

BELGIAN

ART

&

DESIGN

2023

FAIR

GENTBRUGGE

ARSENAAL

From 19 To 22 OCTOBER

www.ba-df.be

BELGIAN ART & DESIGN FAIR IS A CONFLUENCE OF ART AND DESIGN.

An assembly of objects. A gathering of communities. A meeting of inspiring makers and thinkers.

It celebrates the abundance of creative talent on our soil, bringing people together to — in turn — feed this remarkable ecosystem.

One might wonder if a physical fair is still needed in times of ubiquitous digital platforms.

The answer is a resounding yes.

Admiring textures in real life, touching materials, connecting with inspiring artists, makers and thinkers: they simply cannot be replaced by digital means. BA&DF offers a sensorial experience that creates time and space for the appreciation of singular visions, exquisite crafts and fresh ideas.

NEW LOCATION.

BA&DF 2023 will take place at ARSENAAL in Gentbrugge, a former NMBS workshop that is being repurposed as a cultural hub. The building impresses with its spaciousness and traces of the past, which give it a unique character.

SCENOGRAFIE.

Interior architect and artist Guillaume Van Moerkercke will create a custom scenography that both echoes and transforms the temporary nature of the ARSENAAL hall. Inspired by the conversion that the building has witnessed and that still awaits it, scaffolding structures are covered with different textile textures. They create visually arresting auditorium rooms, displays, bars and a bookshop.



Arsenaal Site, Brusselsesteenweg 602, 9050 Gentbrugge



Isometric presentation of the scenography

CURATORS.

BA&DF sets high standards. The quality of what is on display will be guaranteed by three curators, all experts in their respective fields: Their scope encompasses both young and established galleries, artists or designers, makers and thinkers.



- **Wim Lambrecht**
Curator Arts

Wim Lambrecht likes to connect different artistic disciplines and brings them to the public in the form of exhibitions, performances, concerts, plays and books, all within a contemporary artistic context.

- **Han Decorte**
Curator Arts & Design

Han has created several exhibitions at the intersection of design, heritage and contemporary art, where she also designed the scenography.

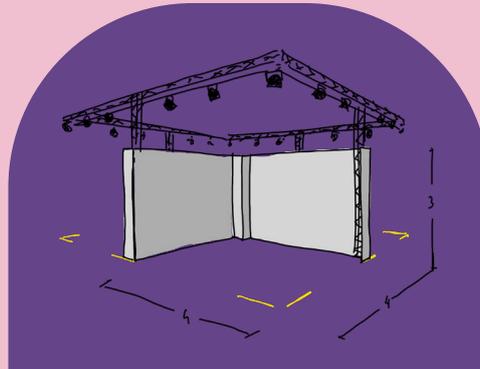
- **Marie Mees**
Curator Arts & Design

Marie Mees is a textile designer, master mentor at LUCA School of Arts, Campus Sint-Lucas Gent (2008-2022) and curator (De OptimistenKlasse) for TAZ 2021.

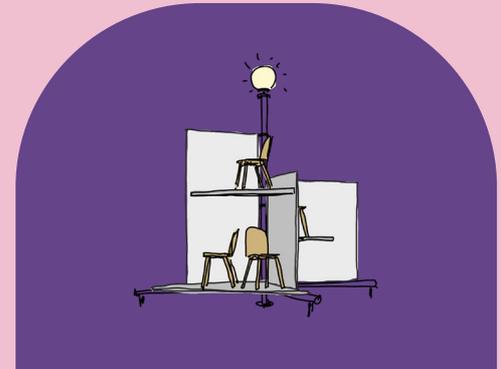
The fair remains the core of BA&DF.

5 booth types in which your idea is bound to find a place. The choice is yours:

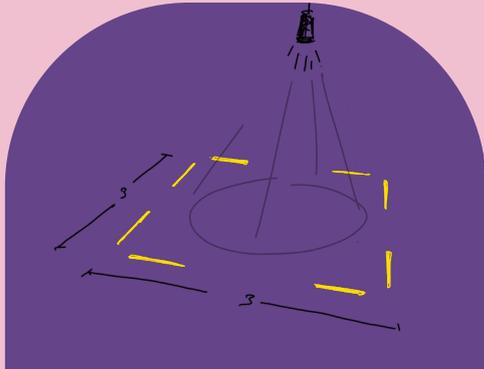
- Room
- Kiosk
- Design Square
- Rack Shelves
- Wall



