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## ONFAIR YOUNG COLLECTORS GOES TO ARCO MADRID



OnFair Young Collectors was founded by 3 young entrepreneurial ladies Alina Sartogo, Beatrice Maccaferri and Oliva Sartogo sharing a common passion for Art. The objective of this Club is to gather young art collectors during art fairs and enable them to have both a professional and an enriching experience through a series of events specifically designed for young people.

The idea is to develop an international forum for young art collectors to share experiences, information or opinions on art as well as foster potential business related interaction and

professional cooperation. It is a dynamic entity that pools together young intellectuals and art estimators from all over the world. Members range from art experts to leaders in media, fashion or the financial industry as well as artists, gallerists, businessmen, writers, lawyers and etc.

OnFair offers its members the opportunity to participate in prestigious art events during various art fairs around the world. Through guided tours of private art collections, conferences by various art experts, exclusive cocktails and other social gatherings, OnFair creates a truly engaging experience for young art collectors. Said programs are especially coordinated by Mercedes Lámbarri Altamira, who leads the project together with the three co-founders as of September 2012.

After its great success at FIAC 2012, OnFair organizes a series of events during ARCOmadrid. The Spanish fair is a formidable spotlight to challenge OnFair's popularity and ambitions in the Spanish and Latin American market.

OnFair events during Arco will include: private visits to Reina Sofia Museum, Espacio Valverde and Lucia Vallejo's Studio, a conference with Ezra Konvitz, co-founder of Art-Stack and a breakfast at Centro do Arte Dos de Mayo as well as a visit to Ivorypress and to Artelateral. Thanks to OnFair's partnership with Arco and Just Madrid Art Fair, members will also have access to both fairs' VIP programs.

Today, at the management and leadership of the various initiatives: Costanza Giuliani, Olivia Farry, Elica Sartogo, Ilaria Sgaravato and Carolina Cataldi Pedrosa. A special thank goes to Adriana Marin Huarte, who coordinated OnFair's program for Arco.

After FIAC 2012 and Arco 2013, OnFair will reach 2 fairs in April