

The logo for BAD+ is displayed in white on a pink square background. The letters 'B' and 'A' are connected, and the 'D' is larger and more prominent, with a plus sign to its upper right.

BORDEAUX - FRANCE

7 TO 10 JULY



CONGRÈS  
ET EXPOSITIONS  
DE BORDEAUX

2022

BORDEAUX +  
ART + DESIGN

[www.bad-bordeaux.com](http://www.bad-bordeaux.com)



- 01 INTRODUCTION**  
THE BIRTH OF BAD+
- 02 COMMITTEES - GOVERNANCE**  
A CITY AND ITS INSTITUTIONS STRONGLY INVOLVED
- 03 BORDEAUX**  
A DETERMINED CHOICE, AN EXCEPTIONAL SETTING WITH INTERNATIONAL RENOWN
- 04 LIVING ART AND THE ART OF LIVING**  
THE POWER OF AN ECLECTIC, BOLD PROGRAM
- 05 GALLERIES**  
PROCEDURE FOR PARTICIPATING - ASSISTANCE
- 06 2022 OBJECTIVES & COMMUNICATION**
- 07 HANGAR 14**  
A CONTEMPORARY SPACE IN THE HEART OF BORDEAUX
- 08 PRACTICAL INFORMATION**

## ART AND DESIGN MEET IN BORDEAUX

BAD+ is a new brand of salon bringing together

### 60 INTERNATIONAL GALLERIES

- An annual event involving both public and private players from cultural and economic spheres in Bordeaux and the region, which **invites the entire world to affirm that art and the art of living are at the heart of future world transformations.**

An initiative of Jean-Daniel Compain and Congrès Expositions de Bordeaux, joined by Jill Silverman van Coenegrachts, BAD+ aims to illustrate **the incredible diversity of creation, paying tribute to the connection between past, present and future.**

By taking roots in Bordeaux,

**a magnificent region with an abundance of great cultural institutions,**

including the CAPC, MECA, Bordeaux Design Museum, Museum of Beaux Arts and FRAC Aquitaine, BAD+ will take the form of a week

of art, design, art of living and will irrigate the whole city and its surroundings.

In an era of unprecedented global change, artists in their studios, the galleries supporting and representing them, and the collectors following them undoubtedly remain **the very foundation of the world's creativity.**

This powerful, raw energy is endlessly pushing the boundaries of our perceptions, in search of new forms of expression, new mindsets and new ways of seeing.

It is also to illustrate **the close and permanent link between culture, art and the art of living so characteristic of this exceptional and world-renowned territory** that BAD+ exists.

This first edition will take place in the heart of the city, in a remarkable industrial space - Hangar 14 - inside a stunning 18<sup>th</sup> century heritage site on the banks of the river Garonne. **An initiative that mobilizes all energies,** BAD+ will be the major artistic event that only Bordeaux can offer.

FROM 7 TO 10 JULY  
2022 IN BORDEAUX,  
THE FIRST EDITION OF  
BAD+, BORDEAUX + ART  
+ DESIGN, WILL TAKE  
PLACE. THIS NEW ART  
AND DESIGN FAIR WILL  
BE LOCATED IN THE  
MAGNIFICENT HANGAR  
14 ON THE BANKS OF THE  
RIVER GARONNE.



# THE BIRTH OF BAD+

**BAD+ is born from an encounter in May 2020 between Jean-Daniel Compain, who has long wished to bestow his hometown, Bordeaux, with an event worthy of the city's history and its place on the international scene, and CEB (Congrès Expositions de Bordeaux). They were joined by Jill Silverman van Coenegrachts and the Steering Committee.**



**JEAN-DANIEL COMPAIN**  
Fair Manager

General Manager of the Culture, Luxury and Leisure division of the Reed Group for 20 years, Jean-Daniel Compain developed and managed some of the Group's key events for the general public. Among them: The FIAC, currently among the world's top three contemporary art fairs. Paris Photo, the world's leading photography fair, and Paris Photo Los Angeles, launched at the iconic Paramount Studios in West Hollywood. The French Biennial of Antique Dealers and Fine Jewellery (Biennale des Antiquaires et de la Haute Joaillerie), the Paris Book Fair, the Paris Boat Show and the Cannes Yachting Festival, etc.

