



THE EUROPEAN FINE ART FOUNDATION LOOKS TO THE FUTURE WITH TEFAF ONLINE

(Amsterdam, The Netherlands; New York, NY) October 20, 2020 – The European Fine Art Foundation (TEFAF) is pleased to announce the inaugural edition of [TEFAF Online](#) November 1 – 4, 2020, supported by sponsor Bank of America. This digital domain will unite the world’s leading dealers from the TEFAF community, each of which will exhibit a single work of art best showcasing its aesthetic. As visitors browse the grand variety of exceptional pieces, they will be able to contact dealers directly in a private sales environment, setting the stage for immediate one on one connection.

The global pandemic has launched the art industry out of physical spaces and into virtual dominions faster than anyone could have imagined. TEFAF is evolving during this pivotal moment to carefully bring dealers into a digital world. As an institution, TEFAF predicts that digital experiences will become a permanent feature of the arts, living side by side -- rather than replacing -- future in-person events. Digital platforms will guide the art market in a connoisseur-driven direction, as evidenced by TEFAF Online and its unique presentation style of singular works, which underscore the rich and expert storytelling for which the TEFAF community is known and celebrated.

“Yes, we’re going through an incredible change -- a change in how my colleagues interact with their clients, and a change in how collectors and dealers go about sourcing art works,” said Hidde van Seggelen, TEFAF Chairman. “TEFAF has a 30-plus year history of adapting to challenges. This is not the first time we have evolved to meet the needs of a new world, and it will not be the last. We are encouraged at the speed with which art lovers have embraced digital avenues of collecting, and look forward to partnering with Bank of America to continue spreading the intrinsic value of art through TEFAF Online.”

“There has been a great willingness among art collectors to transact and engage digitally, buying art on video and web conferencing,” said Evan Beard, National Art Services Executive, Bank of America Private Bank. “It is our great pleasure to support TEFAF Online

in creating inspired digital experiences that support the new needs of collectors and lead the industry into the future of art commerce.”

Guests of TEFAF Online will be afforded the option of live and immediate interactions with all exhibitors, who will be available for discussion and to conduct business at the click of a button. To attend TEFAF Online, pre-register today at https://www.tefaf.com/visitors/sign_up.

Members of the press may apply for admittance to press preview days, 30 and 31 October, via press@tefaf.com.

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 approximately half of the Fair, you can also find modern and contemporary art, photography, jewelry, 20th century design and works on paper.

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 ONLINE

TEFAF Online is a digital marketplace which translates the elite experience of TEFAF's in-person Fairs to a virtual setting. Bringing together the entire breadth of the global TEFAF community to present over 7,000 years of art history, this online Fair challenges exhibitors to choose a single work which best represents their expertise. The result is a "masterpiece" showcase of over 300 works spanning cultures, mediums, and millennia. For the duration of each TEFAF Online Fair, all dealers are live on the other side of the screen, available immediately at the click of a button for discussion and business. The inaugural TEFAF Online Fair will be held November 1-4, 2020, with two preview days on October 30 and 31, 2020.

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.

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