



第23届春季广州
国际艺术博览会

THE 23 RD GUANGZHOU
INTERNATIONAL ART FAIR
(SPRING)

中国进出口商品交易会展馆C区
14.2 / 15.2 / 16.2馆

Hall 14.2, 15.2 and 16.2, Area C,
China Import and Export Fair Complex, Guangzhou

NRTFNR 01

刘大为



彭文斌

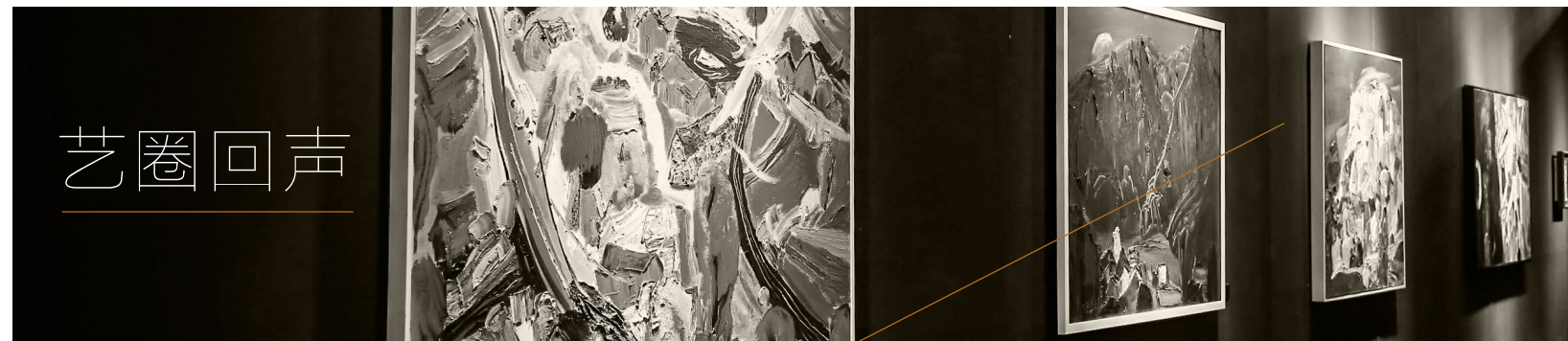


广州国际艺术博览会打造的艺术文化圈层不仅艺术家、艺术机构需要，大众同样需要，这样多元的艺术交流平台有助于大众深入艺术、学习艺术。

——中国美术家协会主席刘大为

广州艺博会是中国国内艺博会图景中最重要的一环。经过 22 年的发展，土生土长的广州艺博会已经成功将传统与当代对接，完成从本土到国际的蜕变。

——广州艺博会艺术总监彭文斌



艺圈回声

今年参展广州艺博会感觉尤其好。

——CLASSIC·简 经典西画沙龙总经理周莉

广州艺术的热度正一年高过一年，还大有开发空间。

——台湾汉乡艺术执行长李素花

广州是一座把生活和艺术融会贯通的城市，生活就是艺术，艺术也融入生活。

——郑瑰玺（中国人民大学艺术学院花鸟画工作室导师）

广州群众基础好，鉴赏水平也高，广州艺博会的藏家对于古典油画的接受程度超出我预料。

——英国尚思艺术投资公司艺术总监杨蓉



我很早就听圈内的朋友说，一定要到广州参加艺博会，这里是国内三大艺博会中人气最旺的，也是销量最好的。这次我们也充分感受到了广州艺博会的专业化程度。我经常参加各种博览会，但广州给了我宾至如归的感觉。

——上海大唯文化发展有限公司董事长彭丽娜

广州是中国当代艺术的摇篮发源地之一，是一座把传统与当代平衡的非常好的城市。在广州艺博会现场，藏家群体年轻化，当代艺术收藏趋向明显，80后藏家已经成为中坚力量。

——北京“他们+”艺术组合

媒体之声

羊城晚报
YANGCHENG EVENING NEWS

廣州日報

南方都市报

網易艺术
fashion.163.com/art

sina 新浪收藏

大粤艺术

在艺术市场调整期，第22届广州艺博会再次逆势上扬，不仅扩大展览规模，现场交易额以6.6亿元人民币收官，创历年最高纪录，场外交易和各种平行展交易更是惊人。

——羊城晚报

广州艺博会走过22个年头，参展艺术机构越来越高端，其国际权威性和话语权愈来愈大，已然成为展示广州“艺术之城”、传播“广州之声”“花城之美”的重要窗口。

——广州日报

如果说，香港巴塞尔艺博会是将全世界的艺术带到中国，那么，广州艺博会则是更倾向于本土化——立足本土，努力将中国艺术展示给全世界。

——南方都市报

广州艺博会已成为中国历史最悠久、集市场与学术功能于一体的国际性艺术博览会，成功探索出一条文化促进经济、经济促进文化的发展道路。

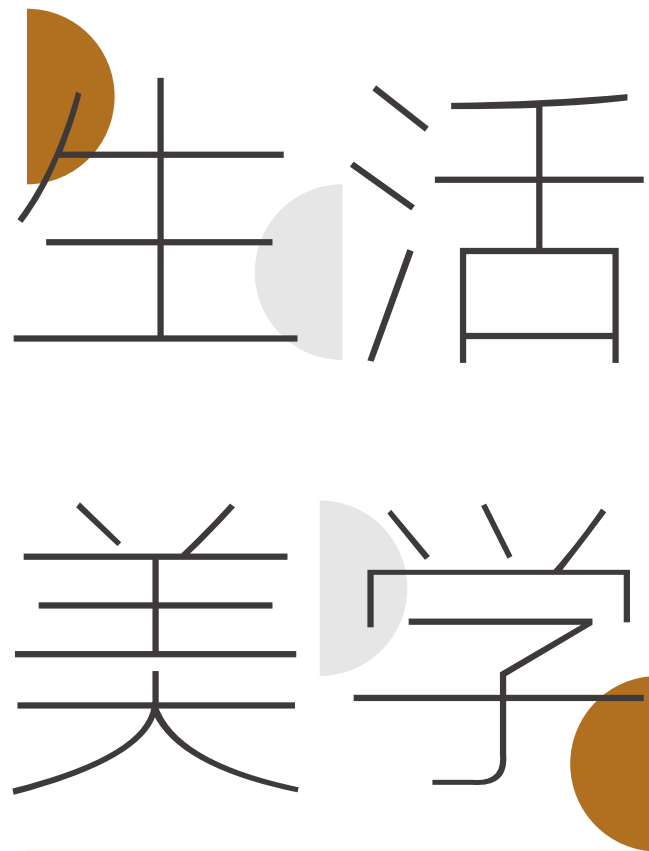
——网易

去年全国艺术收藏市场出现萎缩，广州反而逆势上扬，证明广州是一个值得期待的文化市场。

——新浪

比起大幅的作品，小幅作品受捧正成为广州艺博会的一个趋势，消费型艺术品正在成为市场的主导。

——腾讯



第 23 届春季广州国际艺术博览会 展区规划

国际与当代： 国际视野、品牌展区、城市印象

轻松艺术区： 潜力新锐、艺术文创、艺术衍生

名品画廊区： 主题策展、名家名廊

收藏经典区： 珠宝馆、陶瓷馆、紫砂馆、工艺美术馆

第 23 届春季广州国际艺术博览会

奏响艺术跨界狂想曲 展现艺术的多重可能

1、于品牌而言，跨界艺术成为必然趋势

品牌与艺术的共鸣，西方与东方的合奏

近年来，越来越多的品牌都有艺术部署，举办艺术展，赞助支持艺术家，与艺术家合作推出联名款的商品，成立基金会，均成为品牌常见的一种营销模式。在全球化的今天，跨界发展已是必然趋势。艺术确实升了品牌的销售业绩，又塑造了品牌的形象，扩大了影响力。

品牌钟爱艺术展

将艺术与品牌历史、工艺结合展览的方式，能在一定程度上引导部分“消费者”从追逐高价转而变成品牌的追随者。并且这样有互动有趣味性的展览可以培养品牌一部分年轻群体，甚至可以让这些年轻群体发展成为品牌的忠实群体。

品牌通过展览能够更直观地向消费者解释设计的灵感来源，传达设计师的理念与思考。通过这样一种沟通方式，让消费者理解品牌与设计，形成情感上的信赖。

品牌青睐与艺术家合作

另一种常见的品牌跨界艺术的方式就是与艺术家合作，推出限量款商品，并且这已经在时下成为了一种潮流。那为何品牌都喜欢找艺术家合作呢？

对一些品牌来说，与艺术家的跨界合作能提升自身的艺术品位。如日本服装品牌优衣库通过当代艺术的“逆袭”便是案例之一。



2、于艺术家而言，跨界是创作的延伸

艺术领域的“跨界”一词来源于西方，毕加索就是跨界探索的经典案例。毕加索一生的创作风格多变，他在将近 67 岁时完成了自己的第一件陶瓷作品，从此，陶瓷就成为他晚年的代表作品之一。