Founder of The WAL - The World Art Lounge



**JILL SILVERMAN VAN COENEGRACHTS**  
Artistic director

Founder and director of JSVC Projects/London, a strategic consultancy for artists, designers, collectors, museums and galleries. A gallerist, writer and culture historian for more than 30 years in New York, London and Paris, Jill was the partner of Thaddaeus Ropac (2005-2012), the managing director of Lisson in London (1995-2005), and director of both the John Gibson Gallery in New York (1978-1989) and the Barbara Mathes Gallery (1989-1990).

In addition to her involvement in 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 deepened her interest in design as a creative collaborative tool, in particular for architecture and urban planning.



**PRODUCER**

A key player in business tourism in the Nouvelle-Aquitaine region. Two activities: the hosting of events at its 4 venues (Bordeaux Exhibition Centre, Bordeaux Congress Centre, Hangar 14 and the Cité Mondial Congress Centre) and the production of events (general public, professional and sporting). A professional company boasting more than 100 talented people working to promote regional activity sectors, managed by Stéphane Kintzig in association with project manager Frédéric Espugne-Darses.

## THE STEERING COMMITTEE

The committee is composed of the organiser, gallery owners and figures from the world of art.

Strategic positioning, selection, promotion and communication, a governance in line with the challenges, open and actively involving all stakeholders

\*Members involved in the selection of galleries



**Jean-Daniel Compain**  
Fair Manager  
Paris



**Jill Silverman van Coenegrachts** \*  
Artistic director  
Paris - London



**Anne-Sarah Benichou** \*  
Gallerist  
Paris



**Elisa Hernando** \*  
Arte Global & Red Collectors  
Madrid



**Christian Berst** \*  
Gallerist  
Paris



**Hadrien de Montferriand** \*  
Gallerist  
London - Beijing - Hangzhou



**Pierre Dumonteil** \*  
Gallerist  
Paris - Shanghai



**Michael Janssen** \*  
Gallerist  
Berlin



**Vincent Sator** \*  
Gallerist  
Paris



**Julien Frydman** \*  
Editions Delpire  
Paris



**Albert Baronian** \*  
Gallerist  
Brussels



**Adrien de Rochebouët** \*  
Art Advisor  
Paris



**Stéphane Kintzig** \*  
Congrès Expositions  
Bordeaux



**Frédéric Espugne-Darses** \*  
Congrès Expositions  
Bordeaux



# THE COMMITTEE OF HONOUR

**The presence and close relationship of cultural institutions with BAD+ is one of the decisive factors in the success of the event and carving out a foothold on the national and international scenes.**

**The members of the Committee of Honour are ambassadors, the project-holders of BAD+ within their networks and audiences, and they will play a supportive role in the event.**



At this point, BAD+ has received backing from the City (Department of Cultural Affairs), as well as the following institutions:

- Frac Nouvelle-Aquitaine MECA
- CAPC (Musée d'Art Contemporain de Bordeaux)
- Bordeaux Design Museum (Musée des Arts Décoratifs et du Design)
- Bordeaux Fine Arts Museum (Musée des Beaux-Arts de Bordeaux)
- Bordeaux Fine Arts School

