

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)

PARTNERS & SPONSORS



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## 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 Thaddeus 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 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 CHÂTEAU, 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.*



## 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**





## COMPANIES, BANKS, MEDIA, FOUNDATIONS

**Patronage and sponsorship are original and very effective approaches today to communicate differently, federate teams and share values.**

BAD+ provides each of its partners with a tailor-made offer, fully meeting their communication objectives and challenges with

### **A VERY HIGH LEVEL OF PROGRAMMING,**

marked by the richness of the artworks presented as well as by the quality of the contacts. This major event makes Bordeaux **the capital of contemporary art in July.**

BAD+ brings together nearly 60 French and international galleries, with transactions ranging from a few thousand euros to several **hundred thousand euros.**

**BAD+ is highly promoted and is expected to attract nearly 15,000 visitors.**

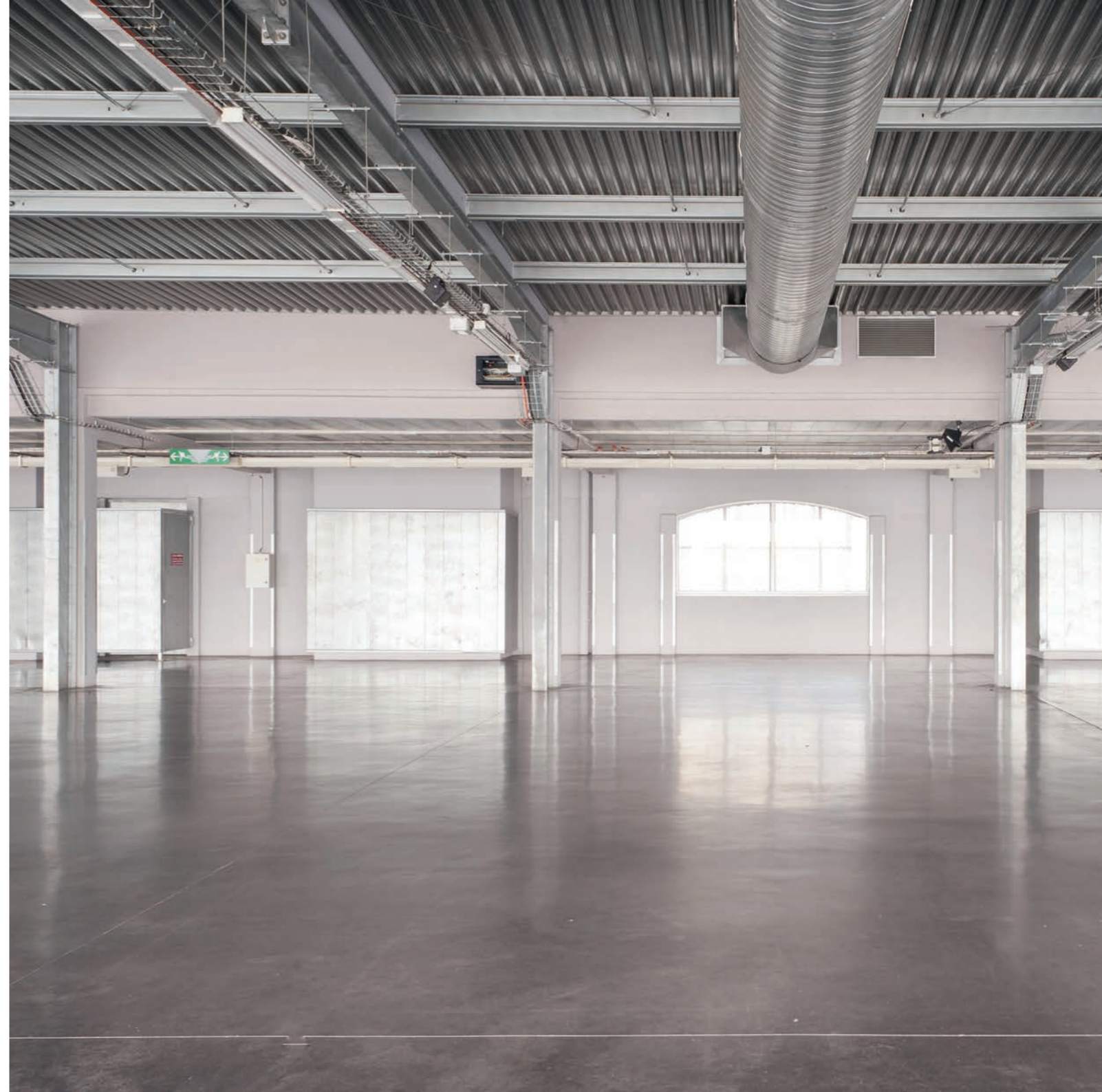
### **THE BAD+ AUDIENCES: YOUR POTENTIAL CLIENTS**