上世纪 50 至 60 年代，毕加索委托法国著名的银匠弗朗索瓦·雨果，按照其陶瓷作品的原模及设计，制作一系列金银托盘、碗碟及坠饰。这批作品于 1977 年在英国伦敦勒韦尔画廊及法国巴黎马蒂尼翁画廊举行的“毕加索——19 件银盘”个展中首度面世。并一鸣惊人，更是成为毕加索艺术事业的里程碑。

跨界艺术创作不仅在海外风行，在国内同样也有很多艺术家尝试。如艺术界的“怪才”黄永玉，其艺术创作跨越国画、版画、雕塑，以及邮票、包装设计等，其设计的生肖主题邮票“猴票”已成为业界公认的经典之作。

3、于市场而言，跨界市场表现可圈可点

跨界艺术品受到藏家追捧，已成为市场上的一种现象。艺术家的跨界创作不仅拓展了自身的艺术语言，同时也为收藏市场的拓展提供了更多的可能。

苏富比绘画部专家梅嫩表示跨界艺术品的市场表现很好。“毕加索陶盘和银盘的市场持续蓬勃，旅法中国抽象大师赵无极和朱德群的陶瓷作品等也广受藏家欢迎。”很多知名艺术家的作品早已卖出高价，但其跨界艺术品的价格则往往低于其主要创作的作品，“能以相对较低的价格购藏到艺术家本人监制的艺术品，对很多藏家来说非常有吸引力。”梅嫩表示道。

4、“跨界”已渗透方方面面

更深入的探讨艺术“跨界”现象，就已经不能仅是上述讲到的“大跨界”与“小跨界”所能涵盖的。艺术已经成为一种包装事物的策略性的手段，艺术“跨界”更是渗透到各方各面。甚至可以说艺术已经呈现出一种“被跨界”的状态。

在艺术与城市、艺术与商业、与流行时尚这样的跨界运用之外，艺术跨界可以进入到一种更高层次的精神领域，帮助抚慰社会的伤痛。

花城馆

第23届春季广州国际艺术博览会

力量 CHINA

在这里,体验情感交融,感受思想碰撞
在这里,欣赏风物造化,发现艺术情怀
在这里,呼唤生命之美,关注生态秩序
在这里,回归本真,集结力量,变革当代

本次【力量 CHINA】当代艺术主题展集结了
方力钧、罗中立、杨培江、程晓光、江海沧
李哲虎、邓少伟、杨晓钢、赖圣予、王强等一批
当代领军先锋艺术家的经典作品
将为南中国的当代艺术发展和收藏
掀起一股新风!

——彭文斌——
2017

开启艺术跨界盛宴

以“花城”广州为展示主脉络
借助新科技、新形式、新材料
通过艺术与地产、金融、时尚、科技、旅游、品牌的多重跨界
打造“广州文化名片”，凸显广州城市印象
传播“广州之声”
展现“花城之美”

2017 年，广州国际艺术博览会于 22 年之际，首推广州城市主题馆：“花城馆”，不仅让国内外的观众通过艺博会这一平台看到了一个真实、立体、全面而又开放包容的花城广州，同时还吸引了国际艺术界的目光，使他们广泛的接触并认识到花城广州的文化形象、艺术水准。

2018 年，广州艺博会将迎难而上，再次创新发展模式，展现艺博会新态势。

城市联合艺术
花城·印象
艺术美学生活主题展

艺术家眼里的花城是何模样？本次花城馆【花城·印象——艺术美学生活主题展】将 邀请全球上百位艺术家集体创作，将以“花城生活美学”为主题进行绘画、雕塑、花艺装置、影像互动的综合艺术创作，打造广州艺博会的新“燃点”，引领艺术与时尚生活以跨界的方式不断创新与融合，推动城市时尚文化及创新产业的探索与进步。选题或回溯远古，或思考当下，借助新科技、新形式、新材料，向世界展示当代艺术的“广州文化名片”，传播“广州之声”“花城之美”。



花城形象装置

艺术跨界地产
有效结合居住空间与人文精神
摹画优化生活的范本

时代背景下，城市空间、文化艺术、地产业态、人居环境之间，如何彼此承载？进入 21 世纪以来，房地产投资成为中国经济增长的主要引擎之一，但也随着我国城市化进程的不断推进，房地产行业由“黄金时代”的上半区走入“白银时代”的下半区，人们对于地产业态的需求，也从空间面积层面的关注到更多地追求软性内容特质，从居住条件到居住质量、居住环境的重心转变，而这也成为地产行业突破激烈的同质化竞争的契机。地产业态开始呈现特色概念细分的趋势，其中，“艺术地产”巧妙地将人们居住空间与人文精神内核相结合，通过艺术介入地产，以实现艺术介入生活。在地产的设计布局中融入人文关怀与精神世界的深度，以地产为载体摹画优化生活的范本。



雅居乐现场展区

艺术跨界金融
艺术与资本全面战略合作
艺术加金融必定大有可为

艺术品市场的迅猛发展，使艺术金融一步步地走进人们的视野。人们关注艺术金融发展的同时，深感艺术与金融的发展很难同步，或者说，要让艺术金融自然地完成行走，尚需更多时日的调教。因为，在很多人的心目中，能将艺术与市场挂上钩已是不易，今天又要将艺术与金融整合在一起，在一些人看来，不啻于“胡闹”。看来，让艺术与金融来点时髦的跨界，并不是那么容易。但我们今天面对的现实是，艺术与金融的跨界已是大势所趋，我们已难以回避。



南方文交所展区 艺博会现场论坛

艺术跨界时尚
时尚研习社
展现顶级时尚趋势

时尚和艺术，原本是社交圈里暗自较劲的两个名人，若是在鸡尾酒宴会上不期而遇，谁也不会屈尊上前跟对方打招呼，只当对方是透明。

而今，他们摒弃“前嫌”，牵手合作，却也成了一对默契十足的“合作伙伴”。比如 Elsa Schiaparelli 把达利的作品画在时装上，Yves Saint Laurent 从画家蒙德里安的作品中汲取灵感，推出了震惊世界的“蒙德里安”系列。

进入 21 世纪，这样的合作更加积极和多样。不仅在时尚的“萌发”上进行合作，连后续的推广也会有合作。

在第 23 届春季广州艺博会现场，见证时尚与艺术的相辅相成。



艺博会现场艺术服装 SHOW

艺术跨界科技
双 ICON 相结合
探索以领先科技作为呈现方式的当代艺术

“艺术 + 科技”，2017 年最时髦的跨界话题。从某手机出品的《大艺术家》到 zip 未来狂想，到刷屏朋友圈 teamlab 舞动艺术展，赚足各个圈层的关注。交互设计、VR、游戏、机器人、人工智能等逐渐成为艺术圈的热词，艺术与科技的跨界变的尤为常见。

第 23 届春季广州国际艺术博览会也将开拓艺术 + 科技跨界专区，通过装置艺术、实验音乐、声音影像、空间交互、也展出图像、声音与光源、装置等一系列作品，充分利用空间并与观者建立互动。旨在让大众通过不同类型的互动方式，进一步了解艺术与科技所结合的魅力。



ZIP 未来狂想科技展

艺术跨界旅游
艺术加旅游玩出新花样
跨界融合传承文化

旅游本身就包含着对各地文化、艺术的探寻。而传统旅游产业与文化艺术产业的巧妙结合是旅游行业精准细分的产物。我们会发现，定制的艺术旅游线路逐渐成为亲子游等旅游的线路选择，如我们在艺博会现场，会发现旅行团的身影。这正是因为随着艺术普及的大众化，艺术消费正在通过多种渠道深入大众生活、休闲中。



山东中晨艺术小镇艺博会现场论坛

艺术跨界品牌
品牌“去商业化”
艺术跨界迈进“2.0 时代”

奢侈品牌与艺术的搭配盛行许久。而随着艺术市场的发展，艺术与品牌的“联姻”不再是奢侈品牌的专利，也成为各大中层品牌大热的选择。将艺术与品牌消费合并的火热，不仅仅是加强了品牌与艺术的关系，也进一步阐释了艺术消费的火热。艺术家为品牌的产品注入灵感和思想，满足品牌的诉求，而品牌为艺术家带了了更广泛的影响力，改善了很多边缘艺术家的生存环境，帮助边缘艺术为主流所接受。