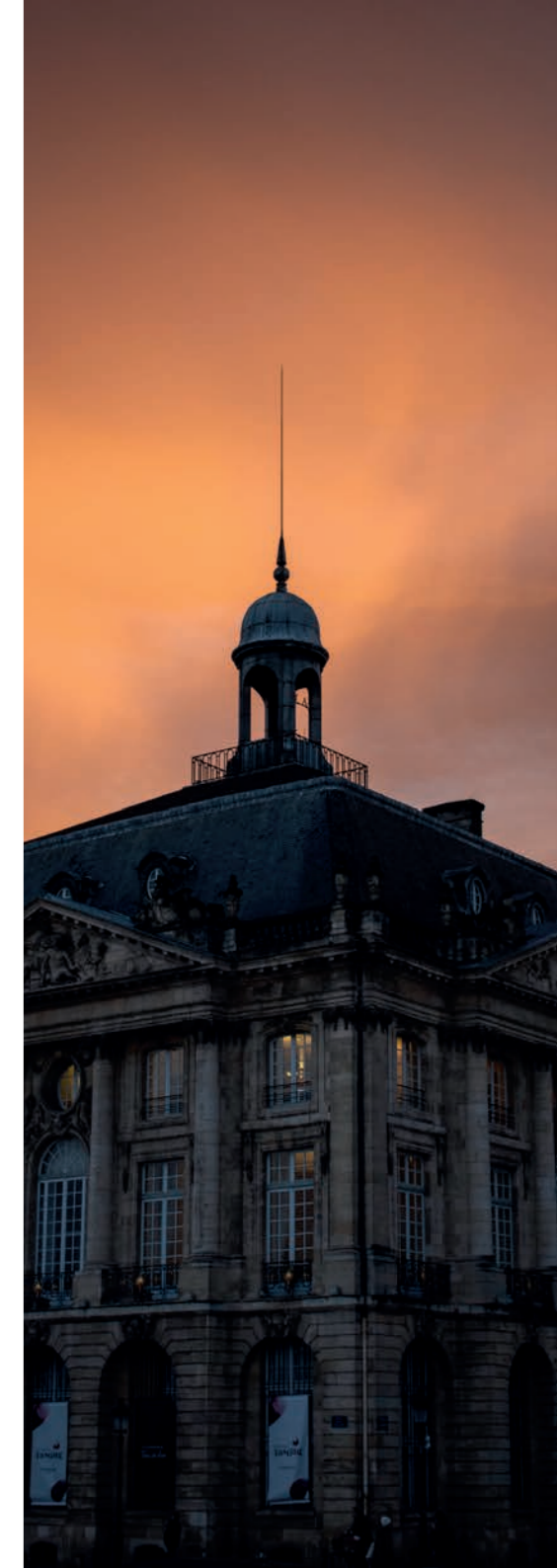
(École des Beaux-Arts de Bordeaux)

- Bordeaux Métropole Tourism and Conference Office (Office du Tourisme et des Congrès de Bordeaux Métropole)
- BAC (Bordeaux Art Contemporain Association)
- Bordeaux Wine Council (Comité Interprofessionnel du Vin de Bordeaux or CIVB)

## Members of the Committee of Honour :

*(25/01/2022)*

<b>Catherine Dupraz</b>	Director of Cultural Affairs for the City of Bordeaux
<b>Lillian Saly</b>	Deputy Director of Cultural Programming for the City of Bordeaux
<b>Sandra Patron</b>	Director of the CAPC
<b>Bernard de Monferrand</b>	President of Frac Nouvelle-Aquitaine MECA
<b>Claire Jacquet</b>	Director of Frac Nouvelle-Aquitaine MECA
<b>Constance Rubini</b>	Director of the Bordeaux Design Museum (Musée des Arts Décoratifs et du Design)
<b>Sophie Barthélémy</b>	Director of the Bordeaux Fine Arts Museum (Musée des Beaux-Arts)
<b>Dominique Pasqualini</b>	Director of the Bordeaux Fine Arts School (École des Beaux-Arts de Bordeaux)
<b>Régine de Boussac</b>	President of the Friends of the CAPC
<b>Christian Pallatier</b>	President of BAC - Bordeaux Contemporary Art



## BORDEAUX, AN OBVIOUS CHOICE

**Bordeaux represents one of the densest sites of wealth in France, with its famous vineyards, property and industrial heritage attesting to a consistently strong economy.**



This city of remarkable 18<sup>th</sup> century architecture and wine-making renown has long been nicknamed 'Sleeping Beauty' for its peaceful history. In the space of a few years, Bordeaux has become

### **ONE OF THE MOST DYNAMIC CITIES IN FRANCE,**

a city of innovation, technology and science. But perhaps what is less known is that in terms of per-capita investment in culture, Bordeaux **is exceeded only by Paris and far outweighs other major cities.**

Bordeaux has been in tune with its modern era for a very long time, just like the CAPC (Centre for Contemporary Visual Arts), founded nearly 50 years ago in 1973. In recent years, we have seen the opening of the MECA and the development of an alternative artistic scene, with associations like Fabrique POLA created by and for local communities of artists.