Beyond the general public, BAD+ provides its partners with an outstanding opportunity to meet their future clients and prospects among its **visitors with high purchasing power: the VIPs.**

These are the collectors invited by BAD+ and the exhibiting galleries, the heads and CEOs of major companies, the directors of international institutions, cultural and economic influencers and art market professionals.

#### **•More than 5000 VIPs invited.**

From cultural sponsorship to partnerships and public relations, BAD+ invites you to discover the diversity of offers that will support your ambitions and share your values.





# CULTURAL SPONSORSHIP

Nowadays, cultural sponsorship is a tool for strategic communication that allows companies and brands to reach and raise awareness among a target audience in a prestigious environment, favourable to both audacity and innovation.

- 1) BAD+ and its sponsors are creating a program to support emerging creative talent, **by funding\* 10 young galleries to participate in BAD+:**

\*Fund 50% of participation costs for one or more of the galleries selected by the Steering Committee - €4,000 excl. VAT per gallery

- 2) **Patronage of the Preview**

- 3) **Create an award or contest** aimed at young emerging artists and/or a selection of works created by students from Bordeaux Fine Arts School

- 4) **Others projects: contact us**



# BECOME A PARTNER OF BAD+

Depending on your budget BAD+ offers **several levels** of sponsorship, public relations formulas and advertising formats. Display your world and your brand in one of the **three unmissable places** to meet, discover, talk and share a moment together at BAD+, where collectors, gallery owners, institutions and visitors come together.

<b>VIP LOUNGE</b> OFFICIAL PARTNER	<b>LAB+</b> PARTNER	<b>CHAMPAGNE BAR</b> PARTNER
---------------------------------------	------------------------	---------------------------------

### Services included for each space:

- Official partner of the event (limited to three partners)
- Logo on BAD+ promotional tools (on- and offline)
- 1 editorial in the BAD+ press pack
- 1 editorial in the digital catalogue
- 1 full-page colour advertisement in the official digital catalogue
- Space (from the 3 available), personalized in the Partner's colours
- 50 VIP invitations for the inauguration
- 50 'Day Passes' for each day of BAD+
- Customised, personal welcome for your guests at the entrance to the fair
- Special welcome for the Partner's VIP customers to the Lounge (free glass of champagne)
- 1 cocktail reception in a privatised space on 1 of the 4 fair days of your choice (for 50 people)

FEES	
VIP LOUNGE	€20,000.00 excl. VAT
CHAMPAGNE BAR	€15,000.00 excl. VAT
LAB+	€10,000.00 excl. VAT





## ART IN THE CITY

Monumental sculptures, installations, video projections, and more... Take an artistic stroll with Art in the City, through the most iconic spots of Bordeaux.

Art in the City is generously aimed at a **very broad audience, from professionals to the general public**, including families and all art lovers.

- **A high-quality and varied program**, spread out across famous sites
- Art in the City is the opportunity to **share a humanist and universal message**

### Support Art in the City

**Choose the site and audience according to your values and communication objectives.**

As well as its history, each place has its own identity that you can choose to associate with your brand. Visitors will constitute a special audience on the quays and banks of the river Garonne in the heart of Bordeaux, sites that symbolise the city's openness and attest to the desire of Bordeaux residents to reappropriate public space.

By supporting **Art in the City**, you will enjoy **unique visibility** in the communication of the BAD+ program and VIP entries.