艺博会现场 fashion 秀

第 23 届春季广州国际艺术博览会

两大原创艺术馆
聚焦艺术转型
诠释艺术内核



6 大重点推荐活动

【花城·国际】亚洲艺术盛典

由广州艺博会组委会全力打造、推进的【跨界·共享 | 亚洲艺术盛典】以艺术和时尚艺术、生活为依托，打造最具艺术与时尚精神的跨界 party，引领艺术与时尚生活以跨界的方式不断创新与融合，推动城市时尚文化及创新产业的探索与进步，不断颠覆及整合各个产业的核心资源和人脉，促进各圈层高端人群的互动交流，打造深具社会影响力和市场性的、南中国当下最大的艺术·时尚跨界综合性平台。

【未来·开启】全球艺术发展新思路高峰论坛

广州艺博会搭建平台，秉承开放性、专业性、广泛性和互动性，邀请国际知名艺术机构负责人、艺术家、藏家、媒体人、策展人、批评家等艺术行业精英共同对文化产业进行权威解读、广泛交流和深入研判，为文化产业特别是艺术品市场进行趋势把脉，挖掘和发现全球艺术发展新思路，推动中国文化艺术提前发现和抓住发展新机遇、与国际接轨。

【美学散步】艺术总监带你逛艺博

艺术总监带你逛艺博是广州艺博会一直以来坚持为 VIP 藏家提供的定制服务。根据 VIP 藏家收藏习惯定制导览路线，并由广州艺博会艺术总监亲自带队，为 VIP 藏家以简单的方式深入讲解艺术，并带领至相关参展单位展位上，直接促进艺术消费。而 VIP 客户在聆听艺术解说的同时，亦能欣赏艺术之美，感受文艺气息，滋养心灵，转变消费心理和习惯。

【Easy Art】轻艺术·轻生活主题展区

当下生活的快节奏给了人们太多的负担与累赘，为了在这个求速度、讲效率的时代，多一份闲情，增一丝乐趣，轻博客、轻音乐、轻小说、轻生活已经成为备受人们推崇的新生活方式。轻艺术·轻生活主题展区正是在这种情形下创办的主题展区，旨在为艺术爱好者

【I can paly 艺术节】艺术衍生品专区

艺术衍生品将“艺术”转化为生活的一部分，以及在生活中呈现一种新的观看和体验方式，再加上比原作更能让人接受的价格因素，一直颇受大众艺术消费市场的认可。本届艺博会独立策划的艺术衍生品专区，由一系列围绕大众生活而创作的艺术衍生品系数参展，将给观众带来全新的感官体验。

艺起全球 · 交流行

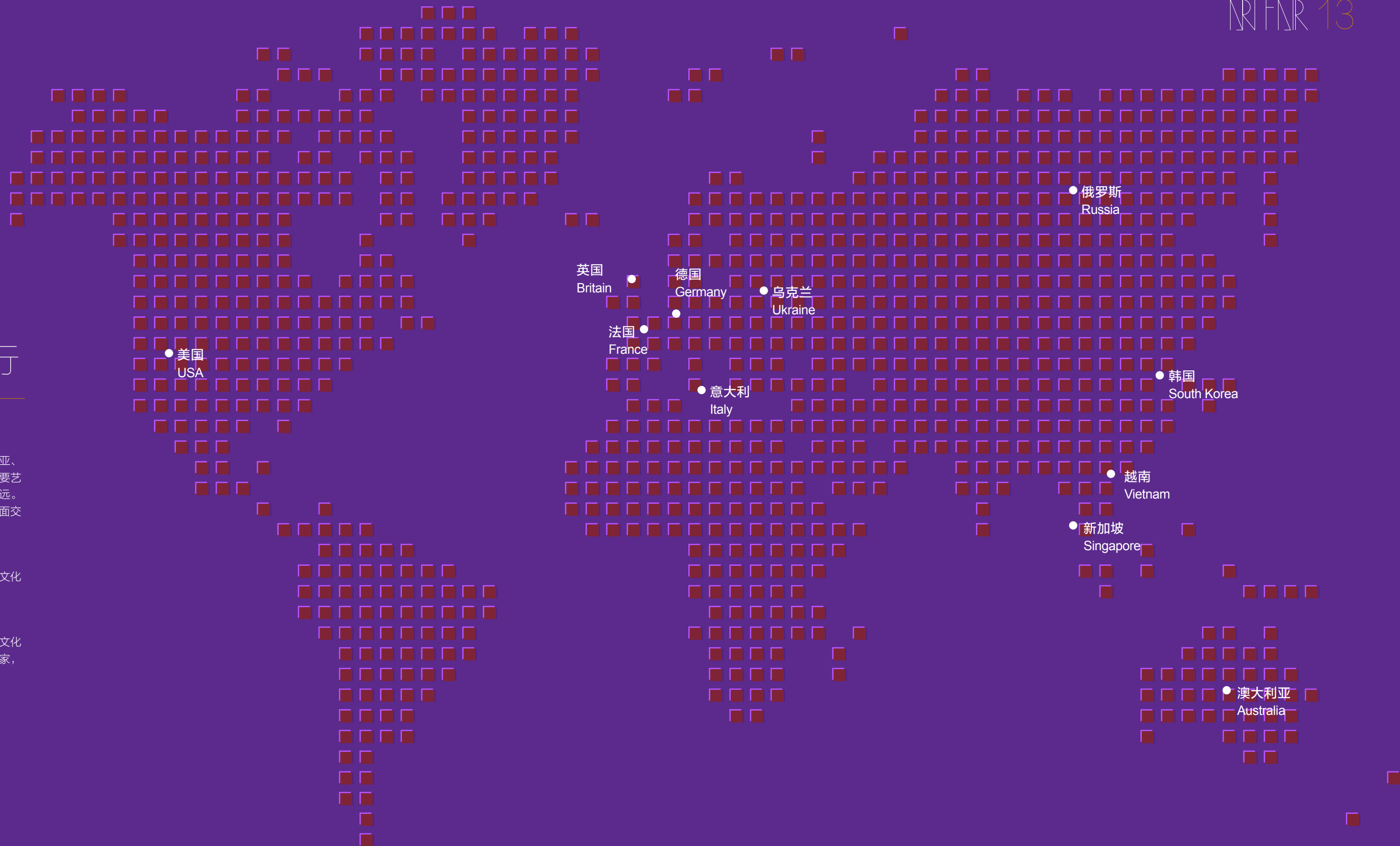
国际艺术交流行，掘起圈层新蜕变！

2015 年起，广州艺博会艺起全球 · 交流行活动在经过意大利、新加坡、马来西亚、韩国、日本、俄罗斯等近 20 个国家和地区，获得业界广泛关注。世界各地重要艺术机构、艺术家借此活动契机，同聚一堂，共同推动艺术品价值发展，意义深远。2018 年，艺起全球交流行再升级，致力搭建国际艺术家、艺术机构之间的全面交流与合作体系。

一场席卷洲际的文化艺术界交流旋风，跨越 53 个国家、94 个以上城市，打造文化艺术界的“达沃斯”。

全球 200 家媒体整年跟踪报道，千万级媒体宣传资源，线上线下全媒体覆盖；

最前沿、最权威的文化艺术市场趋势解读，经验与智慧的交流盛会！各级政府文化系统领导随行，收藏家、企业家、艺术爱好者、艺术机构、艺术家、艺术评论家，以及策展人等多元社会精英人士参与。



10 大主题展览

【外延·对话】一带一路巅峰艺术邀请展

“一带一路”使古代文明和现代生活连接和交织,构成了当代丰富的文化景观。本次一带一路巅峰艺术邀请展将古代文明和当代社会作为艺术观察和表现的对象,发现和体会不同民族和国家别样的文化内涵,展现不同地域人文历史和风土人情,丰富中国艺术家的表现题材并启发新的艺术感知、思索和追求。

【西话·东语】中西艺术交流展

中西艺术交流展自 2018 年起将作为广州国际艺术博览会的常态化主题展览之一,通过中、西方艺术家对不同生活形式和生活实践的思考,体现中西方国家不同社会文化节奏的对比,消融中外、过去与当下的艺术边界,呈现全新的艺术共生状态。

【空间·转换】艺术生活主题展

艺术生活主题展是一场集创意生活空间、概念家居作品、贵金属艺术生活用品为一体的多媒体、全方位、立体化的生活感官盛宴。配合着现场浓厚的艺术氛围,欣赏艺术生活家们的设计,感受精致健康的生活方式。

【全国媒体联盟】媒体推荐艺术家主题专区

广州艺博会首次开发媒体推荐艺术家主题专区,由专业+影响力双重保障的媒体推荐知名艺术家参展,以国际艺术家为核心,不限作品形式,一同探索艺术市场新趋势。

【当代·新锐】亚洲潜力艺术家推荐展

“当代”和“新锐”这两个主题,似乎已经成为今年艺术行业的热点。作为艺术博览会行业的老牌,第 23 届春季广州艺博会大胆启用新的策展人,大力打造了这场以当代新锐艺术家为主的群展,高调凸显年轻一代的艺术能量。

