

ART  
DÜSSEL  
DORF



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Die Beauftragte der Bundesregierung  
für Kultur und Medien



**Press Release**

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Düsseldorf

**The fourth ART DÜSSELDORF in April 2022 is part of NEUSTART KULTUR - the economic stimulus program for the cultural and media sector**

**The application period for exhibitors starts today!**

For its fourth edition from April 8 to 10, 2022, ART DÜSSELDORF has successfully applied for inclusion in the economic stimulus program for the cultural and media sector NEUSTART KULTUR. With the cultural sector suffering greatly from the consequences of the Corona Pandemic, the fair can offer its exhibitors a reduction in stand prices of up to 70% thanks to the funding from the Federal Commissioner for Culture and Media ("die Bundesauftragte für Kultur und Medien"). Galleries can register now for the upcoming ART DÜSSELDORF.

In 2022, established as well as young, regional and international galleries will again show contemporary art in the halls of Areal Böhler in Düsseldorf - for the first time in an expanded hybrid form. The newly developed digital tool of ART DÜSSELDORF strengthens the cultural and mediation work of galleries as essential partners of artists. "With the digital extension we offer national and international interested parties the possibility to experience and buy art on site but also digitally and to network with galleries. It thus strengthens the visibility of the contemporary art scene after a long pandemic-related restriction and allows us to develop additional momentum for the fair," explains Walter Gehlen, Director of Art Düsseldorf.

ART DÜSSELDORF is also pleased to have Gilles Neiens, an expert in contemporary art, on board as Gallery and Show Manager from November. Neiens is co-founder of the curatorial collective insitu collective. Through his work for international galleries as well as for Monopol - Magazine for Art and Life, he brings with him many years of experience in art consulting and planning exhibitions and art events.

Please find further information at: [www.art-dus.de](http://www.art-dus.de)

**Press Contact National and International:**

ARTPRESS - Ute Weingarten

T: +49 (0) 30 484 96350

M: +49 (0) 175 222 1561

**Ute Weingarten**

[weingarten.artpress@uteweingarten.de](mailto:weingarten.artpress@uteweingarten.de)

**Press Contact and Marketing:**

ART DÜSSELDORF

T: +49 (0) 221 420 393 10

[contact@art-dus.de](mailto:contact@art-dus.de)