#### Partnership examples:

- **Create a call for projects** for an original work to be produced and exhibited on the quays for a month
- Company associated with the 'Art in the City' communication
- **Organise an inauguration cocktail reception at Hangar 14** or near artworks displayed in the city, allowing the company to strengthen its public relations in France
- Etc.

## ORGANISE YOUR BAD+ PUBLIC RELATIONS

**Privatize a space, host a lunch or dinner in a VIP venue, or strengthen links with your teams and your customers, according to your needs.**

### Organise a reception

In a privatised space with capacity for up to 50 people, host your customers in an exclusive ambiance right next to the galleries, and share a pleasant, gastronomic moment.

#### Services included:

- Customised, personal welcome at the entrance to the fair
- Access to the fair
- Free glass of champagne at the Champagne Bar
- Fully staged and equipped space: furniture, signage, reception counter, podium, microphone, sound system and lighting
- Hostess and stage manager available

#### Formulas available:

- **'Good Morning BAD+' Formula:** invite customers for a breakfast in a privatised space from 9am to 11am. The event will be followed by a visit to the fair when it opens at 11am.
- **'BAD+ Brunch' Formula:** invite customers for a brunch in a privatised space for three hours from 12pm to 3pm.
- **'BAD+ Cocktail Reception' Formula:** invite customers for a cocktail reception in a privatised space for three hours from 6pm to 9pm.

FEES	
PRIVATISATION OF SPACE	Flat fee of €2,000 excl. VAT
GOOD MORNING BAD+ FORMULA	Flat fee + €40 excl. VAT/person (minimum 30 to maximum 50 people)
BAD+ BRUNCH FORMULA	Flat fee + €80 excl. VAT/person (minimum 30 to maximum 50 people)
BAD+ COCKTAIL FORMULA	Flat fee + €100 excl. VAT/person (minimum 30 to maximum 50 people)



## Book a table at the VIP Lounge Restaurant

(For lunch or in the evening on Friday night)  
Provide the experience of a gastronomic meal in an exclusive ambiance for your guests.

### Services included:

- Customised, personal welcome at the entrance to the fair
- Access to the fair
- Free glass of champagne at the Champagne Bar
- 8-person table located at the heart of the VIP Lounge Restaurant

### FEES

RESERVATION OF A TABLE FOR LUNCH	€130 excl. VAT/person
RESERVATION OF A TABLE FOR THE EVENING OF THE LATE OPENING HOURS - 08 JULY	€150 excl. VAT/person
RESERVATION OF A PERMANENT TABLE	€120 excl. VAT/person (3 lunches and 1 dinner - the night of the late opening hours)

## OTHER PR OPERATIONS

### Book a guided tour of BAD+

Communications is about strengthening your bonds with your customers and prospects around what constitutes your identity. With a guided tour, take the pulse of BAD+ from an expert: artists to follow, exceptional pieces, trends in France and internationally. In one hour, our tour guides will reveal the secrets of contemporary art to you.

The guided tours offered by BAD+ are led by professional guides.

### Fees for private guided tours

- €300 excl. VAT for a group of 15 people maximum
- In French only

### Offer tickets

Strengthen your connections with your teams, suppliers and customers by offering them tickets to BAD+. Valid for one person and one visit to BAD+ between 7 and 10 July 2022. Tickets are strictly personal and provide access to Hangar 14 via the main entrance. Any exit is final.

**Tariff: €10 incl. VAT**

## Publishing and cultural mediation tools

### Digital catalogue

This BAD+ reference book, in which the programming of every gallery is represented inside.

