

# AR CO

## Lisboa

organiza



IFEMA  
Feria de  
Madrid



LISBOA  
FEIRA DE ARTE  
CONTEMPORÂNEA

**15 - 17 de May  
2020**

**Feira  
Internacional  
de Arte  
Contemporânea**

Internacional  
Contemporary  
Art Fair

[Arcolisboa.com](http://Arcolisboa.com)

# 20

## **ARCOLISBOA: PREPARING THE FIFTH EDITION**

After the decision to internationalise ARCO, the historic Madrid art fair, and the four successive iterations of the event held in Lisbon to huge success, ARCOLisboa has become the most important annual contemporary art event in Portugal.

The international contemporary art fair has been held in the historic building of the Cordoaria Nacional, the former rope-making factory dating back to the 18th century, ever since its first edition.

This venue, strategically chosen by the organisers, provides the ideal conditions for a fair of controlled dimensions – 1,000 metres of length, with natural light, in an area known for its intense cultural activities (Belém).

The visibility generated by this event – both inside and outside the venue – the attracting of an ever larger and demanding international audience, the growing involvement of cultural institutions - national and international, and an increasing number of partners, have turned this event into a true dynamo and promoter of cultural tourism in Lisbon.

**ARCOLisboa in numbers**  
(based on the 2019 edition)



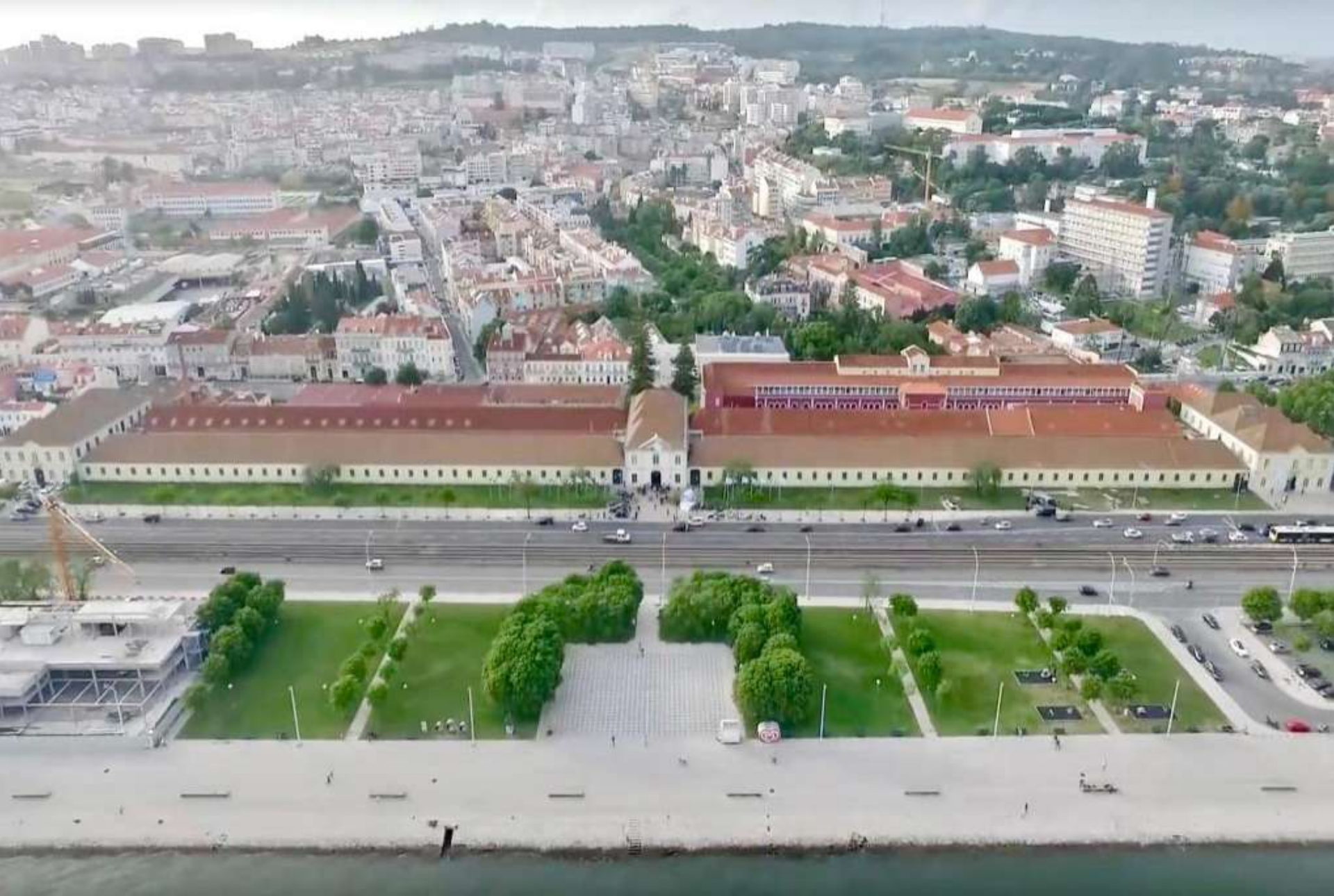


- 71 participating galleries
- 17 represented countries
- More than 300 represented artists

