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ART BRUSSELS 2013



OnFair Young Collectors arose from 3 young entrepreneurial ladies' passion for art. Alina Sartogo, Beatrice Maccaferri and Oliva Sartogo decided to launch this revolutionary and contemporary initiative with the aim of enabling young art collectors to better penetrate and appreciate today's international art scene. The idea is to create **an international forum for young art collectors**, a strong network of young and talented people within the art field. And the way to

do it is to gather these young people, during the most important art fairs in the world.

The moving force behind this entrepreneurial activity is a dynamic group pooling together young intellectuals and art enthusiasts from all over the world. Today, 7 months after its foundation, OnFair counts **more than 100 members**.

With the support of each fair and its VIP organization, Onfair prepares an intense and specific program enabling its members to discover the city's art scene in detail. OnFair's editions include guided tours of museums and exhibitions, visits to private art collections, private meetings with prestigious artists who will explain their work and share their conception of art, cocktails in special art related locations and various other events depending on the city in which the edition takes place. Such events are meant to provide OnFair members with the **unique opportunity to develop their knowledge of art** and share their interests during an entire long weekend in the context of prestigious art fairs.

After its great success at FIAC 2012, and later on at Arco Madrid and MIart in 2013, OnFair's fourth edition will take place **for ArtBrussels from 18 to 21 April**.

OnFair program will include a series of events:

- A private visit of the Vanhaerents Collection in presence of Mr Walter Vanhaerents;
- An exclusive tour of Brussels' most important art spaces including Muse Program (architect Marc Corbiau's artist residence), Argos, la Maison Particulière, Wiels and La Loge;
- A cocktail and private visit of the Gallery Paris-Beijing with the director Caroline Courly, thereby discovering one of Brussel's famous Maison Horta while looking at Chinese artist Liu Bolin's work;
- A night tour in Brussels' gallery district;
- An exclusive viewing of Peter Peri's exhibition at Agnes Rein Gallery in presence of artist Peter Peri and gallery director Jason Cori; and
- A private visit of Agnes Rein's art collection.

Today, at the management and leadership of the various initiatives: Mercedes Lámbarri Altamira, who leads the project together with the three co-founders as of September 2012, Ilaria Sgaravato who is in charge of the communication strategy, Olivia Farry (sponsorship and special events), Costanza Giuliani, Elica Sartogo, and Carolina Cataldi Pedrosa (e-marketing and digital strategies).