the unremitting frenetic pace associated with public Art Fairs. Through offering a VIP invitation-only experience, FRAME will include hours of supplemental content like dinners, panel discussions, art performances, and exhibition-only art installations. FRAME's prominence and success is rooted in the main events ability to attract the global art community to the major global fairs. We believe that FRAME can and will create a complementary experience for collectors, and will represent a new business model for affiliated galleries that can produce artistic and commercial success in the continually evolving world of the international art trade.

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