- **11,000 visitors to the Cordoaria;**
- **Over 1,000 professionals involved:** artists, gallery owners, curators, critics, teachers, journalists, etc.
- **94 international art collectors** invited by ARCOLisboa;
- **10,000 VIP invitations** sent by mail to the national and international database;
- A minimum estimate of **6,000 visitors** to the official parallel programme outside the Cordoaria.







Cordoaria Nacional

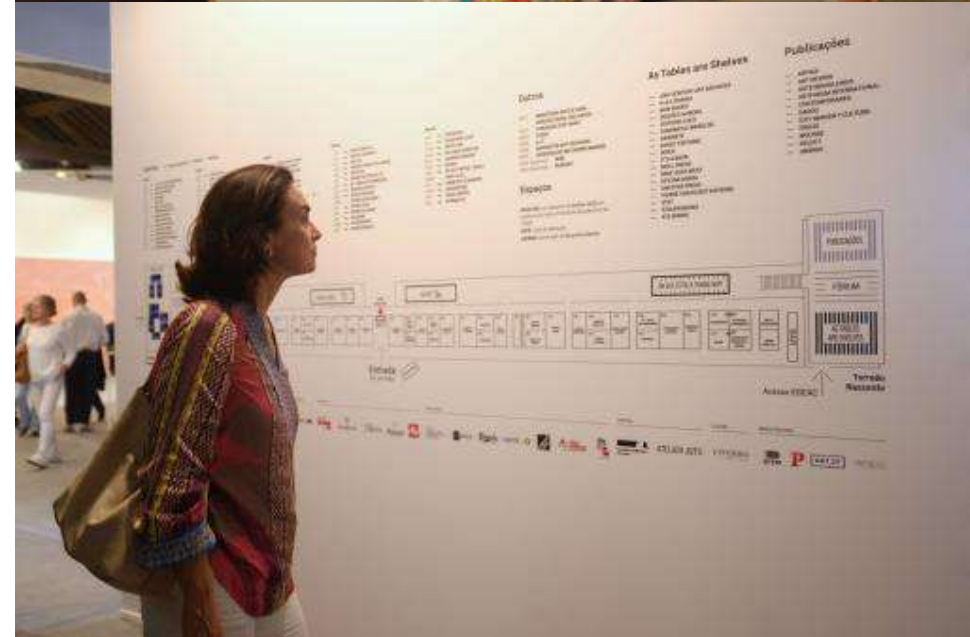
## **Programming**

ARCOLisboa is more than an art fair. Since it was first held, it has become a genuine art week in Lisbon, with a huge programme that includes talks and discussion forums, organized tours for exhibitions, openings, presentations of private collections, artistic performances, art gallery mornings in various neighborhoods around the city, and meetings between professionals and representatives of national and international cultural institutions.

This intense agenda embraces spaces inside and outside the Cordoaria, as part of the official parallel programme of ARCOLisboa.

## Programme at the Cordoaria

Alongside the art galleries represented at the fair that included in 2019 a special section focused in African art, ARCOLisboa numbered around 40 activities and events organised inside the Cordoaria, amongst which exhibition openings, art award ceremonies, the ARCOLISBOA forums, museum encounters, academic meetings, art book launches and corporate events.





## Of which we highlight the following:

- A section wholly dedicated to the **individual art projects**;
- **African Focus** with 5 African galleries represented;
- The **ARCOLisboa Forum** dedicated to themes such as museology, and collecting;
- The **“What am I working on”** programme which over 3 days presented innovative institutional and independent art projects;
- The **“Friends of my Friends”** programme which brought together representatives and friends groups from 25 national and international museums;
- **“Art and its Audiences”** academic talks which brought 500 students and lecturers from 9 Portuguese universities and art schools to the fair;
- **Guided tours** by curators to the fair contents, for companies and private parties;
- The **“Art Libris”** section entirely dedicated to the presentation and launching of art publications.

The art publications area “Art Libris” and meeting of art teachers in the Lounge space



Corporate guided tour to the fair galleries and projects  
Individual projects, Torreão Poente.

