

TRESOR contemporary craft to showcase the collectibles of the future

The new fair will open its doors to the public in September 2017

TRESOR contemporary craft
21–24 September 2017
Collectors and Professional Preview: 20 September
Messe Basel, Basel, Switzerland

TRESOR contemporary craft, the new international platform for high-end craft and contemporary applied arts, will celebrate its first edition 21–24 September 2017 in Messe Basel. Featuring over forty exhibitors from Switzerland, Europe and beyond, the Fair is set to become a meeting place for international collectors, art professionals and enthusiasts and offer a unique platform to discover the most exciting trends and innovations in the field of contemporary craft today. Its novel fair concept will eschew traditional categories – be that art, craft, design or architecture – placing the maker and the stories behind each work in the foreground.

TRESOR contemporary craft will present a curated showcase of leading international galleries and artists alongside a series of thematic exhibitions, allowing visitors to experience first-hand the extraordinary range, quality and originality of craft today. The Fair's **Curated Spaces**, developed by Brian Kennedy, Artistic Director of the Fair, in dialogue with participating galleries, will shine a spotlight on makers who are pushing the boundaries of traditional materials and experimenting with the latest technologies. The Curated Spaces will each focus on a specific material and include The Analogue: Digital Wonder Lab (new media), Re-crafting Edison (lighting), A White Shade of Pale (glass), Alchemy: from base metal to gold (metal) and Big and Bold: ill-mannered making in contemporary clay (ceramics). The Fair will feature specially commissioned works, often monumental in size, as well as unique or limited edition objects of extraordinary craftsmanship.

TRESOR contemporary craft will attract international collectors, gallerists, architects, interior designers, tastemakers and art enthusiasts, providing a dynamic meeting place for all those with an interest in contemporary creativity. The mix of galleries, artists and curated spaces will offer the new collector an exciting and informed introduction to the dynamic world of the contemporary object, while allowing the seasoned collector access to new work by established and emerging artists.

In the words of the founders of TRESOR contemporary craft **Nadine Vischer Klein** and **Anthony G. Vischer**:

“TRESOR contemporary craft has been conceived as a platform to showcase the collectibles of a new and largely untapped segment of the market. By providing a completely new framework in which to experience contemporary craft and come into direct contact with both established and emerging creatives, we hope to foster a new appreciation and understanding for what craft is today and safeguard it for the future.”

TRESOR contemporary craft will place particular emphasis on emerging talent. The specially curated section **TRESOR Discovery** will showcase the most innovative and exciting work from the next generation. An annual **TRESOR Discovery Award** will be awarded by the public to the most outstanding newcomer at the Fair.

TRESOR Encounters, will present a specially curated programme of films on craft alongside a series of talks, panel discussions and workshops that will bring together international designers, artists, gallerists, academics and curators to debate current topics around the making, exhibiting and collecting of craft. Education will be at the forefront of the Fair, with an extensive educational programme developed in partnership with the **École Cantonale d'Art de Lausanne (ECAL)**. Further co-operations are planned with leading international institutions including the Festival International du Film sur les Métiers d'Art (FIFMA), the Musée Ariana (Geneva), the Crafts Council UK, the Swiss Ceramics Association, the World Crafts and formforum Switzerland.

As a sign of its international character, the Fair has invited a range of leading museum directors, curators, designers and craft professionals to join its international circle of ambassadors, the **TRESOR Family**.

The **TRESOR Bookstore**, located in the Welcome Area of the Fair, will offer a selection of specialist literature and beautifully crafted books. The **TRESOR Restaurant** will feature an open plan kitchen so that guests can view chefs prepare fresh, handcrafted dishes as well as offering a fine selection of regional wines and craft beer.

www.tresor-craft.com

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