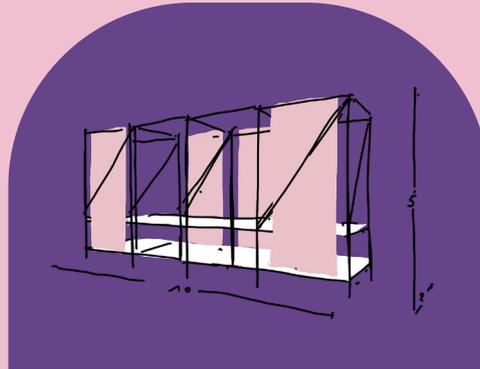
Room



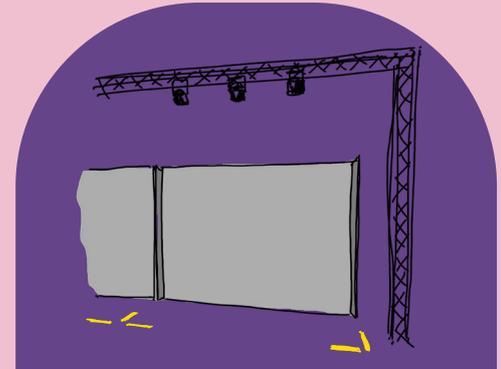
Kiosk



Design square

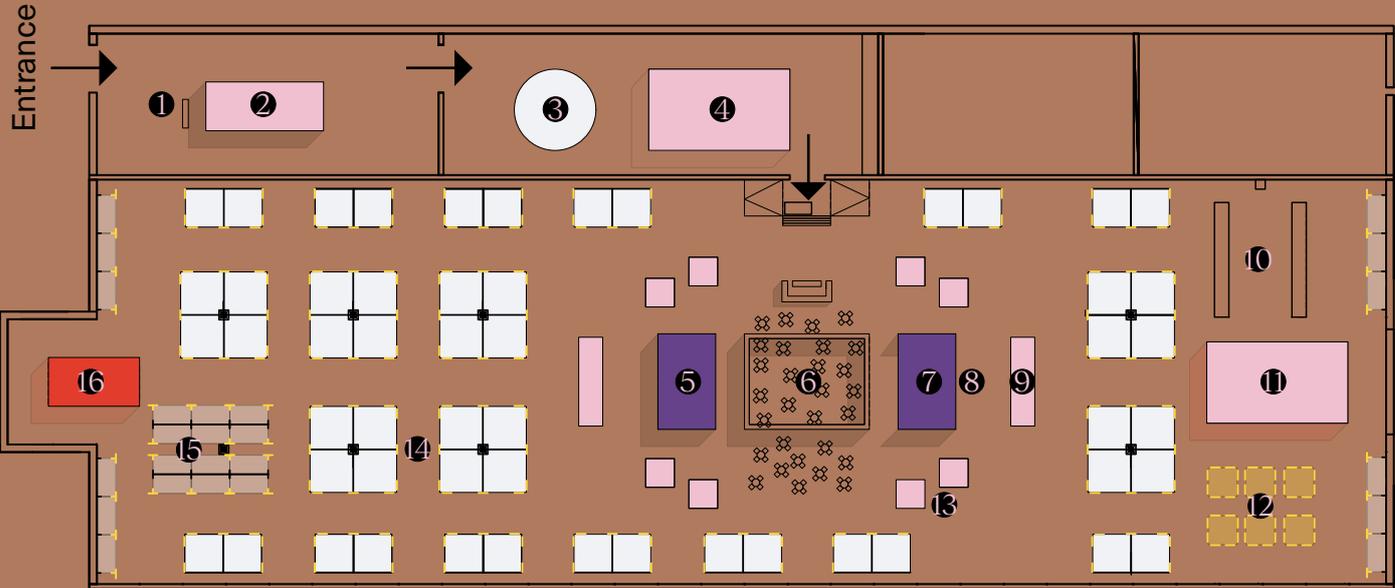


Rack shelves



Wall

PLAN.



- | | | | |
|---------------------|-----------------|------------------|------------------------------|
| ① Cash desk | ⑤ Wine bar | ⑨ Rack | ⑬ Kiosk |
| ② Cloakroom | ⑥ Sitting area | ⑩ Young talents | ⑭ Room |
| ③ Artist invitation | ⑦ Food & Drinks | ⑪ Meeting square | ⑮ Wall |
| ④ Shop/Bookshop | ⑧ Poster wall | ⑫ Design square | ⑯ Art & Design meets digital |

The Belgian¹ Art² & Design³ Fair⁴ celebrates creation – somewhere between art and design.



¹ BA&DF focuses on the work of Belgian artists and designers.

² The term art refers to a domain. A collection of disciplines. A field. At the same time, the art world never stops changing. With constantly innovating collaborations between artists, galleries, exhibition organizers, collectors, patrons and curators.

³ The term design also refers to a domain. A field of expertise. A craft. With creators, designers, crafts, companies and producers. With story-telling objects. Handmade or high-tech. Functional or aesthetic. Unique or in series.