- Full colour page : €3,000 excl. VAT

### Visitor map

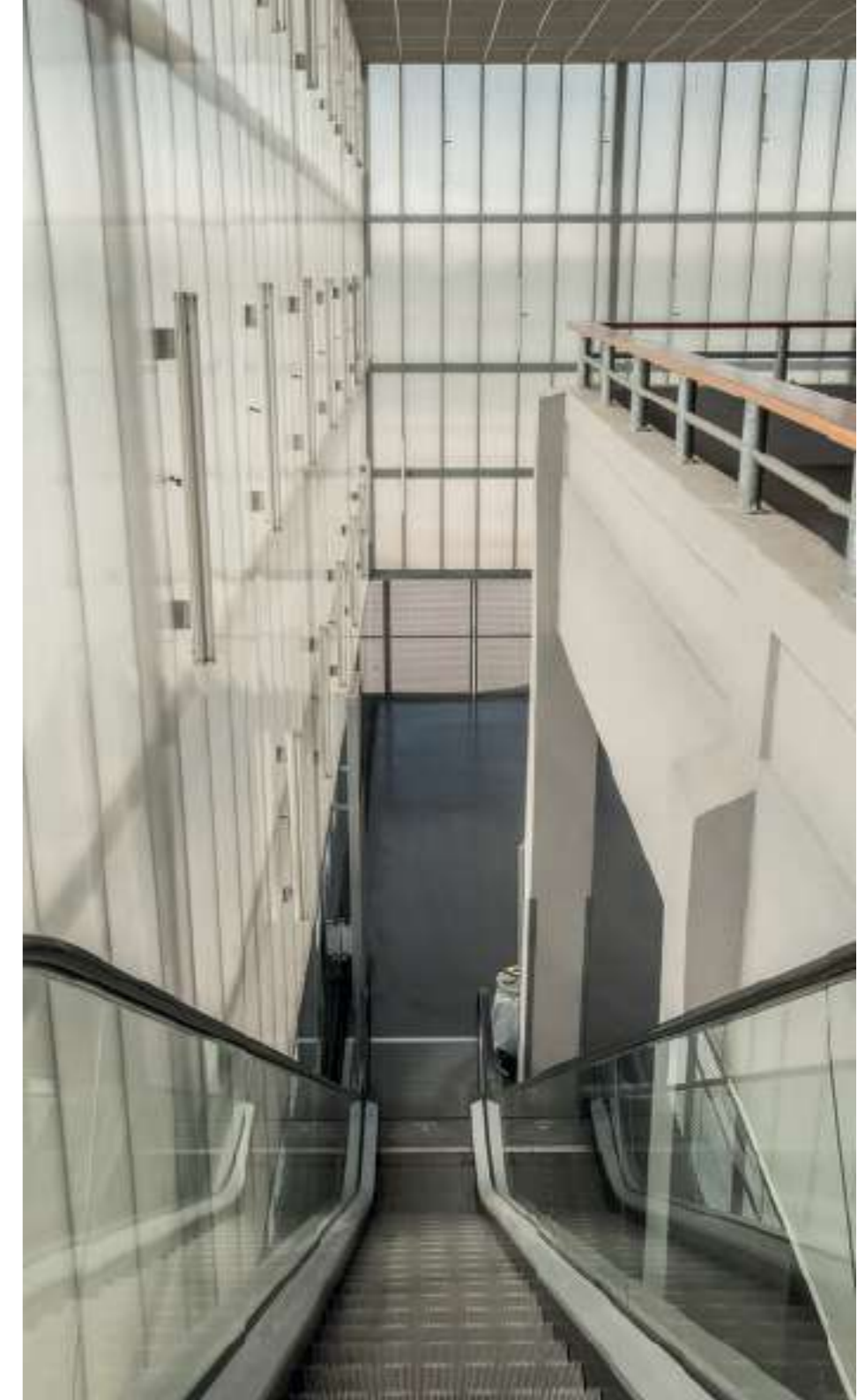
The detailed map of stands and galleries at BAD+ free to all visitors is a highly efficient means of communication and helps visitors successfully navigate the fair.

- Full colour page : €5,000 excl. VAT

**Please contact us to discuss how we can adapt our formulas to your expectations and objectives.**

**For any questions, please contact:**

**PARTNERSHIP MANAGER**  
Laure Tosi  
l.tosi@bordeaux-expo.com  
T. +33 (0)6 74 55 09 43







Being a BAD+ Partner is one of the best ways to grow your network and get in contact with new and existing collectors. In Bordeaux and France, of course, 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 partners will have access to the best digital tools and specific promotion on the main channels which will help to raise their profile and strengthen their connection with their audiences.