【艺术前线】新媒体艺术主题展区

新媒体艺术是一种以光学媒介和电子媒介为基本语言的新艺术学科门类,它源于 20 世纪 60 年代,多媒体对于艺术而言也意味着某种综合性的复兴。在中国,数码科技的发展让新媒体艺术得到年轻艺术家们更广泛的认知和实践。相较于传统的艺术形式,新媒体艺术以其特殊的创作方式给人带来耳目一新的感觉。本届广州艺博会,组委会特邀 5 位年轻的新媒体艺术家,且看他们如何在传统与现代之间自由切换。

【时代肖像】写实人物主题展

“时代肖像”是指代表一个特定历史时期的人物形象。本次主题展以广义的“写实肖像”作为切入点展开叙事,对肖像的定义相对宽泛,不仅涵盖头像、半身像和全身肖像的传统概念,也包含了人体的局部与指涉人物的象征符号。这样的定义,能够多元地展现出“肖像”在不同层面上的含义,进而提供给观众全方位解读的可能性。

【南相北象】南北艺术家交流展

参展的十位参展艺术家分别生长和工作在南、北方,他们各具特色的笔墨语言,显现出不同地域滋养和文化熏陶下的别样意趣。他们在写实、写意与表现的画面语言中坚定自我的文化身份,在抒发个人艺术情怀的同时形成具造型风格与时代印记的笔墨语言,在传统媒材的运用中赋予新时期碰撞下所产生的多种状态,进而孕育出自觉的笔墨表达与格局意境。

【艺术生活家】大众艺术消费主题展区

美好生活已成为一种向往。满足美好生活的艺术消费品将丰富多样,与美好生活相关的文化产业将迎来大大的增长,艺术消费将成为越来越多人对美好

生活的追求。本届广州艺博会,开辟近 2000 平方的大众艺术消费主题展区,所有艺术品皆由组委会亲自挑选销售,保证作品品质的同时也以大众更为容易接受的价格呈现。为大众艺术消费指明新方向,提供新思路,整合行业资源。

【天禅文化】艺术珠宝精品展

珠宝,代言现代生活方式,它有宝石的闪耀,有金属的刚柔,有设计的创意,还有匠人的手艺;珠宝成为了艺术生活的代言之一,个性风格的写照,也是时尚魅力的装备。

2017 年,由天禅文化主办的国际艺术珠宝精品馆大获成功,本届广州艺博会再续珠宝主题盛宴,面积近 300 平方米,并在现场提供交互式体验,为与会者带来耳目一新的观感。

ART FAIR 19

ART, MY LIFE AESTHETICS

The 23RD Guangzhou International Art Fair (Spring)

Liu Dawei



Peng Wenbin



The artistic and cultural circle created by Guangzhou International Art Fair is needed by artists, art institutions as well as the public and the diverse platform for art exchange can help the public to get an in-depth understanding of art and learn art.

-- Liu Dawei, Chairman of Chinese Artists Association

Guangzhou International Art Fair is the most important part of the picture of China' s domestic art fair. After 22 years of development, the native Guangzhou Art Fair has successfully completed the connection between traditions and the contemporary society and the transformation from local to international.

--Peng Wenbin, Art Director of Guangzhou International Art Fair

ECHO OF THE ART FIELD

I feel particularly good participating in Guangzhou Art Fair this year.

-- Zhou Li, General Manager of CLASSICAL · Jane Classic Western Painting Salon

Art in Guangzhou turns hotter and hotter year by year and there is still a large space for development.

-- Li Suhua, CEO of Hanxiang Art

Guangzhou is a city where life and art are integrated. Life is art and art is also integrated into life.

-- Zheng Guixi (Tutor of Flowers and Birds Painting Studio of China Renmin University of Art Institute)

People in Guangzhou are well acquainted with art with high appreciation. And the acceptance of collectors of Guangzhou Art Fair for classical oil paintings is far beyond my expectations.

-- Yang Rong, Art Director of British Shangsai Art Investment Company



I have heard from my friends a long time ago that I must go to participate in the Art Fair in Guangzhou, which is the most popular among the three major art fairs in China. This time, we have fully felt the professionalism of Guangzhou Art Fair. Although I often attend various expositions, it is Guangzhou Art Fair that gives me the sense of being at home.

-- Peng Lina, Chairman of Shanghai Dawei Cultural Development Co., Ltd.

Guangzhou is one of the birthplaces of the cradle of Chinese contemporary art and a city that well balances tradition with contemporary era. At the Art Fair in Guangzhou, the group of collectors tends to be younger with obvious trend of contemporary art collections. Collectors after the 1980s have become the backbone.

-- "Tamen+" Group

羊城晚报
YANGCHENG EVENING NEWS

廣州日報

南方都市报

網易艺术
fashion.163.com/art

sina 新浪收藏

大粤艺术

VOICE OF THE MEDIA

During the adjustment period of the art market, the 22nd Guangzhou Art Fair once again rose in contrarian trend, which not only expanded the scale of the exhibition, but the transaction volume at the venue closed at 660 million yuan, creating the highest record. The over-the-counter transactions and all kinds of parallel trade transactions were even more amazing.

-- Yangcheng Evening News

Guangzhou Art Fair has gone through 22 years with more and more high-end participating art institutions, growing international authority and the right to speak. It has become a "City of Arts" and an important window to show "the Voice of Guangzhou" and "the Beauty of the Flower City".

-- Guangzhou Daily

If Hong Kong Basel Art Fair brings the world of art to China, Guangzhou Art Fair is more inclined to localization — based on the local community, and strive to display Chinese art to the world.

-- Southern Metropolis Daily

Guangzhou Art Fair has become an international art fair with the longest history in China integrating market and academic functions, successfully exploring a path of development through mutual promotion of culture and economy.

-- Netease

Last year, even under the circumstance of shrinking national art collection market, that in Guangzhou developed rapidly, which proves that Guangzhou is a worthwhile cultural market.

-- Sina

Compared with large-scale works, small works is becoming a trend of Art Fair in Guangzhou and consumer art is becoming dominant in the market.

-- Tencent

ART, MY LIFE AESTHETICS

The 23RD Guangzhou International Art Fair (Spring)

Area Planning

International and Contemporary: international vision, brand exhibition, city impression

Famous Gallery Area: theme curator, gallery of famous artists

Area of Relaxation: cutting-edge potential, artistic creation, art derivation

Classic Collection: jewelry Hall, Hall of ceramics, purple-clay Hall, Hall of arts and crafts

1、For the brand, cross-border art has become an inevitable brand

The resonance of the brand and art, ensemble of the west and the east
More avant-garde than the brand, more unique than art

In recent years, more and more brands have been deploying art, holding art shows, sponsoring and supporting artists, collaborating with artists to launch joint-name products and establishing foundations, all of which have become common marketing models for brands. In today's globalization, cross-border development is an inevitable trend. Art has indeed brought about good marketing achievements for brands, which not only enhances the brand's sales performance, but also helps to shape the brand image, expanding the influence, and this is why more and more brands choose cross-border art.

| Brands are in favor of art exhibitions |

The combination of art and brand history and craftsmanship in exhibitions can, to a certain extent, guide some "consumers" who turn from high prices to brand followers. And such an interactive and interesting exhibition can nurture a portion of the younger group of brands and even allow these young groups to become loyal to the brand.

Through the exhibitions, brands can intuitively explain to consumers the source of inspiration for design and convey the concept and thinking of designers. This is an effective way to enhance consumer loyalty to the brand. Such a way of communication enables consumers to understand the brand and design and form emotional trust.

| Brands prefers to cooperate with artists |

Another common way of branded cross-border art is to work with artists to launch limited-edition items, and this has become a trend nowadays. Why do brands like to find artists to cooperate?

For some brands, cross-border cooperation with artists will not only enhance their artistic taste, but may even become a good medicine to reverse the dilemma of business operation. Japanese clothing brand Uniqlo's "reverse" through contemporary art is one of the cases.

2. For artists, cross-border is an extension of creation

The word "cross-border" in art is derived from the West and Picasso is a classic example of cross-border exploration. Picasso's creations are changeable in style and he completed his first ceramic work when he was nearly 67 years old. Since then, ceramic has become one of representative works in his later years.

In the 1950s to 1960s, Picasso commissioned the French writer Victor Hugo's great-grandson, the famous silversmith Francois Hugo, to make a series of gold and silver trays, bowls, plates and pendants in accordance with the model and design of ceramic works. The works were first published in the "Picasso -19 Silver Plates" solo exhibition held in Lever Gallery, London, England, and the Martignon Gallery, Paris, France in 1977, which became famous overnight. And they also turned a milestone in Picasso's art career, which not only confirms his status as a master of international art and the silver disc debut also let the public re-understand and appreciate his works of art other than painting.

