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PRESS RELEASE
SAVE THE DATE

Now a key event for art and 'art de vivre', BAD+ celebrates the 60th anniversary of Bordeaux's twinning with Los Angeles, and appoints Marie Maertens as Artistic Director

BORDEAUX + ART + DESIGN
THIRD EDITION
FROM 29 MAY TO 2 JUNE
HANGAR 14 - BORDEAUX

A leading event establishing an international art and design week in Bordeaux, BAD+ is the first international fair in the famed wine-growing region, and celebrates the links between art, design and 'art de vivre'.

Founded by Jean-Daniel Compain and Beam (Bordeaux Events and More) around the idea that art and culture, in dialogue with the centuries-old traditions of the French way of life, are an extraordinary engine for economic development, BAD+ deploys as a space that encourages artistic encounters and creates a dialogue between disciplines and trends.

For its third edition, BAD+ is delighted to appoint art critic, curator and journalist Marie Maertens as Artistic Director. A leading figure on the French contemporary art scene, Marie Maertens has worked with major magazines and publishing houses.

Alongside Jean-Daniel Compain, Fair Manager, and Adrien de Rochebouët, Deputy Fair Manager, Marie Maertens will orchestrate the theme of this 2024 edition - a singular focus on the United States, in line with the 60th anniversary of Bordeaux's twinning with Los Angeles, two regional capitals with a unique international appeal. As in its previous editions, BAD+ will bring together works by major French and international artists alongside exciting talents capturing the contemporary zeitgeist, presented by a selection of major and emerging galleries from France, Europe and around the world.

Celebrating art and 'art de vivre'

As the first international art and design fair in Bordeaux, BAD+ presents each year *Entrevues*, a rich and exclusive programme for French and international institutions, collectors and connoisseurs of 'art de vivre', highlighting the incomparable wealth of the Bordeaux region. A growing number of exceptional Bordeaux wine estates are combining their centuries-old expertise with a passion for contemporary art, presenting collections of international stature. BAD+ invites the public to a series of encounters at the heart of legendary vineyards, especially with its key partners: Château Smith Haut-Lafitte, Château Chasse-Spleen, Château d'Arsac, Château Lynch-Bages, Château de Malengin, Château Fleur de Lisse, Château Pape Clément, Château Dassault... and others to be announced shortly..

PRACTICAL INFORMATION

BAD+ International Art Fair

Wednesday 29 May 2024
Gala diner

Thursday 30 May 2024
Preview and opening reception

Friday 31 May,
Saturday 1 June,
Sunday 2 June 2024
Open from 1pm to 7pm

Hangar 14

115 Quai des Chartrons
33000 Bordeaux

bad-bordeaux.com
@bad.bordeaux

MEDIA CONTACT

Armance Communication

Romain Mangion
romain@armance.co

Marthe Neidhart
marthe@armance.co

Charles Mouliès
charles@armance.co

+33 1 40 57 00 00

BAD+ at the heart of an international art and design week in Bordeaux

As the driving force behind the artistic ecosystem of Bordeaux and the surrounding region, BAD+ opens up to the whole city, reaching out to the public and enriching the discussion on the place and role of art. The Art in the City programme is conceived as a journey through works of art in key locations in Bordeaux, thanks to public and private cultural operators (museums, associations, artists' residencies, etc.) and BAD+ also offers a walk-through in the vineyards through Art in the Vineyards programme.

LAB+, a unique space for exchanges and events focused on the art market, for professionals and art lovers alike

To encourage the exchange of ideas and encounters between professionals and art lovers, LAB+ offers lectures and round-table discussions bringing together thinkers and specialists in art and design, as well as participatory seminars.

LAB+ also offers Q&A sessions in a dedicated room, on all topics related to their respective activities and legal issues, as well as an innovative programme with Barnett Law Firm to get art lovers and art-oriented business leaders, support artists and start collecting.



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