**It's a region where institutions promote and support some fifty cultural projects each year** by providing creative funding, where more and more renowned châteaux include contemporary art in their history and among the vines, and where major collectors create exhibition sites open to the public.

Bordeaux, the renowned world capital of wine, city of light and creating trading routes throughout the world, currently boasts a unique setting to bring together the national and international art scene on a yearly basis and

### **OPEN UP NEW PERSPECTIVES ON ART THROUGH A UNIQUE EVENT IN HANGAR 14.**

**BORDEAUX  
A DETERMINED CHOICE,  
AN EXCEPTIONAL SETTING,  
WITH INTERNATIONAL RENOWN**

## AN EXCEPTIONAL CITY

- **Just 2 hours and 4 minutes from Paris by train**, an airport offering more than **80 destinations** to 6 million passengers.
- Vibrant economic, tourism and scientific sectors

- A vast choice of accommodation in all hotels categories
- An **unforgettable environment and exceptional vineyards**: Saint Emilion, Pomerol, Médoc, Graves,

Sauternes, Margaux, Saint-Julien, Saint-Estèphe and Pessac Léognan.

## 100% LEISURE AND CULTURE

- Per-capita investment in culture in **Bordeaux is exceeded only by Paris** and far outweighs other major cities.
- **11 museums including 6 municipal ones**
- The world-renowned Bordeaux National Opera
- **More than 15 festivals** attracting

the international scene to Bordeaux and its outskirts

- **Every year, some fifty cultural projects obtain creative funding**
- A ratio of 1 restaurant for 285 inhabitants, including three establishments run by Michelin-starred chefs (Philippe Etchebest, Gordon Ramsay and Pierre Gagnaire)

## A CITY OF INNOVATION, TECHNOLOGY AND SCIENCE

- Bordeaux is home to **more than 24,000 businesses**.
- Bordeaux University (80,000 students and 11,600 researchers), one of the first universities to receive the 'Campus Excellence' award in France.

**City ranking - l'express 10 september 2020 (50 largest inter-municipalities in France)**

- **Overall ranking: 1<sup>st</sup>**  
Economic dynamism:
- Business creation: 1<sup>st</sup>
- Job creation: 2<sup>nd</sup>
- **3<sup>rd</sup> French city for international conferences**





## THE BAD+ CULTURAL PROGRAM

A daring,  
diverse  
program  
created in line  
with the  
traditions of  
an exceptional  
terroir.

### Art in the City

REACH OUT TO AUDIENCES  
AND INHABITANTS, AND  
FOSTER CONSIDERATIONS  
ON THE ROLE OF ART AND  
ARTISTS

in the shaping of a city as a space  
for expression and collective  
construction.

The high quality of the 'Art in the  
City' program, in association with all  
the cultural institutions  
of the City and Métropole and local  
châteaux, is thus a **fundamental and  
integral element of BAD+**.

- A bold program in the street, on the  
quays, in parks and on walls of the  
city, freely accessible to all.
- In support of the event.

*Full details of the program to be  
announced in early 2022.*





### Art in the Vineyards

There is something magical about a wine château: a magnificent setting, an architecture, a history.

#### WHERE BETTER THAN A CHATEAU, A CELLAR OR A VINEYARD TO CELEBRATE ART IN ALL ITS FORMS?

A large number of Bordeaux wine estates (Château Smith Haut-Lafitte, Château Chasse Spleen, Château d’Arsac or Château Lynch-Bages) possess their own art collections, from contemporary masters to classical and regional artists.