Cross-border art creation is not only popular abroad, but also tried by a number of artists in China. For example, Huang Yongyu, the "genius" in the art world, whose creations have surpassed Chinese paintings, prints, sculptures, stamps, packaging designs, etc., has designed the Lunar New Year theme stamp "Monkey Stamp" which becomes a recognized classic in the field.

PLAYING THE CROSS-BORDER RHAPSODY OF ART TO SHOW THE MULTIPLE POSSIBILITIES OF ART

The 23RD Guangzhou International Art Fair (Spring)



3. For the market, the performance of cross-border market is remarkable

Cross-border art sought after by collectors has become a phenomenon on the market. The cross-border creations of artists not only expand their own artistic language, but also provide more possibilities for the expansion of the collection market.

Mei Wei, an expert at Sotheby's Painting Department, said the market for cross-border art works well. "The market of Picasso's pottery and silver plates continue to flourish, and the ceramic works of Zao Wou-ki and Chu Teh-chun, Chinese abstract masters in France, enjoy great popularity among collectors." Many well-known artists have already sold their works at high prices for a long time, but their cross-border artworks are often lower than the price of their main creations, "It is very appealing to many collectors to collect the works supervised by the artist himself at a relatively low price." Mei Wei said.

4. “Cross-border” has infiltrated all aspects

A more in-depth discussion of the phenomenon of "cross-border" art can no longer be covered by the "big cross-borders" and "small cross-borders" mentioned above. Art has become a strategic means of packaging and art "cross-border" has infiltrated all aspects. It can even be said that art has shown a state of "being cross-bordered" .

In addition to the cross-border application of arts and cities, arts and commerce, and fashion, arts cross-border can enter into a higher level of spiritual area and help to soothe the social pains. For example, Ai Weiwei and a number of artists try to call for intervention of artistic power in the field of social care and assistance.

HUACHENG HALL

The 23RD Guangzhou International Art Fair (Spring)

Open the feast of art cross-border

With "Flower City" Guangzhou as the main network,
Relying on new technologies, new forms and new materials,
Through multiple cross-borders between art and real estate, finance, fashion,
technology, tourism and brands
To create "Cultural Business Card of Guangzhou" and highlight the impression
of Guangzhou City
To spread "the Voice of Guangzhou"
And show "the Beauty of the Flower City"

In 2017, [Huacheng Hall] firstly launched at the 22nd year of Guangzhou International Art Fair, “Flower City Hall” , which not only allowed the domestic and international audiences to see a real, three-dimensional, comprehensive and open-mined flower city of Guangzhou through the platform of Art Fair, but also attracted the attention of the international art community, so that they have extensive contact with and awareness of the cultural image and artistic standard of the flower city of Guangzhou.

In 2018, Guangzhou Art Fair will face up to the challenges to create a new mode of development and show the new trend of Art Fair.

COMBINATION OF CITY AND ART
HUACHENG · IMPRESSION
ART AESTHETIC LIFE THEME EXHIBITION

What is the look of the flower city in the eyes of an artist? The Flower City Hall 【 Flower City · Impression – Art Aesthetics Life Theme Exhibition 】 will invite hundreds of artists worldwide to create collectively based on the theme of "Flower City Life Aesthetics" for integrated art creation of paintings, sculptures, floral installations and video interactions to create a new “flashpoint” for Guangzhou Art Fair, leading the continuous innovation and integration of art and fashion life in a cross-border manner, and promoting the exploration and progress of urban fashion culture and innovation industry. Either back to ancient times, or thinking of the moment, the topic selected will demonstrate the “Cultural Business Card of Guangzhou” , spread “the Voice of Guangzhou” and show “the Beauty of the Flower City” with the help of new technologies, new forms and new materials.

CROSS-BORDER REAL ESTATE
EFFECTIVE COMBINATION OF LIVING SPACE AND HUMANISTIC SPIRIT
PAINT THE OPTIMIZED LIVING MODEL

Under the background of the times, how to carry each other between urban space, culture and art, real estate industry and living environment? Since the 21st century, real estate investment has become one of the main engines of economic growth in China. However, with the continuous urbanization in our country, the real estate industry has entered the lower half of the “Silver Age” from the upper half of the “Golden Age” and people's demand for real estate format has also shifted from the perspective of spatial dimensions to soft content traits, from living conditions to living quality and living environment, which has become a homogeneous competition opportunity for the breakthrough of the real estate industry. The real estate industry began to show a trend of subdivision of distinctive concepts. Among them, “Art Real Estate” skillfully combines people’ s living space with the core of humanistic spirit to realize the involvement of art in life. Humanistic care and the spiritual world are integrated into the layout of real estate to create the optimized living model with real estate as a carrier.

CROSS-BORDER FINANCE
COMPREHENSIVE STRATEGIC COOPERATION OF ART AND CAPITAL
THE FUTURE IS PROMISING

The rapid development of art market enables art finance to enter into people’ s vision step by step. While people pay attention to the development of art finance, they feel that it is very difficult to synchronize the development of art and finance, or that there is still a long way to go for art finance to develop naturally. Because in many people's minds, it is not easy to link art to the market. Today, it is necessary to integrate arts with finance. To some people, it is no less than “nonsense” . It seems that the fashionable cross-border of art and finance is not so easy. However, the reality we face today is that the cross-border between art and finance is the trend of the times and that it is unavoidable.



CROSS-BORDER FASHION
FASHION STUDY CLUB
UNFOLDS THE TREND OF TOP FASHION

Fashion and art are two celebrities who were secretly in the social circle. If they meet at a cocktail party by accident, no one will deign to greet each other as if the other party were transparent. Now, they abandon the “ice” and cooperate hand in hand, becoming a pair of tacit understanding “partners” . For example, Elsa Schiaparelli painted Dali's works on the fashion and Yves Saint Laurent obtained inspiration from the works of artist Mondrian, launching the “Mondrian” series shocking the world. In the 21st century, such cooperation, in both fashion “germination” and follow-up promotion, is more positive and diverse. In the 23rd Guangzhou Art Fair (Spring), you can witness the complementarities of fashion and art.

CROSS-BORDER TECHNOLOGY
DOUBLE-ICON COMBINATION
EXPLORES THE CONTEMPORARY ART WITH ADVANCED TECHNOLOGY AS THE WAY OF PRESENTATION

“Art + Technology” is the most fashionable cross-border topic in 2017. From the “Great Artist” produced by a mobile phone brand to the future fantasy of zip, to the hit teamlab dance art exhibition, it has attracted attention of various circles. Interactive design, VR, games, robots, artificial internationd Art Fair (spring), etc. have gradually become the hot words in the art circle and the cross-border of art and technology is especially common. The 23RD Guangzhou International Art Fair (Spring) will also open up an area of art + science to make full use of space and interact with views to display a series of works such as images, sounds and light sources and devices through installation art, experimental music, audio and video, and space interaction aimed at letting the general public learn more about the charm of art and technology combination through different ways of interaction.

CROSS-BORDER TOURISM
THE COMBINATION OF ART AND TOURISM OFFERS NEW AMUSEMENT
CROSS-BORDER INTEGRATES HERITAGE CULTURE

Tourism itself contains the search for culture and art everywhere. However, the ingenious combination of the traditional tourism industry and the culture and art industry is the result of precise subdivision of the tourism industry. We will find that customized art tourism route has gradually become a tour choice for patrons and other travelers. For example, we will find the tours at the fair. This is precisely because with the popularization of art popularization, the consumption of art is going into public life and leisure through a variety of channels.

CROSS-BORDER BRANDS
“DE-COMMERCIALIZATION” OF BRANDS
ART CROSS-BORDER ENTERS THE “2.0 ERA”

The integration of luxury brands and art has prevailed for a long time. With the development of the art market, the “connection” between art and the brand is no longer a patent for luxury brands and has also become a hot choice among major middle-tier brands. The fiery merge of art and brand consumption not only strengthens the relationship between brand and art, but also further explains the popularity of artistic consumption. The artist infuses inspiration and thoughts into the brand's products to satisfy the demands of the brand. The brand brings a broader influence to the artists, improves the living environment of many edge artists and helps the marginal arts to be accepted by the mainstream.



The 23RD Guangzhou International Art Fair (Spring)

TWO ORIGINAL ART MUSEUMS
FOCUS ON ART TRANSFORMATION
INTERPRET THE CORE OF ART



6 MAJOR ACTIVITIES

【 Flower City · International 】 Asian Art Festival

Created and promoted by Guangzhou Art Fair Organizing Committee, the 【 Cross-border · Sharing | Asian Art Festival 】, relying on art and fashion art and life, intends to create a cross-border party with the most artistic and fashionable spirit, lead the continuous innovation and integration of art and fashion life in a cross-border manner, promote the exploration and progress of urban fashion culture and innovation industries, continue to subvert and integrate the core resources and contacts of various industries, strengthen the interaction and exchange among the high-end groups in various circles and build the largest market-oriented art · fashion cross-border integrated platform in South China with strong social influence .

