



ESTE
ARTE

ESTE ARTE

10th EDITION

JANUARY 6-9, 2024

ONLINE + JOSÉ IGNACIO

www.estarte.com

info@estarte.com

@EsteArteFair

#EsteArteFair



Art seduces and creates strong bonds. Art generates an exceptional and unique experience. ESTE ARTE is the highest cultural and artistic authority in the region.

Art Fairs are exciting, as we bring together artists, gallery owners, curators, collectors, and art lovers at the same time and in one place. We enjoy what we do and we are committed to a long-term vision, because we know that art always transports us beyond our expectations. We invite those who share our passion for culture, our ambition to make history, our proactivity towards business, and with

Bardier

nue to grow, together.

Laura Bardier
Director

ESTE ARTE IS UNIQUE

STRATEGIC. Unlike other countries in the region, confidence can be made in the political-economic stability and infrastructure of Uruguay.

PERSONAL. ESTE ARTE offers the possibility of knowing the work of each gallery and of each artist in a personal and exclusive way.

ESTABLISHED. Strengthening a relationship with the community and lovers of culture, we have developed strong collaborations with companies, designers, cultural institutions, and festivals, national and international.

INSTRUMENTAL. Since the first edition, ESTE ARTE has exponentially increased national collecting and investments in art.



HUMAN SCALE, QUALITY ART, INTERNATIONAL AND ROOTED.

100% EXHIBITORS SOLD AT ESTE ARTE 2020. The artworks sold were between \$ 5,000 and \$ 2,500,000. 95% of exhibitors make sales and participate in various editions.

LOYAL AUDIENCE. In these 7 years, ESTE ARTE has developed a solid profile and a loyal audience. VIP guests include a group of 5,000 collectors and art lovers.

FRIENDLY TAXATION. All temporary admissions of cultural products – artworks - are exempt from customs taxation, by law. Nationalization duties are related to the constitutive value of the work. The works of art that are sold within Uruguay are exempt from payment of VAT and other taxes.

EXPONENTIAL MARKET. ESTE ARTE has exponentially increased national art collecting and investments in the art of the region.

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CULTURAL SUMMIT

A series of talks, debates and meetings with leading collectors, artists, gallery owners and curators. In partnership with: Museo Nacional de Artes Visuales, Espacio de Arte Contemporáneo, Sodre, Universidad Católica del Uruguay, Universidad de la República y Universidad CLAEH, FARAA, CAMPO, among others.

ESTE CHARLAS. Seminar series contributing to and advocating for arts education methods, art funding strategies, and collection policies.

ESTE FOCUS. Series of talks where the professional relationship between the artist and the gallery is the focus.

ESTE SONIDOS. Public performances to introduce the public to sound art, circulate ideas and share experiences.

ESTE GUIAS. Guided tours aimed at opening channels to the public for a better understanding of contemporary art.

ESTE PODCAST. Series of interviews with different actors that are part of the art system, offering a range of points of view of the different roles and functions.

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ESTE CHARLAS 2023



ESTE CHARLA | 7 DE ENERO

CECILIA ALEMANI es directora artística de la 59.^a Bienal de Venecia en 2022 y curadora en jefe de High Line Art en Nueva York. Anteriormente fue curadora del pabellón italiano de la Bienal de 2017 y se desempeñó como directora artística de la edición inaugural de Art Basel Cities 2018 en Buenos Aires, celebrada en 2018. Alemani es una curadora italiana radicada en la ciudad de Nueva York.



ESTE CHARLA | 9 DE ENERO

JOANNA WARSZA curadora y directora artística de Public Art Munich de 2016 a 2018 y desde 2014 dirige el programa curatorial CuratorLab en la Universidad Konstfack de Estocolmo. Colaboró en la producción del libro 'Curating Beyond the Mainstream' de la MIT press, junto a al artista uruguayo Carlos Capelán. Capelán tendrá una muestra en la colección García Uriburu este verano en Punta del Este.



ESTE CHARLA | 8 DE ENERO

BARBARA LONDON, curadora y escritora especializada en nuevos medios y arte sonoro. Fundó la colección de videos en el MoMA - Museo de Arte Moderno, donde trabajó entre 1973 y 2013. Leader en la adquisición de obras de Nam June Paik, Laurie Anderson, Bruce Nauman. Sus proyectos actuales incluyen el libro *Video/Art: The First Fifty Years* (Phaidon: 2020), la serie de podcasts "Barbara London Calling".



ESTE CHARLA | 10 DE ENERO

JENNY MOORE fue directora de la Chinati Foundation (2013-2022) y curadora asociada en el New Museum de Nueva York, (2011-201) donde organizó, presentaciones individuales del trabajo de Charles Atlas, Ellen Altfest, Erika Vogt, Stanya Kahn y Brian Bress. También fue curadora asistente para "10,000 Lives", la 8.^a Bienal de Gwangju (2010) y, de 2005 a 2011, como curador de proyectos para la Fundación Andy Warhol para las Artes Visuales, Nueva York.

