

PRESS RELEASE

## **BFAF - Brussels Fine Art Fair** **Art of balance**

In Brussels, where art is a state of mind, Jean-Pierre and Nicolas Defossé meet the expectations of the market and create the **BFAF - Brussels Fine Art Fair**.

Jean-Pierre relies on thirty-five years of experience in the organization of art and antiques fairs. For twenty years, his son Nicolas travelled all over Europe to find the rare piece in 20<sup>th</sup> century design.

They studied the European scene of the big shows. Very selective in the choice of exhibitors, these events attract many lovers of ancient and contemporary art who come out to admire rare and often expensive works: "it's enchanting to the eye, but these treasures are inaccessible to the majority of visitors".

These prestigious appointments alone can not satisfy the cravings and the means of all lovers of ancient art and modern art.

"The conclusion was clear: Brussels, the European capital of art and culture, can not now accommodate all the many excellent international antique dealers and galleries who wish to present their discoveries."

The idea of a new event in Brussels was developed in consultation with them. And finally, the **BFAF - Brussels Fine Art Fair** was born.

### **Dialogue and authenticity**

The friendly and benevolent proximity Jean-Pierre and Nicolas have always entertained with many professionals has allowed them to set a precise working environment together. "Our agreements focus on the quality and authenticity of the exhibits."

And, in order to offer the public a balanced show and the most complete choice possible in all the areas proposed, "we have also established quotas for each specialty".

The selection of exhibitors is submitted to a committee of independent experts, who evaluates each application before taking a decision. Every decision takes into account several factors: the quality and authenticity of the merchandise proposed, the balance of the contents of the show, the conformity with the general orientation of the fair and the possibilities determined by specialties and countries represented.

Finally, before the opening of the fair, the committee checks the authenticity of the pieces offered on each stand and remains at the disposal of the public throughout the duration of the event.

### **A first**

"For the first edition, we primarily want to interest and retain all the amateurs and collectors of the country. Then we will try to convince and attract as many international collectors as possible", says Nicolas.

Indeed, "before reaching an international future, it is essential to convince those around us. We are two strong environmentalists and we want sustainable growth. Growing slowly to live a long time!", adds Nicolas, who likes to quote the famous sentence by John Ford: "Be local and you will be universal".

### **Balance**

Father and son aim for variety and balance between specialties, styles, periods and diverse origins.

From the Haute Epoque to Contemporary Art, all the precision of the kaleidoscope ...

The BFAF will bring together about a hundred exhibitors from Belgium, France, the Netherlands, England, Spain, Luxemburg, Germany.

The BFAF team works in a welcoming atmosphere and favors exchange and consultation with exhibitors.

Here are some exhibitors who are accustomed to the big shows and who, by their presence, support the BFAF: Raf Van Severen, Bie Baert, Frank Van Laer, Véronique Malaise, Miquel Alzueta, Ludovic Pellat de Villedon, Frederick Muller, Sonja de Haulleville, Anthony Short, Benoît Tercelin of Joigny, Thomas Deprez, Maarten Michiels, Patrick Martin, Kotobuki, The Old Treasury, Baskania, Eric of Maroussem, Christiaan Van de Ven, Art Hesus Belgium, Ciel Mes Bijoux, Laurence Fayoll ... and 80 others.

### **Signature**

"You can be modern by presenting ancient objects! This is the credo of Nicolas, who decided to work with a young artist in order to get "precious" objects out of their rather classical context. He entrusted the processing of all images intended for communication to Laetitia Bica, photographer.

"We built a studio with a patient and caring couple of antique dealers for a 2-day shooting. It was super creative and very rewarding for everyone."

Laetitia's contemporary work is nourished by the finesse, the age and the patina of the objects staged. She sets up her lens so close to the object that it restores the matter, almost giving a brush with hyperrealism.

Thanks to his talent, a Haute Epoque cup borders on timelessness: the photos testify to its modernity.

Her images express the signature of the show at his best: give the old a contemporary spirit.

## **Atmosphere**

“We want to give the fair an identity that will make exhibitors and visitors experience a surprising one.”

A duo of contemporary artists will set up the entrance to the salon.

The scenography is imagined by formaforma, a young bureau with a resolutely design outlook.

The tea bar (and cakes) and the restaurant were entrusted to a young chef offering local and creative cuisine.

The technical layout of the surfaces to the young brothers of Nicolas, Ludovic and Arthur.

All these elements will create an atmosphere that will also be the hallmark of the BFAF.

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**Brussels Fine Art Fair**

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**Brussels Expo**

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