

BAD+

HANGAR 14

JULY 7 - 10



CONGRÈS
ET EXPOSITIONS
DE BORDEAUX

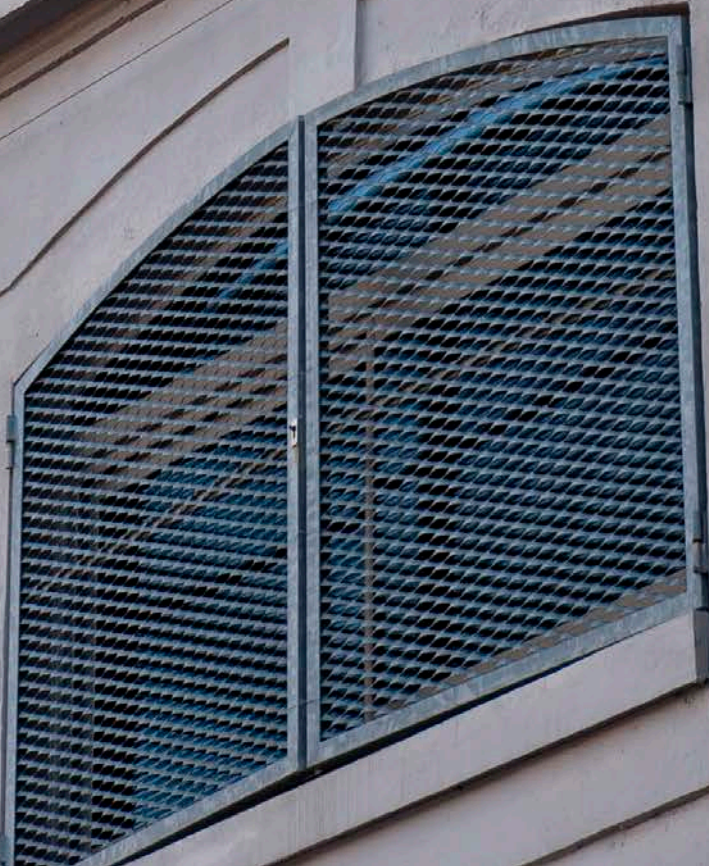
2022

BORDEAUX +
ART + DESIGN

www.bad-Bordeaux.com

Press kit

H14





BORDEAUX + ART + DESIGN

JULY 7 - 10, 2022

BORDEAUX - HANGAR 14

A NEW APPROACH TO MODERNITY

SUMMARY

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ART AND DESIGN MEET IN BORDEAUX

The first edition of **BAD+** Bordeaux + Art + Design, a new art and design salon, will launch in Bordeaux, July 7 - 10, 2022, presented in the iconic two storey concrete and steel industrial building **HANGAR 14** on the banks of the Garonne.

Each spring, **BAD+** will bring together 60 international art and design galleries in an innovative new event that mobilises the cultural and economic players of Bordeaux and beyond, both public and private, to experience how art and *l'art de vivre* lie at the heart of transformations integral to the major subjects facing our world today.

At the initiative of Jean-Daniel Compain and Congrès Bordeaux Exposition, joined by Jill Silverman van Coenegrachts, **BAD+** intends to illustrate the exceptional diversity of creation, honouring the alliance between past, present and future. Contemporary is always new and fresh in its time.

By taking root in Bordeaux - a historic territory, rich in great cultural institutions such as the CAPC, the MECA, the Museum of Decorative Arts and Design or the FRAC Aquitaine, **BAD+** will be part of a week of art, design and *l'art de vivre* which will implicate the whole city and its surroundings.

At a time of unprecedented global change, the artists in their studios, the galleries that support and represent them, and the collectors who follow them, remain without a doubt the very foundation of the world's creative centre.

This powerful and raw creativity unabashedly confronts the known boundaries of our perceptions in search of new modes of expression, new thoughts, new ways of seeing. It is also to illustrate the close and permanent link between culture, art and *l'art de vivre* that is so characteristic of this exceptional and world-renowned territory that **BAD+** will highlight.

This first edition will be held in **Hangar 14** with its back to the 18th Century UNESCO heritage site along the river. A unifying initiative, **BAD+** will be the great artistic event that only Bordeaux can offer.