COLLECTORS PROGRAM

A platform for art collectors and investors connects the most influential art professionals, curators, gallery owners and artists of our time.

ESTE PREVIEW. Preview of the exhibition, only for VIP guests, members of the Collectors Program and members of the Committee of Friends of ESTE ARTE.

ESTE TERTULIAS. Private talks, where the artist is the protagonist of art. ESTE ARTE offers collectors and partners the opportunity to learn more about the work of each gallery and its artists.

ESTE INVITA. All events and activities are by invitation and exclusive to the Collectors Program. External events, performance and cocktails with collectors, exhibitors, artists in private homes.

ESTE VIAJES. In line with its mission to provide a dynamic and intelligent platform to regional and international collectors, the fair designed an exclusive itinerary to visit the most outstanding region in art and architecture.

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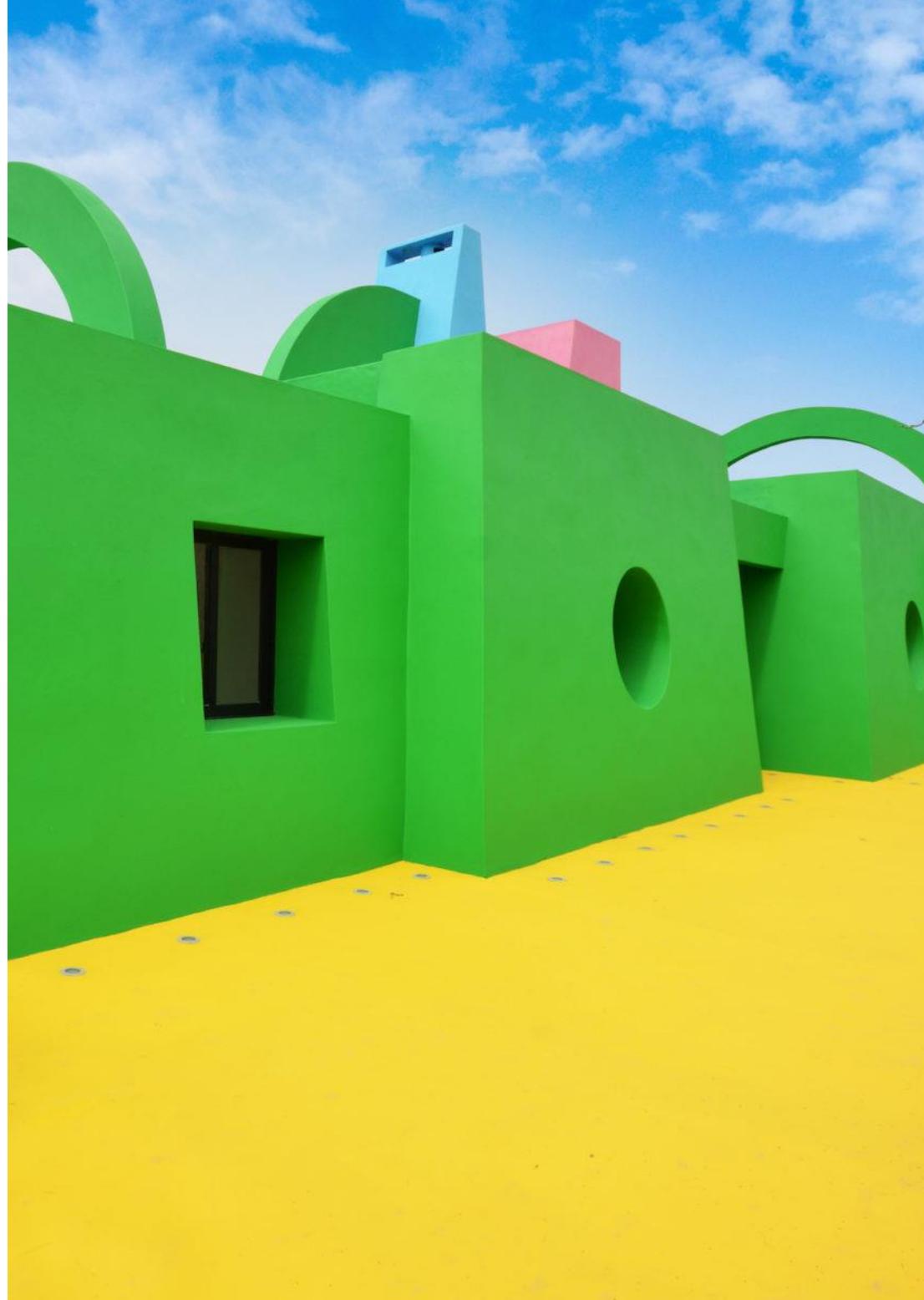
COMMITTEE OF FRIENDS

El Comité de Amigos está compuesto por un grupo de coleccionistas y amantes del arte nacionales e internacionales, que se sienten como en casa en ESTE ARTE.