⁴ The fair as a show. As a meeting. As a celebration. An experience.



© Jan Vranovsky



© Lauren Bamford

An extensive program provides extra attraction and emotion.

1

CURATED SECTION FOR EMERGING TALENTS

A space for 10 (or more) emerging artists or designers, curated by our Curators and Subbacultcha.

2

MUSEUMS & CULTURAL INSTITUTIONS COLLAB

Cultural institutions such as museums are invited to lend collection pieces to the fair, allowing for these art or design objects to reach a new audience.

3

POSTER FESTIVAL

A bridge to graphic design. A small section exhibiting the best of Belgian graphic design, focusing on the poster format.

4

CURATED TOURS

- TOURS 1 hour
- 4 CURATORS 10 min each

Curated short tours in which four artists or designers unveil the stories behind their creation. Only for small groups. With several tours focusing on different topics.

5

DIGITAL AGE

Special curated section dedicated to digital artists who sell and present their work in the digital realm. Presentation of digital works (website, video art...) but also NFTs.

6

SHORT MOVIES NIGHT ON FRIDAY

An evening (February 20th) with screenings of short movies, which will unite movie lovers and bring a different audience to the fair.

7

AFTERNOON TALKS

Exhibitors are invited to come on stage and share the stories behind the works they exhibit. A unique opportunity to cater to those knowledge-thirsty potential buyers.

8

PERFORMANCES

Art is more than just sculptures and paintings. We offer a special stage for performance artists, musicians or dancers.

9

V.I.P. TOURS

Thursday afternoon, just before the official opening, press and collectors are invited to visit the fair during a private and exclusive tour of the exhibition. A unique chance for exhibitors, potential buyers and the press to meet and discover the fair in depth before the larger public arrives.

10

MICRO COLLECTIONS

A shop specifically for small and affordable editions: small ceramics, prints, pins... for all those who might not feel like buying a bigger piece but still want a small collectible item to take home. In addition, it sells the catalogue of the exhibition as well as artist & designer books.

11

THE HELPDESK

The helpdesk makes the fair more accessible. It presents the timetable of all the events taking place at BA&DF. But, it also offers a contact with specialized guides who will tell you more about the works of the exhibition.

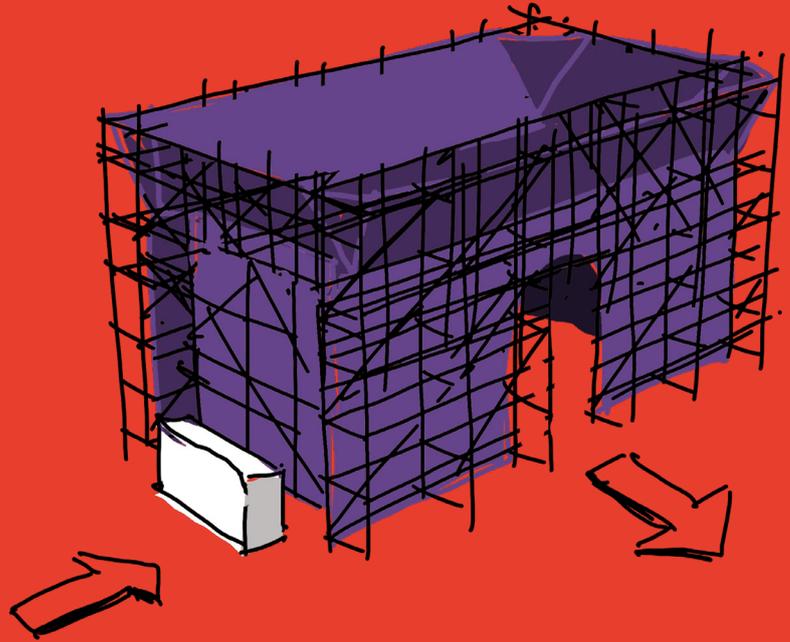
Creation is an evolving transformation.

ARSENAAL is in an evolving transformation.

“When creating, one is introducing new ideas and forms, and thus “evolving” the current state of things. In this sense, the act of creating is an evolving transformation. It’s a process that changes the current state of things and brings a new one.”



BA&DF opens the door to collaborations that strengthen the creative community.



Got an idea?

Let us know. Want to know more?

Follow us on Instagram and Facebook.

TEAM.

GUILLAUME
VAN
MOERKERCKE
● Scenographer

MATHIEU
CIETERS
● Graphic &
communication
coordinator

PATRICK VAN
CAELENBERGH
● Production
coordinator

ANN
ROMMELAERE
● Sales
Executive

HARRY
VANHOYWEGHEN
● Managing
Director BA&DF



Welcome to our community

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