“What am I working on” Students from several art institutes participating in an organized debate with the Minister of Culture  
Art collector Armando Cabral with students from Escola das Belas Artes



## **The official ARCOLisboa parallel programme in the city included:**

- 37 cultural events,
- 18 group visits to museums and private collections organised for the VIP, collectors and international journalists invited;
- An exclusive tailor made programme for international collectors;
- 3 Morning Galleries, organized by neighbourhood
- 22 museums and cultural spaces in Lisbon, Porto and the Alentejo, associated to the programme, who opened free of charge to ARCOLisboa VIP card holders for the duration of the fair.



Parallel program: Maat private visit, collectors lunch, ARCOLisboa / Lux party, Opening of collective show and party Not - a – Museum, at Palais Castillho



Private guided tour by João Pinharanda to António Cachola's collection at Palácio de São Bento – Prime Minister official residence, ARCOLisboa farewell dinner by Soho House.



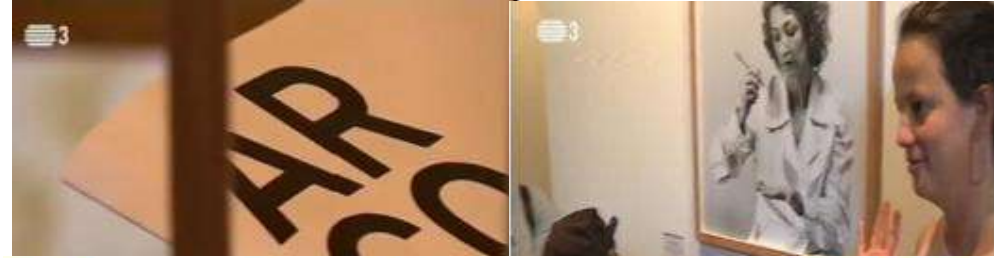
International collectors dinner hosted by Quintela & Penalva – at the library of the Ancient National Art Museum  
Private tour to Rui Chafes exhibition guided by the curator and the artist.  
Opening of collective show and party Not - a – Museum, at Palais Castilho



MAAT - Opening exhibitions & AFTER-PARTY ARCOLisboa

## Communication

- In the city
- Average coverage - ROI
- Campaigns
- International projection



## Today starts the prestigious contemporary Art Fair ARCO in Lisbon

From 17th to 20th of May Lisbon will focus the attention of collectors, galleries, artists and art professionals from all over the world



## Bilancio più che positivo per ArcoLisbona spagnole esp **A feira cresceu**

**Fechou 3.<sup>a</sup> Visitantes**

Mais vendas, mais colecionadores, mais vitórias ganhou em todas as frentes. A 4.<sup>a</sup> edição será ur

TEXTO ALEXANDRA CARITA

A 3.<sup>a</sup> edição da ARCOLisbona - Feira Internacional de Arte Contemporânea de Lisboa terminou ontem com saldo posi-



## Refresh Your Art Collection at Spring's Best Fairs and Auctions

By Margaret Carrigan • 03/20/18 8:30am



ARCOLisboa publicity on the CP railways



ARCOLisboa publicity in Lisbon's Restauradores, Comércio e Luís de Camões Square– May 2018, 2017 and 2019

- Average ROI in Portugal and Spain: 6.265.294 € ( 2018 - 4.681.878 €)
- 248 accredited national and international journalists
- 15 international journalists invited by ARCOLisboa;
- Media Partners: SIC, jornal O Expresso, Artsy, Partners – comunicação
- More than 100 articles published outside the Iberian peninsular space;
- City-wide campaign: Carris, CP, flags, banners and 3 weeks of advertising on Lisbon's municipal hoardings.

## What they say about ARCOLisboa





“After two years – and not ten or twenty – this is like a completely different country and completely different ARCO. And it is... [...] This ARCOLisboa is much more outward looking and that is because of a togetherness and convergence between Portugal and Spain, as in both countries someone understood that this fair in Portugal was essential.”

**Marcelo Rebelo de Sousa, inaugural speech for ARCOLisboa 2018**

“Today, Lisbon is a global, cosmopolitan and open city at the crossroads between cultures, experiences and artistic languages. ARCO plays an important role in consolidating this image and is an important moment in the city’s cultural life. It was through ARCO Fair that we have managed to assert Lisbon as a global art and culture market.”

**Fernando Medina, 16th May 2018.**

"It is a responsibility and a duty of the government to promote the contemporary art"

**António Costa, Prime Minister of Portugal, May 2019**

People are increasingly planning for this moment in association with ARCOLisboa and creating a network that increases the visibility of the country and projects the talent of our artists and cultural agents. The ability to unite efforts, projects and cultural organisations is one of the successful factors in the growth of ARCO in Lisbon and the visual arts sector as well."

