

# Art Düsseldorf launches new digital service as first hybrid art fair in 2022



8. – 10. April 2022

Areal Böhler, Düsseldorf

**Press breakfast: April 7, 9:30 a.m.**

Afterwards, a free shuttle will be available to media representatives at 12 p.m. for the press conference at K21, which at 12:30 p.m. will present the exhibition "*Dialog im Wandel. Photographs from The Walther Collection.*"

With its fourth edition, *Art Düsseldorf* becomes a truly hybrid art fair with a new digital service that revolutionizes the art fair landscape sustainably. In addition to the event at Areal Böhler, the fair combines personal services with a range of digital tools to create a unique virtual experience. With just one click, art lovers can find themselves at *Art Düsseldorf*, no matter where they are.

### Experience it Everywhere.

The comprehensive virtual participation is supported by Art Guides, who individually and personally guide collectors through the fair. Equipped with cell phones, the Art Guides bring collectors and VIPs digitally via Livestream to selected booths, connect them with gallery owners, and provide background knowledge. The virtual fair visit follows the wishes and questions of the collectors. Within the interactive tours, it is possible to react flexibly and spontaneously to personal preferences and to what is happening at the fair. The digitally supported drop-in to *Art Düsseldorf* can be used spontaneously during opening hours of the fair, and the offer is available in German and English.

"With the virtual services, we are creating real interaction for digital trade show visits. I am convinced that personal communication and exchange are essential when it comes to art. With the intelligent use of digital tools, we connect collectors worldwide with Art Düsseldorf, serve individual wishes, and promote personal dialog,"

EXPLAINS WALTER GEHLEN, DIRECTOR OF ART DÜSSELDORF.



ART DÜSSELDORF 2017  
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From April 8 to 10, 2022, *Art Düsseldorf* will present a cross-section of current international art production as well as outstanding positions from recent art history with 85 galleries from Germany and abroad, including 26 newcomers. The regional anchoring is confirmed with 26 galleries from across the Rhineland. A strong field of participants comes from Berlin, Munich, Frankfurt am Main, Hamburg and Leipzig. In addition to numerous galleries from Austria, exhibitors from Switzerland, Denmark, Italy, the Netherlands, Luxembourg, and Spain emphasize the relevance of the fair beyond Germany. Selected global players from New York, Paris, and Istanbul are represented.

All of the art fair's business areas will be represented digitally, thus expanding the possibilities for bringing galleries and collectors into contact with each other – including personal conversations via video call, as well as reservation inquiries and the purchase of artworks via the online store.

#### Online-Shop

All works exhibited at *Art Düsseldorf* are available on the website [www.art-dus.de](http://www.art-dus.de). On April 7, they will be presented in an exclusive online preview for collectors, and from April 8, the store will be open to all art lovers. The online store bundles the offers of the galleries and serves as a platform for interested buyers, who can view and compare works and get in touch with the gallery owners. The online store will be continuously updated and will be available until three months after *Art Düsseldorf*.

In addition to the VIP offer, all those interested in art and buying can digitally take part in thematic tours. The 30-minute tours take place continuously during the opening hours of *Art Düsseldorf*. Access is available via the trade fair website.

#### Online-Magazine

The website at [www.art-dus.de](http://www.art-dus.de) is more than just an entry point for digital visitors to the fair – it also acts as an up-to-date window on the world of *Art Düsseldorf*. With its digital magazine, *Art Düsseldorf* provides inspiring interviews with artists, information about the participating galleries, artistic positions and works, current discourses in the art world, and essays by guest authors that provide insights into the art debates of our time.

**The fourth ART DÜSSELDORF is part of NEUSTART KULTUR – the federal government's economic stimulus program for culture and media.**

