

Growing up, branching out

PARIS

Paris art fair expands
to bring peripheral events
under the same umbrella

BY TARA MULHOLLAND

As the art world continues to boom and expand, there can be little doubt that, in order to survive in it, size helps.

In recent years, major galleries have compulsively opened outposts worldwide: Gagosian alone has 14 galleries, with another set to open in London next year; Emmanuel Perrotin has four; David Zwirner, three. Around 200 art fairs are crammed into the calendar, with the major ones like Art Basel and Frieze London also holding international sister events (Miami Beach and Hong Kong for Basel; New York for Frieze).

As the International Contemporary Art Fair in Paris prepares to open its 41st edition on Oct. 23, it appears clear

circuit: “too boring and too poor,” as Ms. Flay put it. Today, it has standing as a major international event that has injected new life into the French art scene.

As usual, the fair, which this year runs through Oct. 26, is being held in locations across Paris. Its main gallery base is in the Grand Palais, with events in the Tuileries, the Jardin des Plantes, the Place Vendôme and on the banks of the Seine. The spread of the FIAC is so extensive that this year it has organized shuttle boats along the Seine that can serenely transport ticket holders from the Grand Palais to the Cité de la Mode, where (Off)icielle is being held, avoiding the frenzy of the Paris Métro.

Such is the draw of the FIAC that many Paris art institutions synchronize their calendars with its opening. This year, happily timed events include the reopening of the Picasso Museum on Oct. 25, the inauguration of the Frank Gehry-designed Fondation Louis Vuitton on Oct. 20 (opening to the public on Oct. 27), and the reopening of La Monnaie de Paris on Oct. 25, with a major exhibition dedicated to the American artist Paul McCarthy. Celebrations are also being held by the Fondation Cartier for its 30th anniversary.

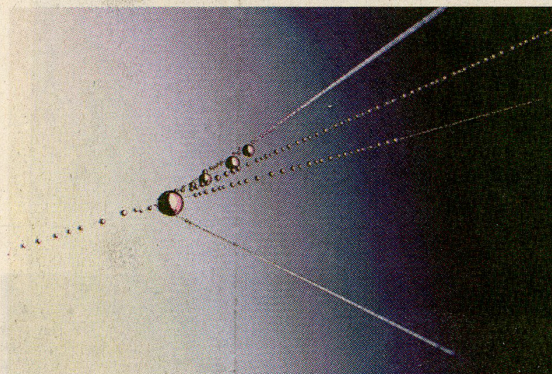
The Grand Palais will hold stands from 191 galleries from 26 countries, including Turkey, Mexico, Norway, India and South Korea. Most galleries, as in previous years, hail from France, the United States and Germany. Major dealers include Hauser & Wirth from Switzerland; White Cube from Britain; Paula Cooper and Gagosian from the United States; Sprüth Magers from Germany; and from France, the cream of the Paris galleries, including Perrotin and Marian Goodman.

It will also be a last FIAC for the legendary French dealer Yvon Lambert, who confirmed this summer that, at 68, he will be closing his Paris gallery in order to focus on books and literature.

The Grand Palais will be divided into sections, with established galleries in one area and newer galleries in another. There will also be a space dedicated to the works of the nominees for the Marcel Duchamp prize, one of France’s most prestigious contemporary art awards. On the shortlist this year are Théo Mercier, Julien Prévieux, Florian and Michaël Quistebert, and Evariste Richer. The winner will be announced on Oct. 25.

The work of 3,430 contemporary and Modern artists will be on sale, including established names like Marina Abramovic (Krinzinger Gallery); Zeng Fanzhi (Gagosian); Nan Goldin (Matthew Marks); Ai Weiwei (Lisson Gallery and Continua); and Dan Flavin (Pace). They will be alongside rising

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that this event is happy to play with the big boys.

Under the guidance of Jennifer Flay, the fair’s general director since 2010, the Foire Internationale d’Art Contemporain, or FIAC, is extending its reach in multiple directions. Its first international event, FIAC Los Angeles, will be held next year at the Convention Center from March 27-29. This year the Paris fair is effectively doubling, with the opening of a new satellite event, (Off)icielle, that focuses on emerging galleries.

“Since 2006 there have been up to six or seven different ‘offs’ around the FIAC, but, with respect, none of them really made the standard,” the New Zealand-born Ms. Flay said during an interview this summer in her office here. “So yes, we decided to do it ourselves.”

Before Ms. Flay was named artistic director of the FIAC in 2003, the fair was considered a fusty relic on the art fair

‘A different atmosphere’

While the FIAC offers private gallery tours and exclusive events for its V.I.P. guests, (Off)icielle is channeling an edgier vibe. Clockwise from far left, “À Votre Avis” (2014), by Amadou Sanogo; “Installation View, Drawn” (2014), by Lydia Gifford; “Joel” (2011), by Omar Victor Diop; and “Untitled (video still)” (2011-2014), by Aslan Gaisumov. Below: “Rosée” (Dew), by Didier Marcel, sponsored by the Austrian crystal maker Swarovski, in collaboration with the Michel Rein Gallery. The piece will be shown in the Jardin des Plantes as part of the fair’s Hors Les Murs section, which showcases art outside the Grand Palais headquarters venue.