【 Future · Open 】 Global Forum of New Ideas in Art Development

Guangzhou Art Fair builds a platform, adhering to the principles of open, professional, extensive and interactive, inviting world-renowned art agency heads, artists, collectors, media people, curators, critics and other elites in the art industry to have authoritative interpretation, extensive exchange and in-depth study of the cultural industry, which will diagnose the trend of the cultural industry especially the art market, explore and discover new ideas of global art development, promote Chinese culture and the arts to discover and seize new opportunities for development ahead of schedule in line with international standards.

【 Aesthetic Stroll 】 The art director takes you around the Art Fair

“The art director takes you around the Art Fair” has always been the customized service provided to VIP collectors by Guangzhou Art Fair. Based on the collection customs of VIP collectors, we will customize the route of travelling led by the art director of Guangzhou Art Fair in person to explain art in-depth in a simple way and lead them to the stands of related participants, which will directly promote art consumption. VIP customers can appreciate the beauty of art, feel literary atmosphere, nourish the soul and change consumption psychology and habits while listening to the explanation.

【 Easy Art 】 Easy Art · Easy Life Exhibition Area

The fast pace of life now gives people too much burden and stress. In order to add fun to the ear seeking speed and efficiency, light blog, light music, light novel and light life has become new way of life highly regarded by people. Light Art · Light Life Exhibition Area is just created under these circumstances, designed to give art lovers

【 I can paly Art Festival 】 Area of Art Derivatives

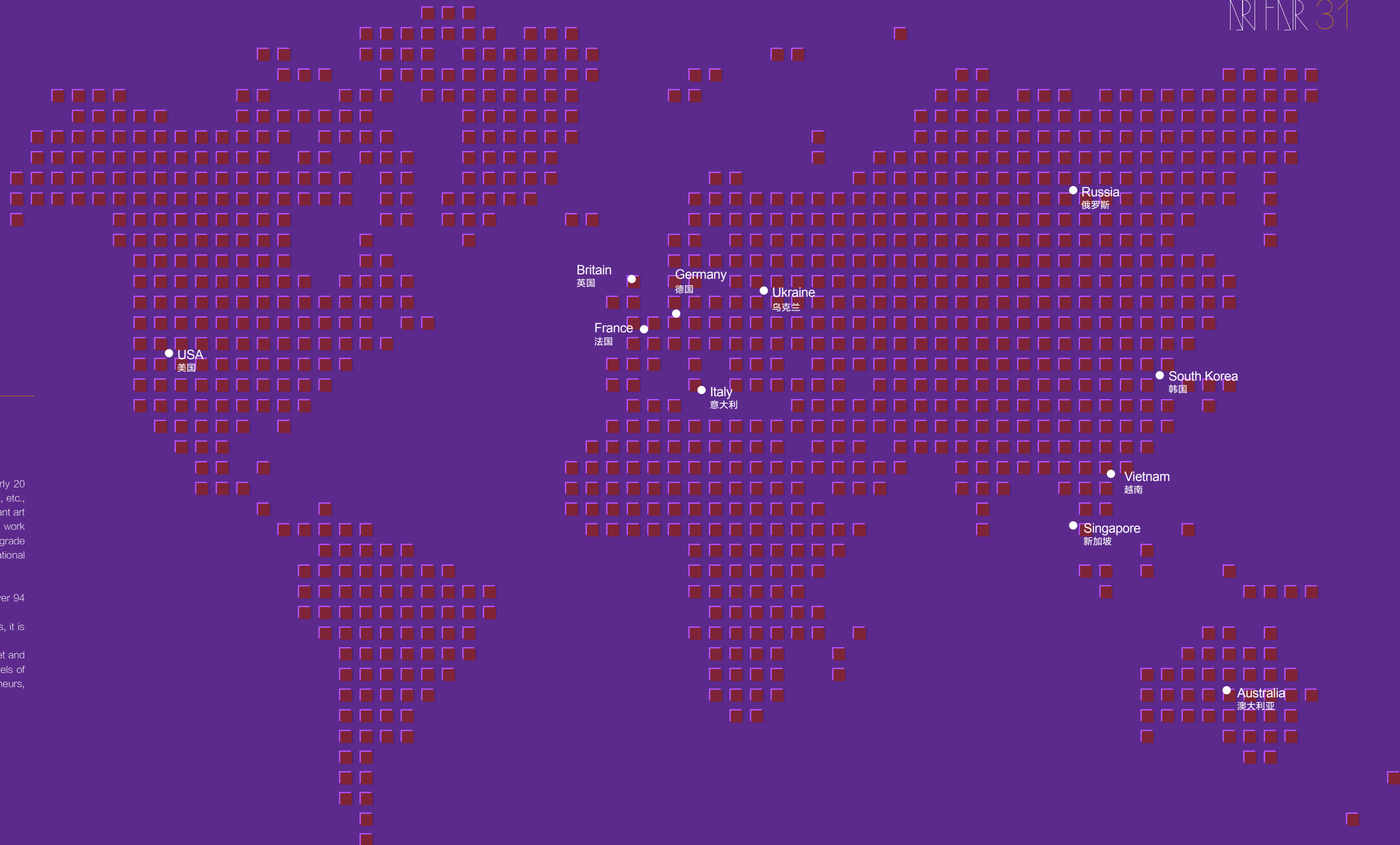
Art derivatives have long been recognized by the mass art consumer market as they transform “art” into life as well as presenting a new way of seeing and experiencing life, coupled with a more acceptable price factor than the original works. Area of art derivatives, independently planned in this year's Art Fair, is represented by a series of art derivatives created around popular life. It will bring a whole new sensory experience to the audience.

GLOBAL EXCHANGE OF ART

International exchange of art will result in new transformation of the circle.

Since 2015, Guangzhou Art Fair Yiqi Global Exchange activity has been held nearly 20 countries and regions such as Italy, Singapore, Malaysia, South Korea, Japan, Russia, etc., attracting extensive attention in the industry. It is of far-reaching significance for important art organizations and artists all over the world to take this opportunity to get together and work together to promote the development of art value. In 2018, Yiqi Global Exchange will upgrade again to establish a comprehensive exchange and cooperation system among international artists and art institutions.

A whirlwind in cultural and art circles sweeping across the continent blows across over 94 cities and 53 countries to create “Davos” in the cultural and artistic circles. With 200 media keeping tracking and tens of millions of propaganda media resources, it is fully covered online and offline; It is the forefront and most authoritative interpretation of the trend of the cultural market and an event of experience and wisdom exchange! Leaders of cultural systems at all levels of government will also take part in the exhibition. Participants include collectors, entrepreneurs, art lovers, art organizations, artists, art critics, curators and other social elites.





10 BIG THEME EXHIBITION

【 Extension · Conversation 】 Belt and Road Summit Art Invitation Exhibition

The "Belt and Road" connects and intertwines ancient civilizations with modern life and constitutes a contemporary rich cultural landscape. The Belt and Road Initiative for the Peak Art Invitation takes ancient civilizations and contemporary society as objects of artistic observation and performance, discovering and understanding the cultural connotations of different nationalities and countries, displaying the humanities, histories and customs in different regions, so that it is to enrich the performance of Chinese artists and inspire new artistic perceptions, thoughts and pursuits.

【 West Dialect · East Language 】 Chinese and Western Art Exchange Exhibition

Since 2018, the Sino-Western Art Exchange Exhibition will serve as one of the normalized thematic exhibitions of the Guangzhou International Art Fair. Through the reflection of different life forms and life practices by Chinese and Western artists, it reflects the contrast between different socio-cultural rhythms in Chinese and western countries. It abolishes both Chinese and foreign, past and present artistic boundaries, and shows a new state of art symbiosis.

【 Space · Conversion 】 Art Life Theme Exhibition

The theme exhibition of art life is a multi-media, all-round and three-dimensional sensation of life that combines creative living space, conceptual home furnishing works and precious metal art supplies. With the lively atmosphere of the art, you can enjoy the design of life artists and feel fine and healthy lifestyle.

【 National Media Alliance 】 Media Recommended Artist Theme Area

For the first time, Guangzhou Art Fair will develop a media-themed artist theme zone, participated by well-known artists recommended by professional and influential media. With international artists as the core and unlimited works on shown, the Guangzhou Art Fair will explore new trends in the art market.

[Contemporary · Emerging] Asian Potential Artist Recommended Exhibition

The two themes of "contemporary" and "emerging" seem to have become a hot spot in the art industry this year. As a veteran of the art fair industry, the 23RD Guangzhou International Art Fair (Spring) boldly enabled new curators to vigorously create a group exhibition featuring contemporary and emerging artists with a high-profile highlight of the artistic energy of the younger generation.

