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ART COLOGNE and COLOGNE FINE ART & DESIGN must be postponed again

New date for both trade fairs: 17 to 21 November 2021

**End of May 2021: new digital platform "SIGMAR" - ART COLOGNE Online Sales,
sponsored by the Minister of State for Culture and Media, to start**

ART COLOGNE, just like COLOGNE FINE ART & DESIGN, must be postponed again. The reasons for this are the still major challenges involved in carrying out trade fair events and the continuing travel restrictions as a consequence of the corona pandemic. Both trade fairs should now take place from 17 to 21 November 2021. EXPONATEC COLOGNE - International trade fair for museums, preservation and cultural heritage will also take place simultaneously.

"The November dates provide us, all participants and our partners with the opportunity to prepare the trade fairs well in advance and to develop fresh perspectives. We will probably also not yet have entirely overcome the corona crisis in November. However, we can nonetheless plan with a certain amount of predictability and optimism", according to Daniel Hug, Art Director of ART COLOGNE and COLOGNE FINE ART & DESIGN.

Exhibitors at both trade fairs are not required to reapply, as the commitments to participate and the contracts concluded will remain in effect. Registered exhibitors who wish to withdraw may do so at no additional cost.

November 2021 will also feature two preview days with exclusive access for invited guests (17 and 18 November).
The public days take place from 19 to 21 November 2021.

Innovative online sales platform "SIGMAR" gets started at the end of May

At the end of May, ART COLOGNE starts with the new online sales platform "SIGMAR", which is being sponsored by the Minister of State for Culture and Media in the context of its NEUSTART KLUTUR (Culture Restart) initiative.

Participants of ART COLOGNE 2021 will have the possibility over a period of ten days to offer an artwork on the online sales platform within a price framework defined by the gallery itself. The actual sales processing then takes place individually between the gallery and the interested party. In addition to the sales target, "SIGMAR" makes a significant contribution to communication and networking between the galleries and the collector scene.

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The online platform sponsored by the Minister of State for Culture and Media (BKM) enables an extended circle of potential buyers to acquire knowledge of and purchase works of art, even without physically visiting a trade fair or gallery. This also ultimately benefits the artists in Germany and corresponds on the whole with the intention of the NEUSTART KULTUR programme to provide perceptible and comprehensive impulses to the German art market.