

PRESS RELEASE

EURANTICA BRUSSELS: Brussels'
counterpart of the not to miss Antica Namur

Brussels Expo from 26 until 29 March 2020

With preview on Tuesday, March 24 and vernissage on Wednesday, March 25

The more Antica Namur is developing in Wallonia, the more Eurantica becomes not too miss in Brussels. The fair Eurantica, that returned to Palais 3 of the Heysel in 2018, keeps on reinforcing itself as it responds exactly to the demands of antique dealers and gallerists, whose way of working has changed radically over the last decade.

More than ever, fairs have to reinvent themselves in order to attract an audience of collectors and art and antique lovers that have become more eclectic, international and are very in demand by art fairs in Belgium and abroad.

Eurantica focuses on 5 assets:

- 1\ a compact formula of 6 days including an exclusive preview, a vernissage, a not to miss weekend and 4 public days in order to reach the visiting numbers that can compete with a longer fair.
- 2\ a target of 100 Belgian and foreign galleries, that have been carefully selected before the fair's opening by a team of 20 international experts, with the important presence of new foreign galleries that are convinced by the quality of the art market in Belgium and by the cultural dynamism of Brussels,
- 3\ for the first time, a young generation of art dealers (existing less than 3 years) is invited in the section Young Galleries, with 7 all in stands in white cubes of 16 m² at an interesting rate,
- 4\ the reinforcement of Brussels' partners like the Horta Museum that participates for the third time and MUDIA for the first time (a museum that is revolutionary by its digital and interactive offer and that recently opened in Redu)
- 5\ new sponsors, including AB Inbev that enables the fair to enlarge its high-end clientele in a welcoming infrastructure, with an integrated restaurant in an open space. The Cercle de Lorraine, the Cercle de Wallonie, the Rotary Club and B19 stay privileged partners of the fair, amongst other business clubs and prestigious service clubs.

Regarding its offer and highlights, Eurantica continues to defend old furniture and the XXth century, and the 3 historical pillars that form its DNA: modern paintings, jewellery and paintings by Flemish masters.

\ PRATICAL INFORMATION

ADDRESS

Palais 3, Brussels Expo, Place de Belgique 1, 1020 Brussels

DATES

26 until 29 March 2020. The fair takes place during six days from March 24 onwards.

- Vetting (expertise): Tuesday, March 24 from 6.30 am until 1 pm.
- Opening press visit under guidance of an expert: Tuesday, March 24 at 2 pm.
- Preview (by invitation only): Tuesday, March 24 from 3 pm until 11 pm.
- Vernissage (by invitation only): Wednesday, March 25 from 3 pm until 11 pm.
- Public opening hours: from Thursday, March 26 until Sunday, March from 11 am until 7 pm.

PRICE

Entrance: 20 € at the office desk - 15 € online.

Free for people under 18 years old and for students upon presentation of their student card.

INFORMATION

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ORGANISATION

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