【 Art Front 】 New Media Art Theme Area

New media art is a new art discipline based on optical media and electronic media. It originated from the 1960s when multimedia also meant some sort of comprehensive revival for art. In China, the development of digital technology has enabled new media art to be more widely recognized and practiced by young artists. Compared with the traditional art form, the new media art brings a refreshing feeling with its special creation style. In the current Guangzhou Art Fair, the organizing committee invited five young new media artists so you can expect to see how free they are to switch between the traditional and modern.

【 Portrait of the Era 】 Realistic Character Theme Exhibition

"Portraits" refers to the characters that represent a particular historical period. This theme exhibition uses the generalized "realistic portrayal" as a starting point to start the narrative. The definition of portraits is relatively broad, covering not only the traditional concepts of avatars, busts and whole body portraits, but also the symbolic symbols of local and referential figures of the human body. Such a definition can diversify the meanings of "portraits" on different levels and thus provide the audience with the possibility to interpret them in all aspects.

[South and North] South and North Artists Exchange Exhibition

The ten artists participating in the exhibition respectively grew up and worked in the south and the north, each with their own distinctive language, showing a different kind of interest under the nourishment and culture of different regions. They express their personal cultural identity in the realistic, freehand and pictorial language, and at the same time, express their individual artistic feelings. Meanwhile, they form their language with stylistic style and era stamp. In the use of traditional media, they endue the new era a variety of states caused by the cultural collision, which in turn gave birth to a conscious expression and a pattern of artistic conception.

【 Artists for Life 】 Mass Art Consumer Theme Area

A better life has become a yearning. The art consumer goods which meet the good life will be rich and diverse, and the cultural industries related to a better life will usher in a significant growth. Art consumption will become the pursuit of a better life for more and more people. The current Guangzhou Art Fair has opened nearly 2,000 square meters of public art consumption exhibition area. All artworks are personally selected and sold by the Organizing Committee to ensure the quality of the works as well as the public's more acceptable prices. We aim to point out a new direction for the art consumption, provide new ideas and integrate the industry resources.

【 Light Luxury Trip 】 International Art Jewelry Fair

Jewelry, endorsement of modern lifestyles. It has the shine of gems, the hardness and softness of metal, the creativity of design, the workmanship of craftsmen. Jewelry has become not only one of the artistic endorsements of life, the portrayal of personal style, but also equipment of fashion and charm. In 2017, the over-one-thousand square international art jewelry boutique exhibition won great success. This year, the Guangzhou Art Fair continued its feast of jewelry themes with an area of over 1,500 square feet and an interactive experience on site to bring attendees a fresh look.

第23届春季广州国际艺术博览会

THE 23RD GUANGZHOU INTERNATIONAL ART FAIR (SPRING)

琶洲广交会展馆C区14.2 / 15.2 / 16.2馆

2018 06.22—25

Hall 14.2, 15.2 and 16.2, Area C ,
China Import and Export Fair Complex ,Guangzhou

16.2馆 花城馆(国际与当代)

Hall 16.2 Huacheng Hall (International and Contemporary)

展位价格：2000元/m2（光地：1700元/m2）

注：双通道加收10%

展板规格：高 3.5m

Standard booth price:RMB2000/m2
(Empty Space:RMB:1700/m2)
Note:two-path booth will add 10%
Standard panel:3.5m in heigh

15.2馆 经典馆(经典与品牌)

Hall 15.2 Classic Hall （Classics and Brand）

展位价格：1800元/m2（光地：1500元/m2）

注：双通道加收10%

展板规格：高 3m

Standard booth price:RMB1800/m2
(Empty Space:RMB:1500/m2)
Note:two-path booth will add 10%
Standard panel:3m in height

14.2馆 收藏馆(国粹与精品)

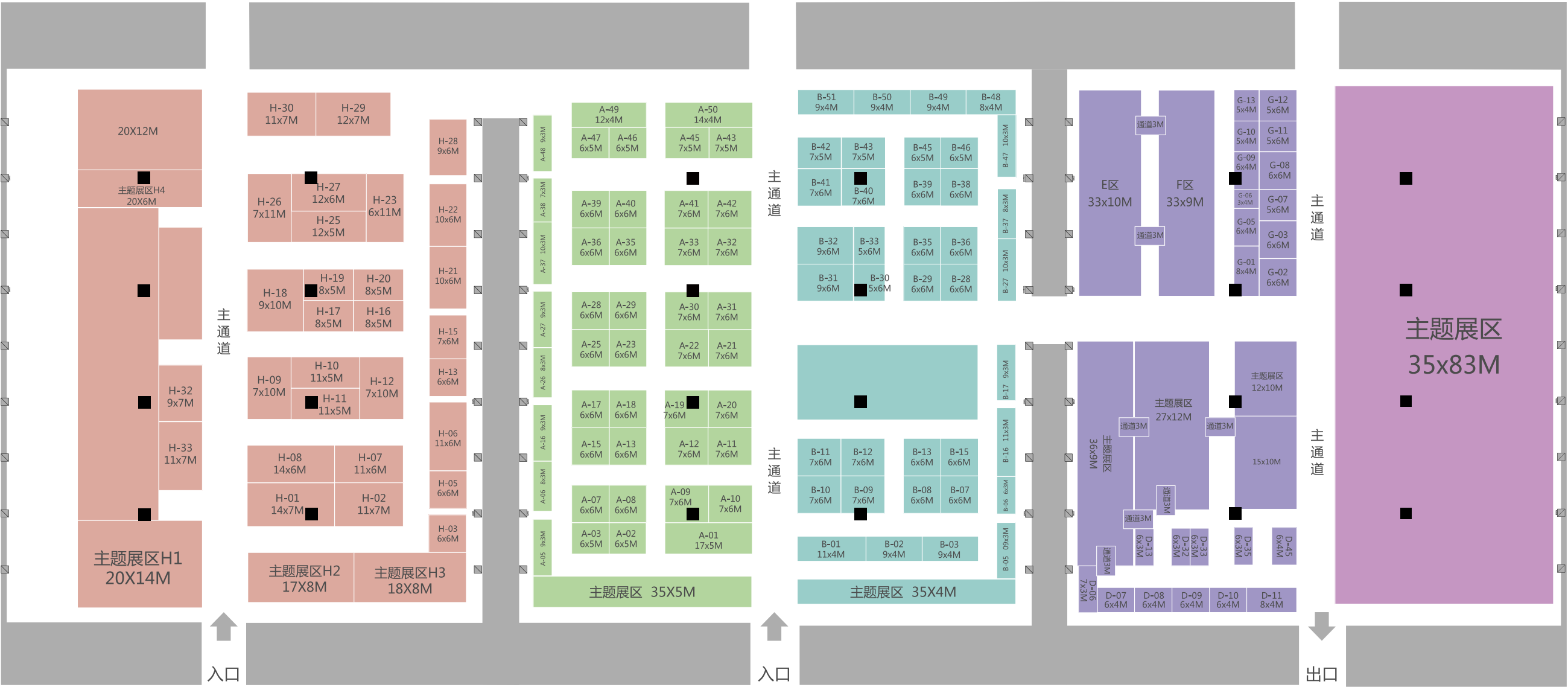
Hall 14.2 Collection Hall （Chinese Quintessence and Extraordinary Arts-Crafts）

展位价格：1400元/m2（光地：1100元/m2）

注：双通道加收10%

Standard booth price:RMB1400/m2
(Empty Space:RMB:1100/m2)
Note:two-path booth will add 10%

- H区 国际与当代区
- A区 名品画廊区
- B区 轻松艺术区
- C区 收藏经典区
- D区 收藏经典区



16.2馆 花城馆

Hall 16.2 Huacheng Hall

15.2馆 经典馆

Hall 15.2 Classic Hall

14.2馆 收藏馆

Hall 14.2 Collection Hall

PROCEDURE FOR PARTICIPATING IN THE EXHIBITION

参展流程

1. 资料提交：

报名参加展览的参展商，应在截止日期前向组委会办公室提出参展申请，并提交真实、准确和完整申请材料。如展商提供虚假信息或展出伪作，组委会有权要求展商采取措施予以改正，如不改正者可取消参展资格。如被取消参展资格，展商预交的展位费将不予退还，造成其他损害的，参展商还应负赔偿责任。如参展商的行为造成第三方损失，参展商应独自承担一切责任。

1.Data submission:

Exhibitors applying for participating in the exhibition should submit the application to GATF Organizing Committee Office before the deadline and submit true, correct and complete application documents. If an exhibitor provides false information or exhibit counterfeits, the organizing committee has the right to require the exhibitor to take corrective measures and has the right to disqualify those who do not correct mistakes. If an exhibitor is disqualified, the prepaid booth fee will not be refunded to the exhibitor. If other losses are caused thereby, the exhibitor shall be held responsible for compensation. If the exhibitor's behavior causes a third party's losses, the exhibitor should bear all responsibilities.