PRACTICAL INFO
BORDEAUX + ART + DESIGN
July 7 - 10, 2022
Hangar 14
115 Quai des Chartrons
F - 33000 Bordeaux
www.bad-bordeaux.com

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THE SALON, A NEW APPROACH TO MODERNITY

**Interview between
Jean-Daniel Compain,
general director, and
Jill Silverman van Coenegrachts,
artistic director**

In July 2022, you will inaugurate a new art and design salon in Bordeaux. One more in an already crowded market... How did this project come about? How will BAD+ make a difference and bring a new breath of life?

Jean-Daniel Compain : We need events that allow for a different kind of thinking, approach and exchange, opening up real discoveries.

Unlike existing salons, we advocate meetings that are co-constructed with a committee made up of galleries that do not simply select but also elaborate, develop, build and promote the event!

The pandemic has completely reshuffled the cards and opened new windows of opportunities by forcing us to rethink our models. Art has an inner life that can vividly help us navigate these difficult and uncertain times. We want to shake up the art world with a new kind of event.

With the return to a physical experience that we have missed so much, it is becoming clear that only medium-size events with a very clear positioning in a well-defined market can offer professionals and the public an atmosphere of complicity and conviviality that can differentiate them in a highly competitive world.

That is why we will not talk about a fair but rather about a 'salon' and about 'encounters'. Encounters that should be an opportunity for galleries to work together, to create new connections, to find new audiences in new places, to seize new opportunities and outlets, bringing together collectors and new enthusiasts, Not forgetting the general public so often let out. Our vision is artists and content first. We are inclusive, looking at

the social impact of modernism in art and design since the late 19th Century and the advent of the industrial revolution, in all forms of visual arts.

We consider that the values that matter in art apply to all types of audience.

That is what we are going to do with BAD+ in Bordeaux in July 2022. For seasoned collectors, museum curators and amateurs of all ages and from all walks of life, I dare say that "BAD+ is good": art is for everyone. BAD+, is life with art, art in life! Open, transparent, accessible and inspired.

We are going to be the art event that is held every year in Bordeaux, where we naturally recognise the power of the market but also the pressing power of the need for art for everyone. And we will demonstrate that the two tensions are compatible and complementary.

Where art meets design in 2022, we are uncompromising, innovative and deliberately different..

How did you think about and decide on the artistic line of BAD+ ?

Jill Silverman van

Coenegrachts: As Jean-Daniel said, art is consubstantial with *l'art de vivre* and everything that is undertaken must support the idea that art is part of life, everyday life, from the birth of the modern spirit in the 19th Century with Impressionism, photography, Art Nouveau, Art Deco, Modernism to contemporary art and design today

BAD+ makes this idea a reality. BAD+, is contemporary art and design exhibited, seen, deciphered, I would say 'experienced', debated,

**“BAD+,
is art and design
exhibited, seen,
deciphered,
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appreciated
in a renovated
iconic industrial
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HANGAR 14.**

**BAD+,
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discovery,
it should be
fun, exciting,
spontaneous,
adventurous,
joyful,
questioning.”**

Jill Silverman
van Coenegrachts

... / ...



... / ...

The format of the event, its connection with the territory, its richness of programming, the quality of the exchanges in an incredible setting, the diversity of the contributors will make BAD+, in Bordeaux, in July, a moment of life of a singularity hitherto unknown.

appreciated and we hope, purchased, in a renovated iconic industrial building – HANGAR 14, on the banks of the river Garonne – set against the backdrop of an internationally renowned 18th Century city – Bordeaux.

BAD+, is about discovery, it should be fun, exciting, spontaneous, adventurous, joyful, questioning. It is all of these things, while being a think-tank, a community for artists, galleries, collectors and cultural institutions, a destination for art lovers. The BAD+ art line is a unique thread that winds between art, design and architecture, between art and climate change, between art and sustainability, between art and urbanism, between art and agriculture, between art and wine. Everything that makes life today.

Bordeaux is the capital of taste, wine and gastronomy, enjoys an international reputation and embodies the French art de vivre. How did you integrate the territory, its history, its traditions and its actors into the artistic programme of the salon ?

Jean-Daniel : Bordeaux is unique ! It is the heart of an exceptional ecosystem. Bordeaux is the place where everyone wants to come and live and innovate!

It is an attractive, open, well-established capital, where our proposal makes sense. Bordeaux with BAD+ can be an example of collaboration. And all the cultural and economic fabric will follow. Apart from the 'hub' that HANGAR 14 will be, there will be Art in the City, making the event breathe in the streets, on the quays, in the parks, on the walls with the participation of Art in

the Vineyards, thanks to the partnership with châteaux and major owners who are already very committed to art and design. The Bordeaux wineries have become real architectural and technological feasts and the great names in wine are well-informed collectors!

