INTRODUCING TEFAF ONLINE: AN INAUGURAL DIGITAL FAIR EXPERIENCE
FEATUREURING ONE SINGLE MASTERWORK PER GALLERY

(Amsterdam, The Netherlands; New York, NY) September 21, 2020 – The European Fine Art Foundation (TEFAF), whose fairs champion museum-quality art from across the ages, is delighted to announce the launch of its new digital platform, TEFAF Online. Accelerated in response to the ongoing COVID-19 crisis, this digital marketplace will host its inaugural fair November 1-4, 2020, with two preview days on October 30 and 31, 2020. TEFAF Online will serve the art community in place of this year’s annual TEFAF New York Fair by gathering the majority of the TEFAF global community -- 283 exhibitors will be directly accessible to buyers in real-time -- to present 7,000 years of art history.

This iteration of the fair will continue TEFAF’s tradition of presenting only the finest quality by inviting each exhibitor to showcase only one work of art which represents their expertise. This singular “masterpiece” format, offering a new dimension in the digital fair space, will create a collection of works at the very top of their respective segments of the market. The experience of attending the digital Fair will evoke much the same intensity of inspiration which would come from walking into a dealer’s gallery. Contextualizing images, text, and videos explaining each exhibitor’s specific choice will live on the online platform, sharing dealers’ passions for their area of specialty and fascinating art lovers across the globe. A live interactive component will enable collectors and exhibitors to engage with each other directly.

Upholding TEFAF’s strict standards, every work presented at TEFAF Online, will be vetted through digital means by TEFAF’s independent vetting committees.

TEFAF Online is here to stay. “As the global art community experiences limited mobility with travel restrictions and social distancing, we are proud to bring to fruition our hope to make art in all its varied forms more accessible via digital innovation,” said Hidde van Seggelen, TEFAF Chairman. “This new platform allows
TEFAF's respected exhibitors to be just a click away to new and existing collectors alike, and we look forward to developing it into a permanent feature alongside future TEFAF Fairs.”

TEFAF Online marks a historic first for TEFAF as an organization and points to the future of the global art market. Presenting a combination of expertise and accessibility, the Fair draws on TEFAF’s uniqueness offline and brings it online, reaching a new generation of buyers with fresh attitudes, tastes, needs and behaviors.

### COMPLETE TEFAF ONLINE 2020 EXHIBITOR LIST

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ABOUT BANK OF AMERICA

At Bank of America, we believe in the power of the arts to help economies thrive, educate and enrich societies, and create greater cultural understanding. That’s why we are a leader in helping the arts flourish across the globe, supporting more than 2,000 nonprofit cultural institutions each year. Our arts support is wide ranging. We believe the neighborhood playhouse can be as important as the world-class museum or orchestra in its value to the community, in the lives of its citizens and in the education of its young people. A key component of our arts program is to help nonprofit institutions illuminate varied cultural traditions and to help the arts sector create pathways for more diverse engagement. The Bank of America
Art Program is part of the company’s commitment to grow responsibly while bringing value to economies, society and the communities we serve. To learn more about our arts support, please visit bankofamerica.com/arts.

ABOUT TEFAF
TEFAF is a not-for-profit foundation that champions expertise and diversity in the global art community, evidenced in the exhibitors selected for its three Fairs, which take place annually in Maastricht and New York. TEFAF acts as an expert guide for both private and institutional collectors, which inspires lovers and buyers of art everywhere.

ABOUT TEFAF NEW YORK
TEFAF New York was founded in early 2016 to host two annual art fairs in New York at the Park Avenue Armory, TEFAF New York Fall and TEFAF New York Spring. Each Fair features around 90 leading exhibitors from around the globe. Tom Postma Design, celebrated for its innovative work with leading museums, galleries, and art fairs, has developed designs for the Fairs that interplay with the spectacular spaces while giving them a lighter, contemporary look and feel. Exhibitor stands will flow throughout the Armory’s landmark building encompassing the Wade Thompson Drill Hall and extending to both the first and second floors of the Armory’s period rooms, creating a Fair of unprecedented depth and impact in New York City.

ABOUT TEFAF MAASTRICHT
TEFAF Maastricht is widely regarded as the world’s premier Fair for fine art, antiques and design. Featuring over 280 prestigious dealers from some 22 countries, TEFAF Maastricht is a showcase for the finest art works currently on the market. Alongside the traditional areas of Old Master paintings, antiques and classical antiquities that cover 7 approximately half of the Fair, you can also find modern and contemporary art, photography, jewelry, 20th century design and works on paper.

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