### Inter-Views

Experience has shown that the welcome afforded and the programme devoted to collectors and institutions has been a **key factor in the success of major cultural events.**

In association with its partners and various institutions, BAD+ is thus developing a **vast programme** of private visits and tours, brunches, evenings and dinner events.

- This program will also provide:
- A VIP & Protocol service (concierge service, lounges, official transport)
  - Special access to the event and institutions.

*Full details of the program to be announced in early 2022.*

### LAB+

#### A way of seeing, educating and transmitting

BAD+ combines the dynamics of the market with **the vibrancy of a new laboratory, a think-tank and participative seminars**, open to the general public as well as art lovers, artists and collectors.

- Among the themes explored
- 1) How to see and collect art
  - 2) How to steer art as a public power
  - 3) New models / New museums / New careers
  - 4) Gallery Connections

*Full details of the program to be announced in early 2022.*

### BAD+GIRLS/BAD+BOYS - The Club

BAD+Girls/BAD+Boys is a club to promote relationships between the art world and companies, both big and small, from CEOs to start-up pioneers.

The club aims to:

- 1) Raise awareness of the provisions of sponsorship laws that should be known by all company directors who are aficionados of contemporary art.
- 2) Facilitate the involvement of companies, both small and big, in supporting creation, allowing them to develop internal or external communication through art and culture.

The companies concerned are all those subject to corporation tax, including companies formed by self-employed professionals.

The Barnett law firm is a BAD+ partner, specialised for over 20 years in intellectual property, specifically for the art market. They will organise **two breakfast conferences for registered members, followed by a private visit of BAD +** . A dedicated area within the fair will be available to answer any questions.

Barnett will also assist **partners, galleries and exhibitors at BAD+ in all subjects connected to their legal issues and activities**, covering tax-related topics (tax reduction and incentive mechanism in the “Aillagon” law from 1 August 2003), contractual relationships between actors in the art market (contracts between artists and galleries, public or private order contracts, loan contracts, etc.), various kinds of applicable VAT, as well as questions related to transfers of copyright, collective management and French incentive mechanisms such as “One Building / One Work” and the “1% for Art”.

*Full details of the program to be announced in early 2022.*



**“There are enough excellent galleries in France and Europe, along with suitable international artists, for an extremely high-quality edition.”**

Jean-Daniel Compain

## 60 GALLERIES EXPECTED

**We begin our reflections with the 19<sup>th</sup> century, a period that gave rise to the concept of modernity,** which we now consider as its initial representations, at the same time as the birth of photography and the emancipation of painting.

These early ideas, which inspired Art Nouveau and Art Deco, were **nurtured by the industrial revolution** which was occurring simultaneously. This is the ethic which enabled us to build BAD+, to host galleries of all fields who share our enthusiasm for this rebellious energy, showcasing works **from this period to more recent times** from contemporary artists' studios.

BAD+ is a collection of more than

### **SIXTY PROMINENT GALLERIES,**

working in the fields of:

- Contemporary art
- Modern masters
- Design and decorative arts
- Architecture
- Drawing
- Photographs, films and videos

It is also:

- **A 'Young Galleries / Young Talents' area:** 10 galleries selected by the Steering Committee and co-funded by the patrons of BAD+
- **An 'Artists' Performance and Projects' area** selected by the Steering Committee

# PROCEDURE FOR PARTICIPATING

Galleries wishing to participate must send in **their complete application before 31 March 2022**, the date of the Selection Committee.

The Steering Committee in charge of the selection will then study all the applications for participation in BAD+ and will select from them the galleries and companies that will be admitted to exhibit and will inform them by mail.