Jill : Yes, Bordeaux is truly a capital of l'art de vivre. And our decision to put art at the heart of life and life at the heart of art, to invite gallery owners, professionals and amateurs to share art and design in all its forms, makes perfect sense.

BAD+ promises to be a total experience that brings together artistic discovery and l'art de vivre. How are you going to make it experienced by amateurs and collectors?

Jean-Daniel : We know these audiences well, we know what their practical requirements are. They are often epicurians! We will provide them with exceptional services to ensure that they get the most out of their participation : we will offer them concierge service, privileged access and VIP service, private visits and wine tastings in châteaux.







**HANGAR 14,
A CONTEMPORARY
INDUSTRIAL
SPACE IN THE
HEART OF
BORDEAUX,
ON THE BANKS OF
THE GARONNE**



**A renovated
iconic industrial
building,
HANGAR 14,
n the banks
of the Garonne,
next to a 18th
Century city of
international
renown, Bordeaux.**

By taking over the bare and functional structure of Hangar 14, BAD+ embodies this new attitude and state of mind based on a clear vision, thus provoking an intimate experience of pleasure and discovery where the imagination takes over.

Where, by comparison, concrete, glass and steel reflect an austerity and functionality that allows the creative energies of artists and designers to appear in all their strength and meaning..

The resulting thrills allows us to reach this happiness, this enjoyment, to better understand the in-trinsic tension of art and design in today's environment where less becomes more, where the val-ues of purity, durability and use precede aesthetic approaches.

BAD+ will thus provoke intense discussion on the paradoxical association of the old and the new while providing a vital look at creativity as a driving force for understanding and shared experience today

Thus, BAD+ considers its place at HANGAR 14 to be emblematic of its objectives and the spirit that led to its creation.







**PASSIONATE
EXPERIENCED
TEAMS**

**A CITY AND ITS
INSTITUTIONS
INVOLVED**



THE ORIGINS OF BAD+

BAD+ was born out of a meeting in 2020 between Jean-Daniel Compain, who had long wanted to give Bordeaux, his native city, an event worthy of its history and place on the international scene, and CEB (Congrès Expositions Bordeaux). They were joined by Jill Silverman van Coenegrachts and the Steering Committee.



JEAN-DANIEL COMPAIN
General Director of BAD+

Managing Director of the Reed Group's Culture, Luxury and Leisure division for 20 years, Jean-Daniel Compain has directed and developed some of the group's most successful consumer shows. These include : FIAC, today one of the three leading contemporary art fairs in the world; Paris Photo, the world's first fair dedicated to fine art photography and Paris Photo

Los Angeles launched in the iconic Paramount Studios in West Hollywood. The Biennale des Antiquaires et de la Haute Joaillerie, the Salon du Livre de Paris, the Salon Nautique de Paris and the Yachting Festival de Cannes, etc...

Founder of The WAL - The World Art Lounge



JILL SILVERMAN VAN COENEGRACHTS
Artistic Director of BAD+

Founder and director of J S V C projects/london, an international strategic agency advising artists, designers, collectors, museums and galleries. A gallerist, writer and cultural historian for over thirty years in New York, London and Paris, Jill was a partner at Thaddaeus Ropac, Paris (2005-2012), managing director at LISSON, London (1995-2005), director at John Gibson Gallery, New York

(1978-1989) and director at Barbara Mathes Gallery, New York (1989- 1990).

Also involved with the Institute for Architecture and Urban Studies (IAUS), a think tank and public policy centre founded in NYC by Peter Eisenman and Philip Johnson, Jill has strengthened her interest in design as a tool for creative collaboration, particularly for architecture and urban planning.

PRODUCERS



A key player in business tourism in Nouvelle- Aquitaine. Two activities : hosting events of its 4 sites (Parc des expositions, Palais des Congrès, HANGAR 14 and Centre de Congrès de la Cité Mondiale) and event production (General public, professionals

and sporting events). A professional company with more than 100 talents at the service of the development of the territory's sectors, directed by Stéphane Kintzig in collaboration with Frédéric Espugnes-Darses, project director.

THE STEERING COMMITTEE

It is composed of the organiser, gallery owners and personalities from the art world.

**Members involved in the selection of the galleries*

Strategic orientations, selection, promotion and communication, a governance adapted to the stakes, open and involving all the actors.