**Portuguese Secretary of State for Culture, Miguel Honrado. May 2017**

"We have been the main patron of ARCO Lisboa since its first year, when Carlos Urroz presented us with a challenge. For us, the EDP Foundation's affinities with MAAT are obvious and were inaugurated in 2016 with this prestigious international contemporary art fair. ARCO has had a decisive role in disseminating contemporary art in Lisbon to the general public and also in promoting artists and Portuguese art galleries in an increasingly globalised market."

**Miguel Coutinho, Trustee and General Director of the EDP Foundation. May 2018**





“The EDP Foundation and MAAT are renewing their association for the third time with ARCOLisboa. With the synergies generated around the impulse this event brings to internationalising the artistic panorama in the Portuguese capital, an authentic Art Week that benefits all the actors and institutions of the art world in Lisbon and Portugal has been born.”

**Pedro Gadanho, Director of MAAT**

“ARCO LX is an excellent moment for the capital’s museums to show their collections and exhibitions internationally. At the Gulbenkian Museum, during the week of the fair, the number of requests for visits by collectors, gallery owners and other art world professionals tripled.”

**Department of Communication, Calouste Gulbenkian Foundation**

“ARCO is a catalyst and platform for projecting these galleries. Lisbon already had interesting artists, but there is now an interest by foreign institutions and curators that did not exist before.”

**João Laia - Curator**

“The Arco Lisboa Fair has fostered the cultural traffic in our city. At the international level, for example, and for the 2018 year, the Novo Banco Contemporary Photography Collection has visits already scheduled for a year for groups of collectors and museums.”

**Alexandra Conde, Director of the Novo Banco Contemporary Photography Collection**

## Partners and sponsors of ARCOLisboa

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LOUNGE

powered by  
RAR Imobiliária



MEDIA PARTNER OFFICIAL MEDIA



## Sponsors and partners

Since its first iteration, ARCOLisboa has focused on a policy of creating strategic partnerships and attracting highly selective sponsors who share the same image and values as this important art fair.

The connection to art, support for creative processes and research, awarding of prizes to artists and promotion of visual artists in general are factors borne closely in mind in this process.

Depending on the level of support, the brands and entities that associate with ARCOLisboa enjoy major advantages that may include amongst others: promotion at the **communication level** of this partnership on all ARCOLisboa and some ARCOMadrid platforms, an **individual space** at the fair, **corporate advantages** – a number of **VIP Packages** for ARCOLisboa, access to the inaugural cocktail, access in a number of **VIP programme events** by invitation, the possibility of inviting a group of their own guests hosting a **cocktail reception and a guided visit by a curator** to the fair's contents.





Fundação EDP / MAAT –Performance of Tiago Alexandre at EDP booth ARCOLisboa



VITERBO – Interior Design partner of the ARCOLisboa 2018 lounge



Toda a obra nasce do vazio,  
da tela em branco.  
Através da cenografia, o design  
factory\* pretende retratar a tela em  
branco enquanto ponto de partida  
e a experimentação do material na  
construção de uma obra de arte.

O espaço inicia-se com uma instalação  
de uma escada que procura representar  
as etapas que compõem a criação  
do artista, culminando numa explosão  
de linhas, movimentos e texturas,  
que dão forma ao gesto e traço  
do artista e revelam a sua cultura,  
as suas influências e inspirações.

The art of living a masterpiece.

\*  
The art  
of living  
a masterpiece.

Interior design by

**df\***  
Design Factory

With

DISTRICT EIGHT **punt** **Sellex** **oficinas**



Lisbon Architecture Triennale – Outside restaurant, a temporary intervention by Atelier JQTS, winner of a competition promoted by ARCOLisboa and the Triennale.



crear/sin/prisa  
Iniciativa de Cervezas Alhambra



Alan Sastre's art work for Alhambra & Alhanbra's bar bar at one of the patios. 2019



ROM BOATS – Sponsor - Special intervention by the artist Cardoz for ARCOLisboa 2018



NAVIGATOR – Sponsor - Art on paper prize, short list nomination event - 2018



RAR Imobiliária, promoção projecto de Aires Mateus, Jornal EXPRESSO, peça de Joana Vasconcelos 2019

FUNDAÇÃO  
MILLENNIUM  
BCP

# Fórum AR CO

Lisboa  
18 — 21  
Maio



FUNDAÇÃO  
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ARCOLisboa's team 2019

Organised by

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Local Liason

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Feria de  
Madrid



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CÂMARA MUNICIPAL

cafe'  
**Pessoa**  
EDITING IDEAS

Oficial Support

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fundação *edp*