# STANDS

**All stands are offered as equipped modules and are provided with the following facilities:**

- 3m high wooden partitions painted white
- A 2kW power supply
- An allocation of white spotlights (4 spotlights on arms per 9m<sup>2</sup> module)
- Stand preparation before opening and maintenance during the fair
- Individual sign
- Other services on request

# REGISTRATION FEE - OFFICIAL CATALOGUE CO-EXHIBITORS

**The registration fee and the entry in the official catalogue are only due after confirmation of the selection of the gallery or company by the Steering Committee.**

Registration fee package for co-exhibitors	<b>€300.00 excl. VAT</b>
Entry in official catalogue	<b>€250.00 excl. VAT</b>
Registration fee package for co-exhibitors (2 co-exhibitors max.) *	<b>€500.00 excl. VAT</b>

**Discount of €100.00 excl. VAT for registrations received before 15 February 2022.**

*\*A co-exhibitor is a company hosted on the exhibitor's stand. This fee package includes the same fees as the fee for exhibitors and entry in the catalogue for the co-exhibitors.*

# STAND FEES

SURFACE AREA	BEFORE 28/02/2022	
27 M <sup>2</sup> MODULE	<b>€6,412.00 excl. VAT</b>	<b>€6,750.00 excl. VAT</b>
36 M <sup>2</sup> MODULE	<b>€8,550.00 excl. VAT</b>	<b>€9,000.00 excl. VAT</b>
45 M <sup>2</sup> MODULE	<b>€10,687.00 excl. VAT</b>	<b>€11,250.00 excl. VAT</b>
54 M <sup>2</sup> MODULE	<b>€12,825.00 excl. VAT</b>	<b>€13,500.00 excl. VAT</b>

# SPONSORSHIP

**For the first time at a fair, BAD+, a fair done by gallerists for gallerists**, associates the galleries that actively support it with an innovative and transparent mentoring scheme:

- **Allocation of a 5% credit** for each new gallery sponsored by another gallery once the sponsored gallery is accepted by the Committee for a first participation. Galleries must inform BAD+ in advance of the galleries they wish to sponsor.
- **Basis: 5% discount** on their stand area for each accepted gallery
- Up to 5 galleries accepted (i.e. up to 25%)
- **Payment: deduction from the sponsoring gallery's final balance** after full payment of the balance by all sponsored galleries.

# DEDICATED ASSISTANCE FOR GALLERIES

The BAD+ and Congrès Expositions de Bordeaux teams are there to help and assist galleries in the preparation of their exhibition:

- Advice, support and assistance before the exhibition
- Transport - regrouping
- Insurance
- Presence and tools on site during set-up and dismantling

- Hotels/travel with negotiated prices via the official BAD+ Turon Travel agency
- 2 free transport cards (tram) during the set-up for all galleries.
- Bottles of water and coffee at all stands every day
- Distribution of city map and tram network
- Installation of a Wifi network

- Delivery of meal orders to the stand
- Heavy men" and "spider" crane for heavy crates and works.
- Assistance to galleries looking for assistants or interns on site
- Priority access to the restaurant (with a prior reservation)

**TO RECEIVE THE APPLICATION FORM:**

**galleries@bad-bordeaux.com or participation2022@bad-bordeaux.com**

**VIA THE WEBSITE:** <https://bad-bordeaux.com/en/practical-information/contact-us>

Exhibiting at BAD+ is one of the best ways to grow your network and get in contact with new and existing collectors in Bordeaux and France but also in Europe and to a lesser extent, the USA and Asia depending on the Covid-19 situation. Before, during and after BAD+, our partner galleries will have access to the best digital tools and specific promotion on the main channels which will help to increase traffic to their stands and websites, and promote their participation in the Fair.



## 1<sup>ST</sup> EDITION 2022 OBJECTIVES

GALLERIES

**60 FRENCH AND  
EUROPEAN  
GALLERIES**

VISITORS

**15,000  
VISITORS  
EXPECTED**

## COMMUNICATION FOR BAD+: POWERFUL AND TARGETED

### Priority targets

- Business owners and executives with significant purchasing power
- Urban, active, modern
- Collectors (current and potential) and 'buyers' starting their collection

### Professional targets

- Press & media (France/international)
- Institutions (France/international)
- Gallery owners, curators, art critics.