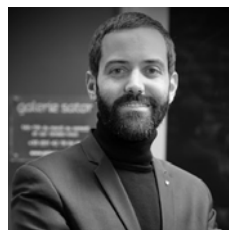
Jean-Daniel Compain
General Director



**Jill Silverman
van Coenegrachts ***
Artistic Director



Christian Berst *
Gallerist
Paris



Vincent Sator *
Gallerist
Paris



Anne-Sarah Benichou *
Gallerist
Paris



Michael Janssen *
Gallerist
Berlin



Julien Frydman *
Éditions Delpire
Paris



Albert Baronian *
Gallerist
Brussels



Pierre Dumonteil *
Gallerist
Paris, Shanghai



Elisa Hernando *
Arte Global et Red Collectors
Madrid



Hadrien de Montferrand *
Gallerist
London, Beijing, Hangzu



Adrien de Rochebouët*
Art Advisor
Paris



Stéphane Kintzig
Congrès Exposition Bordeaux



Frédéric Espugnes-Darses
Congrès Exposition Bordeaux



THE HONORARY COMMITTEE

The presence and close association of cultural institutions to BAD+ is one of the essential components of the success of the event and of the long-term anchoring of BAD+ on the national and international scene.

The Honorary Committee is composed of local/regional institutions and well-known personalities from the world of art and culture.

The members of the Honorary committee are Ambassadors, carriers of the BAD+ project to their networks and audiences, and will have a supporting role for the event.

Members of the Honorary Committee (25/09/2021) :

Catherine Dupraz	Director of Cultural Affairs of the City of Bordeaux
Lilian Saly	Deputy Director in charge of Cultural Programming for the City of Bordeaux
Sandra Patron	Director of CAPC
Bernard de Monferrand	President of FRAC Aquitaine
Claire Jacquet	Director of FRAC Aquitaine
Constance Rubini	Director of Musée des Arts décoratifs et du Design
Sophie Barthélémy	Director of Musée des Beaux-Arts
Dominique Pasqualini	Director of École des Beaux-Arts de Bordeaux
Régine de Boussac	President of the Friends of CAPC
Christian Pallatier	President of BAC - Bordeaux Arts contemporain







**LIVING ART AND
ART DE VIVRE ...
THE STRENGTH
OF A BOLD
AND ECLECTIC
PROGRAM**



“There are enough quality galleries in France and Europe, with relevant international artists, to make a very high quality edition”

Jean Daniel Compain

60 EXPECTED GALLERIES

We begin our reflections with the period of the 19th Century that gave birth to the concept of modernity, which we consider today as its first representations together with the birth of photography and the consequent emancipation of painting.

These early ideas that inspired Art Nouveau and then Art Deco were fuelled by and coincided with the industrial revolution. It is this ethos that has allowed us to build BAD+ to host galleries from all disciplines who share our enthusiasm for this rebellious energy presenting works from this historic period to the most recent times with works coming out of today's artists' studios.

BAD+ is a collection of more than seventy prominent galleries working in the field of:

- Contemporary art
- Modern Masters
- Design and decorative arts
- Architecture
- Drawings
- Photography, film and video

It is also :

- **A “Young Galleries/ Young Talents”** : 10 galleries selected by the Steering Committee and co-financed by BAD+ patrons
- **A Space for “Performances and artists' projects”** selected by the Steering Committee



A bold and eclectic programme designed to fit in with the traditions of the surrounding area.

A CULTURAL PROGRAM A BAD+ POINT OF VUE

Art in the City

Art in the City benefits from the advantages offered by the openness and discontinuity of space to meet the public and the population and enriches the reflection on the place and role of art and artists in the reflection on the city as a space for expression and collective construction.

The quality of the programme “L’Art dans la Ville” in association with all the cultural institutions of the city of Bordeaux, of the Métropole and of the châteaux is therefore a fundamental and constitutive element of the positioning of BAD+

- An audacious programme in the streets, quays, parks and city walls of Bordeaux, with free access
- In support of the event.

The detailed programme will be announced in early 2022.

Art in the vineyards

There is something magical about a château: the magnificent setting, the architecture, the history. There is nothing like a château, a winery or a vineyard to celebrate art in all its forms. Besides, a number of Bordeaux wineries (Château Smith Haut- Lafitte, Château Chasse Spleen, Château d’Arsac, Château Lynch-Bages, etc....) have their own art collections ranging from contemporary masters to classical and regional artists.