2. 资料转载：

参展商须向组委会提供参展商品的详细、完整的资料和信息，组委会有权将以上资料和信息用于任何形式的非盈利目的宣传。

2.Data reprinting:

Exhibitors should provide detailed and complete data and information about their exhibits, and the organizing committee has the right to use the above data and information in any form for non-commercial publicity.



3. 展位安排：

组委会按照展品类别、参展商报名和缴纳展位费的时间先后顺序，参照参展商的选择并结合展览的整体布局来确定展位。本组委会有权对展位的整体布局进行调整（调整前与参展商进行沟通）。

3.Arrangement of exhibition booths:

The organizing committee will arrange booths according to the classification of exhibits, time order of the exhibitors' application and payment for the exhibition fee, the exhibitors' choice and the integral layout of the exhibition. The organizing committee has the right to adjust the overall layout of the booths (we will communicate with the exhibitors before adjustment).



4. 展位使用：

参展商在支付全额参展费用后，即获得展位的有限使用权。参展商无权将展位全部或部分，有偿或无偿转让他人；参展商在展览期间展出的展品必须与申请材料一致。组委会有权禁止任何不符合展会要求的展品展出。参展商如发生上述行为的任何一种都将被视为违约，组委会有权取消其参展资格，已缴所有参展费用不予退还，造成其他损害的，参展商应负赔偿责任。

4.Use of exhibition booths:

The exhibitors will obtain the limited right to use their booths after paying off the exhibition fees. The exhibitors have no right to transfer their booths completely or partially to others with or without compensation. The exhibits displayed during the exhibition must be consistent with what is described in the application documents. The organizing committee has the right to prohibit any exhibit not meeting the requirements of the exhibition. An exhibitor will be regarded as default if having any of the above behaviors, and the organizing committee has the right to disqualify the exhibitor. All prepaid exhibition fee will not be refunded, and the exhibitor shall be held responsible for compensation if causing other losses.

5. 展品销售：

参展商品在展览现场由展商直接销售，并按照国家相关规定自行缴纳相应的税款。展出商品摆放在租用展位内，不得摆放在地上或占用通道。

5.Sales of exhibits:

The exhibits shall be directly sold by the exhibitors on the exhibition site, and the exhibitors shall pay corresponding tax according to relevant national regulations. The exhibits shall be placed inside the rented booths and shall not be placed on the floor or occupy the passageways.

EXHIBITION OBJECTS

展会对象

参展对象 / EXHIBITORS

艺术机构、艺术金融机构、艺术生活馆、创意产品经营者、文创产品经营者、艺术衍生品经营者、艺术家、艺术工作室、红酒机构、与艺术相关的品牌等；

Art institutions, art financial institutions, art living museums, creative product operators, cultural and creative product operators, art derivative operators, artists, art studios, wine agencies, and art-related brands;



1. 优惠办法

2018 年 03 月 01 日前申请展位给与 8 折优惠；
2018 年 4 月 01 日前申请展位给与 8.5 折优惠。

1. Discount Method

Applicants can be given 20% discount if applying for the booth before March 31, 2018;

Applicants can be given 15% discount if applying for the booth before April 1st, 2018;



买家群体 / BUYERS

中国银行、私人银行、瑞士银行会员、全国各地收藏家协会成员、地产、汽车、红酒、互联网行业；家居、咖啡、百货商场等高端消费区域 VIP 会员；珠三角、东南亚城市高知、中产阶层；其他同类展、周边产品展共享买家；广州国际艺术博览会 22 年积累的 25 万买家资源；

Bank of China, private banks, members of Swiss Bank Corporation, members of associations of collectors nationwide, real estate industry, automobile industry, wine industry, and the Internet industry;

VIP members of home furnishing shopping centers, cafes, department stores and other high-end consumption places ;

High-level intellectuals and middle class in the Pearl River Delta region and the Southeast Asian cities;

Buyers at other similar exhibitions and surrounding product exhibitions;

250,000 buyers that GIAF has accumulated in the past 22 years.

专业观众 / PROFESSIONAL AUDIENCES

艺术家、艺术院校师生、批评家、评论家、媒体工作者、记者等；

Artists, teachers and students from art academies, critics, reviewers, media workers, reporters etc;

普通观众 / GENERAL AUDIENCES

普通艺术爱好者，大众人士；

General art lovers, and common people;



Participation Fees

参展费用

备注：

预付金不得低于 50%，一次性付清所有参展费用的额外给与 9.5 折优惠；

Remark:

Prepaid money shall not be less than 50%, one-time payment of all participation fee to be given an additional 9.5 discount;

EXHIBITION INFORMATION
参展须知

1、参展机构所提交的申请材料需确保真实、准确和完整，虚假材料所造成的任何损失，由参展机构承担。组委会有权将材料用于非盈利目的宣传。

1. The application materials submitted by the exhibitors must be real, accurate and complete. Any losses caused by false materials shall be borne by the exhibitors. The Organizing Committee reserves the right to use the materials for propaganda purposes other than for profit.

2、本会有权对展位的整体布局进行调整（调整前与参展商进行沟通）。

2. The Committee reserves the right to make adjustments to the overall layout of the booth (to communicate with exhibitors before adjustment).

3、参展商直接销售作品，并按照国家规定缴纳税款。作品不得摆放在通道或地上；不得现场作画及表演（ 本会安排除外）， 否则组委会有权清理且展位费不予退还。

3. Exhibitors can sell works directly in accordance with state regulations to pay taxes. Works shall not be placed in the channel or on the ground; not allowed to paint and perform on the spot (except for the arrangement); otherwise the Organizing Committee has the right to clean up and the booth fee will not be refunded.

4、参展商无权将展位全部或部分，有偿或无偿转让他人。参展商如违约，组委会有权取消其参展资格，且参展费用不予退还，造成的损失，由参展机构承担。

4. Exhibitors shall not be entitled to transfer the booths in whole or in part, either paid or unpaid. In case of breach of contract, the Organizing Committee reserves the right to cancel its participation qualification and the exhibition fee will not be refunded. The losses incurred shall be borne by the exhibitors.

5、展期展出的展品须与申请材料一致。若参展商展位出现不符合展会要求的展品，组委会有权取消其参展资格，且参展费用不予退还，造成的损失，由参展机构承担。

5. Exhibits on display must be consistent with the application materials. Exhibitors who do not meet the requirements of the exhibition will be disqualified by the organizing committee. The exhibition fee will not be refunded. The losses incurred shall be borne by the exhibitors.



2018 春季广州国际艺术博览会组委会

2018 Spring Guangzhou International Art Trade Fair Organizing Committee

策展团队 / Exhibition Planning Team

艺术总监 /Art Director
彭文斌（ Wenber）

执行总监 /Executive Director
魏湘洋（ Wei Xiangyang ）

总监助理 /Director Assistant:
陈 军（ Chen Jun ）

媒介总监 /Media Director:
栾平平（ Karol-Luan ）

文案策划 /Copywriting Planner:
李紫瑶（ Li Ziyao ）

首席设计 /Chief Designer:
曾木森（ Zeng Musen ）

设计助理 /Assistant Designer:
蔡 馥（ Cai Fu ）

整合传播 /Integrated Communicator:
李树金（ Li Shujin ）
曹力元（ Cao Liyuan ）

展览服务 / Exhibition Services

客户总监 /Account Director:
吴 浪（ Wu Lang ）
李 想（ Li Xiang ）

总监助理 /Director Assistant:
蔡耀纬（ Cai Yaowei ）

艺术顾问 /Artistic Consultant:
王小焕（ Wang Xiaohuan ）
何洁文（ He Jiewen ）
梁夏尔（ Sarah Liang ）
沈 浩（ Shen Hao ）
邹 璇（ Zou Xuan ）
王 朋（ Wang Peng ）

6、详见第 23 届春季广州国际艺术博览会《参展手册》。最终解释权归广州国际艺术博览会组委会所有。

6. Please refer to the 23RD Guangzhou International Art Fair (Spring) Exhibitor Manual for details. Rights reserved by Guangzhou International Art Fair Organizing Committee.

参展作品题材范围： / Exhibits subject theme range:

国画、油画、书法、版画、雕塑、影像、装置艺术、工艺美术等原创艺术；

Chinese painting, oil painting, calligraphy, printmaking, sculpture, video, installation art, other original arts and crafts;

艺术衍生品；
Art derivatives;

红酒、时尚品牌、艺术旅游、艺术教育、艺术地产、艺术金融、艺术品牌等跨界艺术。

Wine, fashion brands, art tourism, art education, art real estate, art finance, art brands and other cross-border art.