## 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.



## 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 Montferrand** \*  
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 26



**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

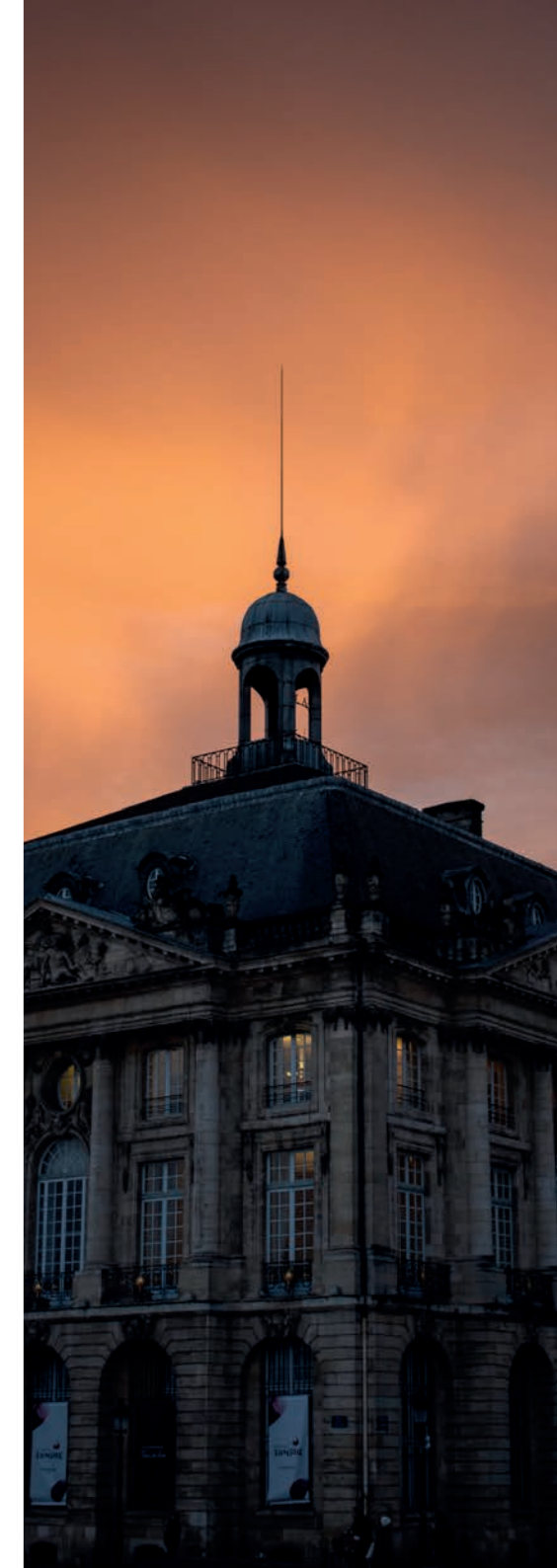
(École des Beaux-Arts de Bordeaux)

- 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>Lillan 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







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.



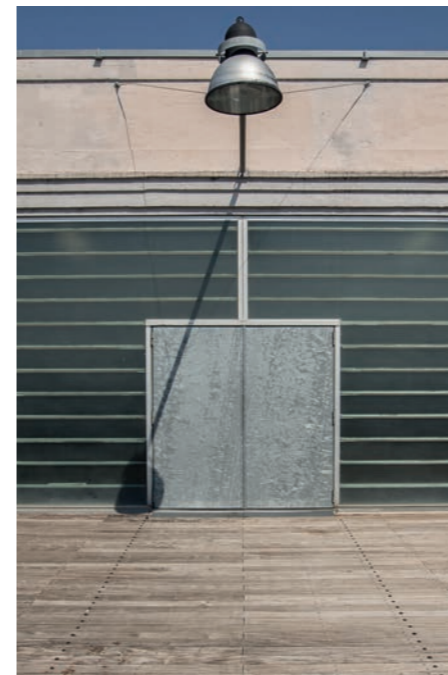
In hosting its event in the minimalist and functional venue of Hangar 14, BAD+ embodies **this new attitude and mindset** based on a clear vision which triggers an intimate experience of pleasure and discovery, where imagination takes over.

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.