Entre’vues

Experience has shown that the quality of the welcome and the programme reserved for collectors and institutions is one of the key factors in the success of major cultural events. Thus BAD+, in association with its partners and local institutions, implements a very rich programme consisting of private visits and tours, brunches, parties, dinners, etc.. This programme is also supported by :

- A VIP & Protocol service (Conciergerie, lounges, official cars, etc....)
- Privileged access to the event and the institutions.

The detailed programme will be announced in early 2022.

Le LAB+

A way of seeing, educating and transmitting

BAD+ combines the elements of a market dynamic with the effervescence of a new laboratory, a think tank and participatory seminars, open to the widest possible audiences as well as to art lovers, artists and collectors.

Among the topics discussed

- 1) How to see
- 2) How to collect
- 3) Art’s Currency – Art as public policy
- 4) New models/ New museums/ New careers
- 5) Art in virtual space
- 6) Gallery connections

Detailed program to follow





**BORDEAUX:
A DELIBERATE
CHOICE FOR ITS
EXCEPTIONAL
ENVIRONMENT
WITH AN
INTERNATIONAL
DIMENSION**

Bordeaux is one of the densest centre of wealth in France, whose wine, land and industrial assets bear witness to a consistent economic health.

BORDEAUX, AN OBVIOUS CHOICE

For a long time nicknamed “the sleeping beauty”, whose remarkable 18th Century architecture and reputation for wine have made it a metropolis. In just a few years, Bordeaux has become one of the most dynamic cities in France, a city of innovation, technology and science. But what is perhaps less well known is that Bordeaux, with a cultural investment per inhabitant, is just behind Paris and far ahead of other cities.

Bordeaux has long been in tune with its time, as illustrated by the CAPC (Centre d’Arts Plastiques Contemporains) which became the Musée d’Art Contemporain de la Ville de Bordeaux in 1984 and was subsequently awarded the “Musée de France” label (2002), founded almost 50 years ago (1973).

The recent opening of the MECA and the development of an alternative scene and artists’ associations such as the Fabrique POLA, created by and for the local artists, one of whose objectives is to encourage art to enter everyone’s daily life.

A territory where the institutions encourage and support every year about fifty cultural projects by granting them aid for creation, where more and more renowned châteaux integrate contemporary art into their history and in the vineyards, where great collectors create exhibition places open to the public etc...

Bordeaux is a magnificent and rich territory with first-rate cultural institutions. With BAD+, it will bring about new points of view on art within the framework of a singular event at HANGAR 14 and throughout the city. The perfect combination of urban and rural to bring and mix the most diverse thoughts and visions with artists and galleries, intellectuals and art lovers of all kind, from students to museum directors.

It will be the perfect place to bring the art world together to pause, look, reflect and consider where we are and how the region’s rich history can inspire art and vice-versa. Nature’s wisdom is the backbone of Bordeaux, infusing its history and its future with a blend of cultural know-how and good taste.

Bordeaux, the world’s renowned wine capital, with its elegant 18th Century architectural heritage and varied artistic landscape, many of whose aspects remain to be discovered, is a city of light if ever there was one, and a creator of trade routes throughout the world for wine and other products. Today, Bordeaux has a unique environment that provides the perfect setting for an annual gathering of the national and international art world.

AN EXCEPTIONAL CITY

- 2h04 from Paris by train, an airport with over 80 destinations and 6 million visitors.
- An economic, tourist and scientific dynamic
- A large hotel capacity, all categories.
- An unforgettable environment and an exceptional vineyard : *Saint Emilion, Pomerol, Médoc, Graves, Sauternes, Margaux, Saint-Julien, Saint-Estèphe, Pessac Léognan, etc....*

100% CULTURE AND LEISURE

- A cultural investment per inhabitant which places Bordeaux 2nd after Paris and far ahead of other cities.
- 11 museums, including 6 municipal ones
- The world-renowned L'Opéra National de Bordeaux
- Every other year respectively, two major events take place along the banks of the Garonne : "Bordeaux fête le fleuve" et "Bordeaux fête le vin"
- Over 15 festivals featuring the international scene in or near Bordeaux
- 37 concert halls and concert cafés
- Around fifty cultural projects receive creative support each year
- One restaurant for every 285 habitants including three starred chefs (*Philippe Etchebest, Gordon Ramsay et Pierre Gagnaire*)

A CITY OF INNOVATION, TECHNOLOGY AND SCIENCE

- More than 24,000 companies are located in Bordeaux.
- According to a 2016 Guy Hoquet-OpinionWay survey, 21% of French people think Bordeaux is the ideal city to invest in, ahead of Nantes and Lyon.
- The University of Bordeaux (80 000 students, 11 600 researchers), one of the first universities to receive the « Campus d'Excellence » award in France