- **Media coverage:** print media in the areas of news, finance, special interest, decor/design, women's interest (France/Europe/USA/Asia)
- **Strong partnerships** with mainstream media (radio, press, TV)
- **Social media:** resolutely modern communication, showcasing exhibited works (Facebook, Twitter, Instagram, LinkedIn)
- **Monthly newsletter**
- **Constant press relations** (Communic'Art agency)
- **Invitations to targeted audiences** (VIPs, collectors, institutions)
- **A tailor-made private 'Inter-Views'** for collectors and institutions in the city and in the vineyards.



An iconic industrial building, **HANGAR 14**, on the banks of the river Garonne, backed by the world renowned 18<sup>th</sup> century city of Bordeaux.



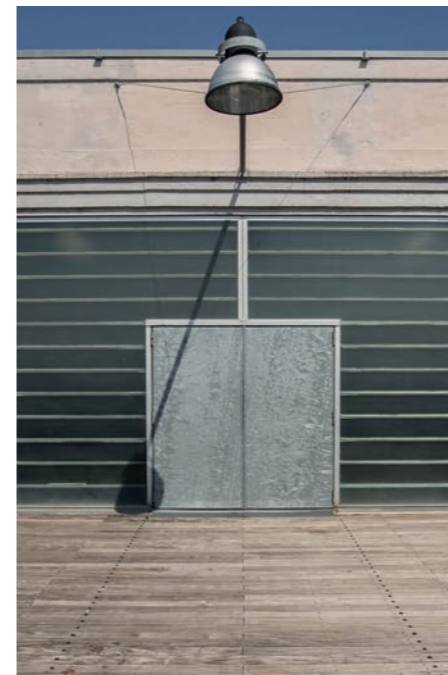
In hosting its event in the minimalist and functional venue of Hangar 14, BAD+ embodies **this new attitude and mindset** based on a clear vision which triggers an intimate experience of pleasure and discovery, where imagination takes over.

Where, in comparison, concrete, glass and steel reflect a certain austerity and functionality, allowing **the creative energy of artists and designers to be displayed with their full power and meaning.**