## Exhibitor List Art Düsseldorf 2022

A+B GALLERY (Brescia)  
 ALEXANDER LEVY (Berlin)  
 AUREL SCHEIBLER (Berlin)  
 BECK & EGGELING INTERNATIONAL  
 FINE ART (Düsseldorf, Vienna)  
 BORCH EDITIONS COPENHAGEN/  
 BERLIN (Berlin, Copenhagen)  
 BUCHMANN GALERIE (Berlin, Lugano)  
 CAROLINA NITSCH (New York)  
 CLAGES (Cologne)  
 COSAR HMT (Düsseldorf)  
 CRISIS (Lima)  
 DANIEL MARZONA (Berlin)  
 DITTRICH & SCHLECHTRIEM (Berlin)  
 DREI (Cologne)  
 DÜRST BRITT & MAYHEW (Den Haag)  
 FIEBACH, MINNINGER (Cologne)  
 CONRADI (Hamburg)  
 ANITA BECKERS (Frankfurt am Main)  
 GALERIE ANKE SCHMIDT (Cologne)  
 GALERIE BENE TASCHEN (Cologne)  
 GALERIE BERND KUGLER (Innsbruck)  
 GALERIE BOISSERÉE (Cologne)  
 GALERIE CHRISTIAN LETHERT (Cologne)  
 GALERIE ERNST HILGER (Vienna)  
 GALERIE GEBR. LEHMANN (Dresden)  
 GALERIE GISELA CLEMENT (Bonn)  
 GALERIE GUIDO W. BAUDACH (Berlin)  
 JACKY STRENZ (Frankfurt am Main)  
 KADEL WILLBORN (Düsseldorf)  
 GALERIE KARIN GUENTHER (Hamburg)  
 GALERIE FRIESE (Berlin)

GALERIE KNOELL (Basel)  
 GALERIE KRINZINGER (Vienna)  
 LAYR (Vienna)  
 GALERIE LISA KANDLHOFER (Vienna)  
 GALERIE LÖHRL (Mönchengladbach)  
 GALERIE M (Bochum)  
 GALERIE MAX MAYER (Düsseldorf)  
 GALERIE MICHAEL HAAS (Berlin)  
 NOSBAUM REDING (Luxemburg,  
 Brüssel)  
 GALERIE PARISA KIND (Frankfurt am Main)  
 PRISKA PASQUER GALLERY (Cologne)  
 GALERIE RUPERT PFAB (Düsseldorf)  
 GALERIE ELISABETH &  
 KLAUS THOMAN (Innsbruck)  
 GALERIE THOMAS FISCHER (Berlin)  
 GALERIE THOMAS SCHULTE (Berlin)  
 GALERIE TOBIAS NAERING (Leipzig)  
 GALERIE UTERMANN (Dortmund)  
 GALERIE VAN DER KOELEN (Mainz)  
 GALLERI BO BJERGAARD (Copenhagen)  
 GALERIE HANS MAYER (Düsseldorf)  
 JAHN UND JAHN (Munich)  
 GALLERY KAMEL MENNOUR (Paris)  
 KNUST KUNZ GALLERY EDITIONS  
 (Munich)  
 KÖNIG GALERIE (Berlin, London, Tokio)  
 KONRAD FISCHER GALERIE  
 (Düsseldorf, Berlin)  
 KOW (Berlin)  
 GALERIE KROBATH (Vienna)  
 GALERIE LANGE + PULT (Zurich)

LEO KÖNIG INC. (New York)  
 LEVY GALERIE (Hamburg)  
 LINN LÜHN (Düsseldorf)  
 LUCAS HIRSCH (Düsseldorf)  
 MARIO MAURONER CONTEMPORARY  
 ART SALZBURG (Salzburg)  
 MARKUS LÜTTGEN GALERIE  
 (Mönchengladbach)  
 MAX GOELITZ (Munich)  
 MIKE KARSTENS GALERIE/  
 ART 19 BOX ONE (Münster)  
 PERSONS PROJECTS (Berlin)  
 PETRA RINCK GALERIE (Düsseldorf)  
 PHILIPP PFLUG CONTEMPORARY  
 (Frankfurt am Main)  
 PHILIPP VON ROSEN GALERIE (Cologne)  
 PRODUZENTENGALERIE HAMBURG  
 (Hamburg)  
 PSM (Berlin)  
 SABRINA AMRANI (Madrid)  
 SCHÖNEWALD (Düsseldorf)  
 SETAREH (Düsseldorf)  
 SEXAUER (Berlin)  
 SHORE (Vienna)  
 SIES + HÖKE (Düsseldorf)  
 SOCIÉTÉ (Berlin)  
 SOY CAPITÁN (Berlin)  
 SPERLING (Munich)  
 THOMAS REHBEIN GALERIE (Cologne)  
 GALERIE THOMAS ZANDER (Cologne)  
 VAN HORN (Düsseldorf)  
 ZILBERMAN (Istanbul, Berlin)

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[www.art-dus.de](http://www.art-dus.de)

### Art Düsseldorf

Preview: April 7, 2022

Date: April 8 - 10, 2022

Areal Böhler

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Press Images

[www.art-dus.de/press-images](http://www.art-dus.de/press-images)

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