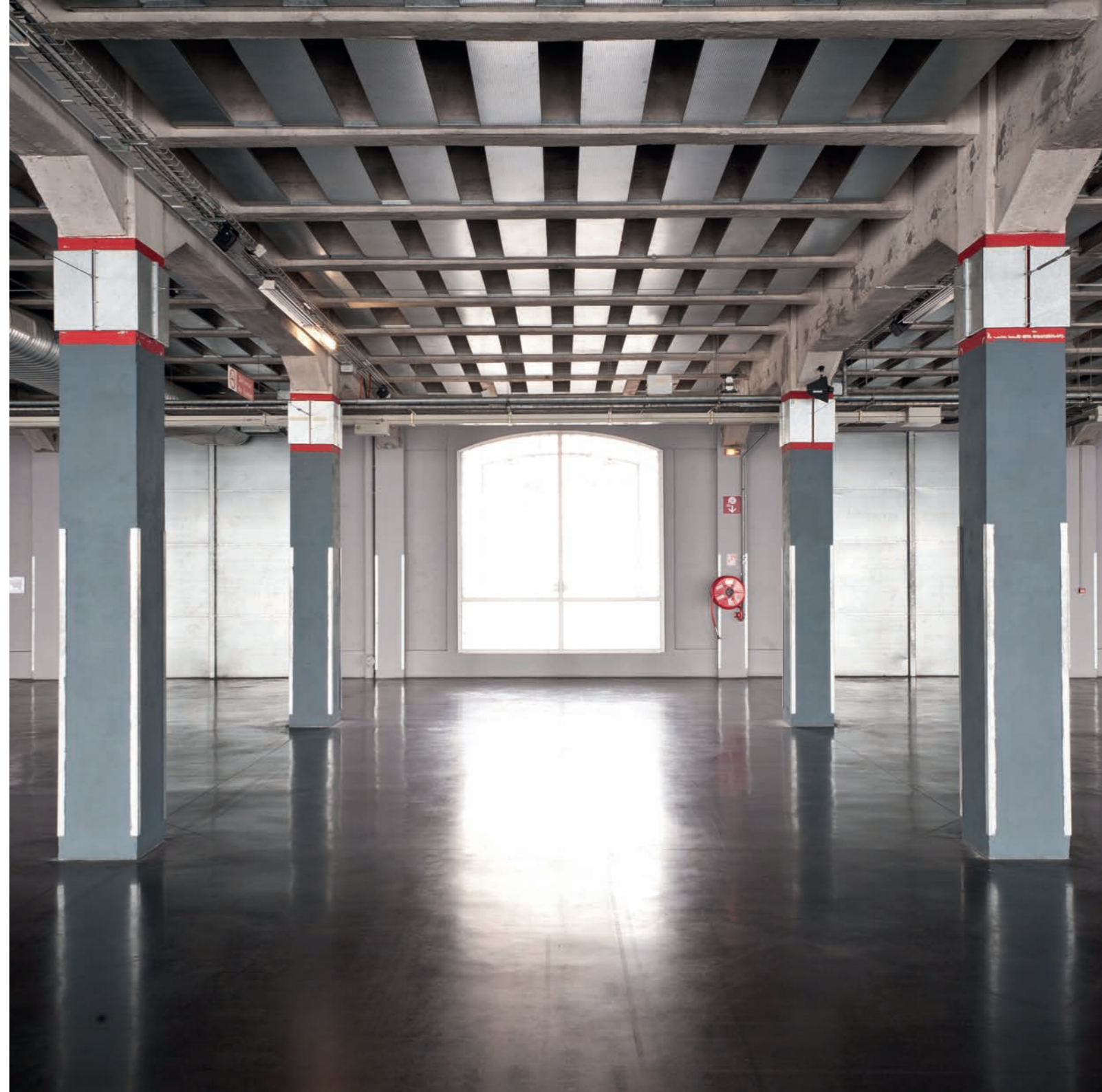
BAD+ will thus **provoke intense discussions** around the paradoxical combination of old and new, all while bringing a key current perspective to **creativity as an driver of understanding and shared experience.**

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**

**7 TO 10 JULY**



CONGRÈS  
ET EXPOSITIONS  
DE BORDEAUX

**2022**

**BORDEAUX +  
ART + DESIGN**

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