City ranking - L'Express - 10 Septembre 2020 (50 largest inter-municipalities in France

- **Overall ranking : 1er**

Economic dynamism :

- Business creation : 1er
- Job creation : 2ème
- 3rd French city for hosting international conferences







**INSTITUTIONS,
SPONSORS
AND PATRONS,
OUR PARTNERS**

**BAD+ GIRLS
BAD+ BOYS
THE CLUB**



The presence and close association of cultural institutions with the event is one of the essential components of the success of BAD+

THE INSTITUTIONS

The presence and close association of cultural institutions with the event is an essential component of the success of BAD+ and its eventual anchoring on the national and international scene. To date, BAD+ has received support from the City (Direction des Affaires Culturelles) and the following institutions :

- Le FRAC Nouvelle-Aquitaine MÉCA
- Le CAPC

- Le Musée des Arts Décoratifs et du Design,
- Le Musée des Beaux-Arts de Bordeaux
- L'École des Beaux-Arts de Bordeaux,
- Le Comité du Tourisme
- BAC (Bordeaux Art Contemporain)
- Le Comité Interprofessionnel du Vin de Bordeaux (CIVB)
- Office du Tourisme et des Congrès

THE SPONSORS AND PATRONS

BAD+ offers several approaches to meet a very demanding public such as collectors, art market professionals and a public with a high social status.

To communicate on social networks and BAD+ editions as well as on its various "Art in the City" sites, BAD+ helps its partners reach their target audiences. BAD+ helps its partners to achieve their objectives by offering them tailor-made solutions and strategies by developing

communication plans adapted to their needs and budget : Catalogue, Visitor Plan, Guides "Art in the City", back of entry tickets, etc...

Sponsors and patrons such as companies and large châteaux will be announced at the end of 2021.



BAD+ GIRLS/BAD+ BOYS THE CLUB

BAD+ Girls/BAD+ Boys is the Club dedicated to businesses, large and small, from CEOs to start-up pioneers, which aims to:

- To give a new impetus to the relationship between companies and the art world by introducing them to the provisions that all business leaders, whether or not they are amateurs of contemporary creation, should know.
- To encourage the commitment of companies, small or large, in the support of creation allowing them to develop an internal communication centered on art and culture
- Companies concerned: all companies subject to corporate income tax, including private practice companies

Barnett Avocats, a partner of BAD+, specialized for more than 20 years in intellectual property, particularly in the art market sector, will organize two breakfast conferences followed by a private visit for members who have registered in advance.

Barnett Avocats will also be available to assist galleries, exhibitors and BAD+ partners with all matters related to their respective activities and legal issues, including tax issues (from the tax reduction and incentive mechanism resulting from the «Aillagon» Law of August 1, 2003, to the contractual relationships between the players in the Art Market (contracts between artists and galleries, public or private commission contracts, loan contracts, relationships with institutions, etc.), to the various types of VAT applicable to the art market, and to the different ways in which the law is applied.), to the different types of applicable VAT, through the questions related to the transfer of copyrights, to the collective management, etc.), up to the incentive schemes such as «One Building / One Work» or «1% Artistic».

More information on how to become a member and on the conditions of registration in early 2022.









BORDEAUX + ART + DESIGN

**JULY 7 - 10, 2022
BORDEAUX - HANGAR 14
115 Quai des Chartrons
33000 Bordeaux**

**WEDNESDAY, JULY 6TH
Preview 6pm - 8pm
Gala dinner 8pm - 10:30 pm**

**THURSDAY, JULY 7TH
Press preview 2pm - 5pm
Opening 5pm - 8pm**

**OPENING HOURS
July 7 - 10
12pm - 7pm (VIP from 11am)**

**NOCTURNE
Friday, July 8th until 9pm**

ACCESS

From the airport to Hangar 14 :
Bus Navette Liane 1 (stop Quinconces) then
Tramway line B (stop Cours du Médoc)

From the train station to Hangar 14 :
Saint Jean train station then Tramway line C
(stop Quinconces) then Tramway line B
(stop Cours du Médoc)

By car
Bordeaux is easily accessible by highway :
Paris (A10) - Lyon (A89)
Marseille (A62) - Biarritz (A63 A65)
Easily accessible parking lots:
Parking Hangar 15 - 114, quai des Chartrons -
33 000 Bordeaux



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