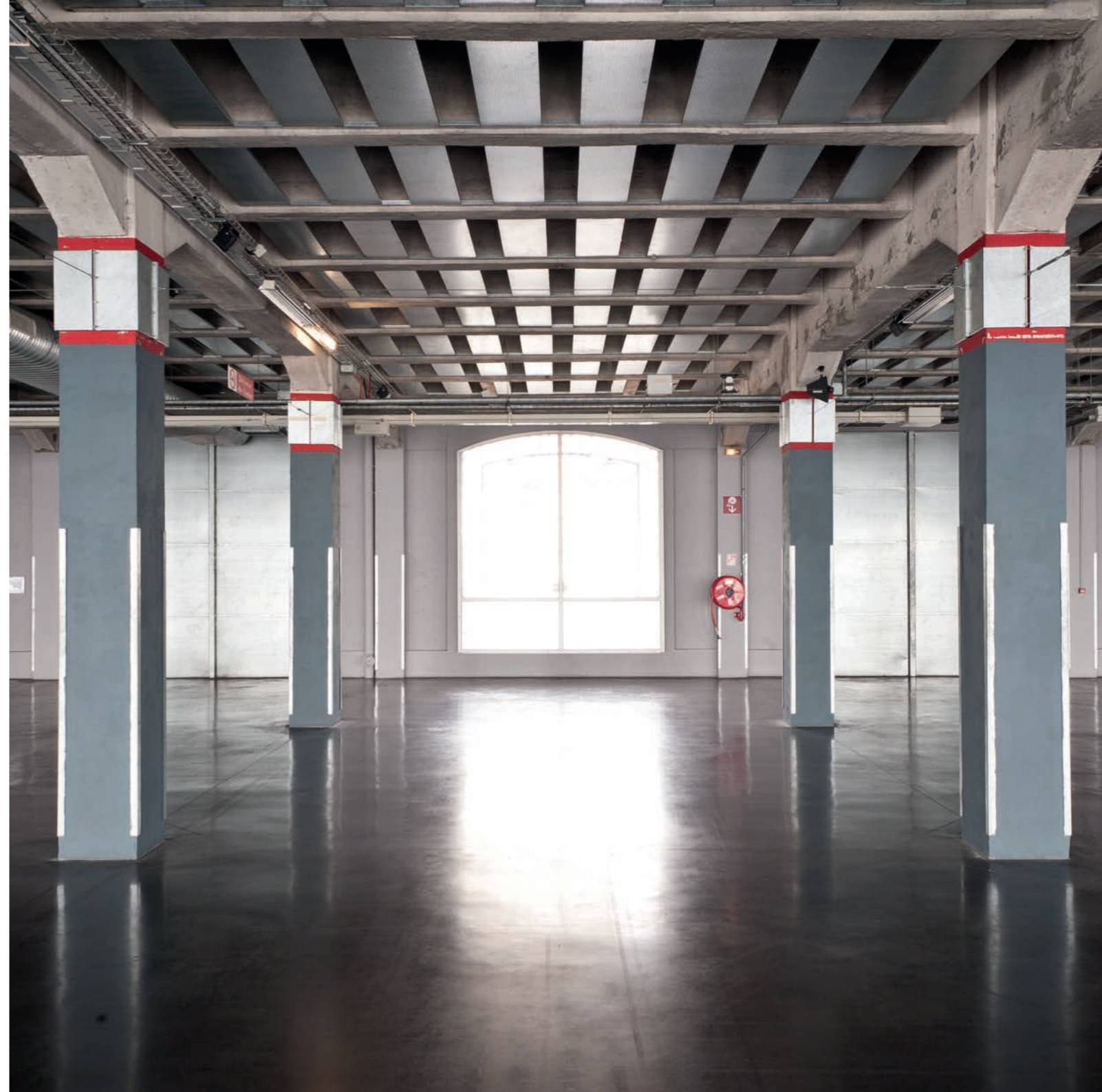
This results in a frisson of happiness and joy, allowing for better understanding of the tension inherent to art and design in this modern-day environment where less is more, where values of purity, sustainability and use come ahead of aesthetic approaches.

BAD+ will thus **provoke intense discussions** around the paradoxical combination of old and new, all while bringing a key current perspective to **creativity as an driver of understanding and shared experience.**

In this way, BAD+ considers the setting of Hangar 14 as



**EMBLEMATIC OF ITS OBJECTIVES AND THE MINDSET THAT LED TO ITS CREATION.**



# BORDEAUX + ART + DESIGN

FROM 7 TO 10 JULY 2022  
BORDEAUX - HANGAR 14  
115 QUAI DES CHARTRONS  
33000 BORDEAUX

## WEDNESDAY 6 JULY

**PRIVATE COCKTAIL** : from 6pm to 9pm

## PREVIEW

### THURSDAY 7 JULY

from 12pm to 5pm: **MEDIA, VIP, INSTITUTIONS**

from 5pm to 8pm: **INAUGURATION** (invitation only)

## PUBLIC OPENING HOURS

### FROM 8 TO 10 JULY

from 12pm to 7pm (VIP from 11am)

**LATE-NIGHT OPENING FRIDAY 8 JULY** to 9pm

## ACCESS

### From the airport to Hangar 14:

Shuttle bus Liane 1 to 'Quinconces' stop, change for tram line B to 'Cours du Médoc' stop

### From the train station to Hangar 14:

Saint-Jean SNCF station, then tram line C to 'Quinconces' stop, change for tram line B 'Cours du Médoc' stop

### By car

Bordeaux is easy to reach via motorway: Paris (A10) - Lyon (A89) Marseille (A62) - Biarritz (A63, A65)  
Easy access to car park:  
Hangar 15 car park  
114, Quai des Chartrons  
33000 Bordeaux







**BAD+**

**BORDEAUX - FRANCE**

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