Afshan Almassi (Irán-Suiza) | Teresa Anchorena (Argentina) | Pablo Atchugarry (Uruguay) | Paulina Baridón (Uruguay) | Alex Vik (Uruguay) | Claudia Piazza (Italia) | Laetitia d'Arenberg (Uruguay) | Orlando y Carmen Dovat (Uruguay) | Juan Ball y Florence Drake del Castillo (Francia) | Silvia Fagundes (Brasil) | Kris Ghesquiere (Bélgica) | Fernanda Guliak (Uruguay) | Norah Hojman (Argentina) | Anibal y Marlise Jozami (Argentina) | Monica Melhem (Argentina) | Oskar Metsavath (Brasil) | Veronique y Fernando Parrado (Uruguay) | Juan Carlos Paysée (Uruguay) | Martin Pittaluga (Uruguay) | Rosina Piñeyro (Uruguay) | Alberto Rebaza (Perú) | Frances Reynolds (Brasil) | Marc y Tine Verstraete (Bélgica)

ADVISORY COMMITTEE

Estrellita B. Brodsky, coleccionista (EE. UU.) | Luís Camnitzer, artista (Uruguay) | Leandro Erlich, artista (Argentina) | Martín Castillo, Galería SUR (Uruguay) | Danielle Cazeau, Reginart Collections (Suiza) | Renos Xippas, Xippas (Francia)





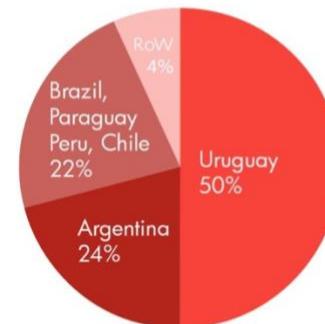
AUDIENCE REACHED

En representación de la calidad y la autoridad en el arte contemporáneo, ESTE ARTE ofrece acceso una extensa red de coleccionistas, galeristas, curadores, académicos, artistas e influyentes culturales. .

ESTRATÉGICA. A diferencia de otros países de la región, se puede confiar en la estabilidad político-económica y en la infraestructura de Uruguay.

PERSONAL. ESTE ARTE ofrece la posibilidad de conocer la obra de cada galería y de cada artista de forma personal y exclusiva.

CONSOLIDADA. ESTE ARTE ha afianzado una relación con la comunidad y los amantes de la cultura, desarrollando colaboraciones con empresas, diseñadores, instituciones culturales y festivales, nacionales e internacionales.



Traffic by platform

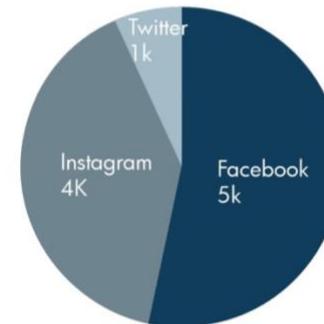


Avg. Age

18 - 34	23%
35 - 54	30%
55 - 65+	47%

Newsletter

60,000 + subscribers
20% ave. open rate
12% engagement rate



10,000+ real followers



SELECTED PRESS

INTERNATIONAL VISIBILITY.

In each edition, alliances are generated with national and international media.

ESTE ARTE 2023 AUDIENCE

Advertising Value (EAV): 682.000 USD

Reach: 12.654.342 people

+10k followers on social media

+20 online articles: Architectural Digest, Artforum, Art + Auction, Art Daily, Look Lateral, Artinfo (USA), Wallpaper (England); Le Paradoxe (France); Artribune (Italy); Digestivo Cultural, Casa Claudia, Select, Vanidades (Brazil); Harper's Bazaar, Infobae, Arte al Límite, Arte al día, Revista Maleva, Jungle (Argentina); Arte Informado (Spain); Artishock (Chile); Forbes Life (Mexico); Dossier, Doble Altura Deco, Ministerio de Diseño, Flur Magazine, Mirada Couture, Revista Mola, Revista Bla, Dress Mix, Infonegocios, Montevideo Portal, Pasaporte News (Uruguay)

+30 print articles: El País, El Observador, La República, La Diaria, Búsqueda (Uruguay); La Nación (Argentina), Zero Hora, O Estado de São Paulo, Folha de São Paulo (Brazil); The Art Newspaper (United Kingdom); Galería, Dress, Revista Paula, La Pupila, Arte y Diseño (Uruguay); Ámbito Financiero (Argentina); Casa Claudia (Brazil)

+10 interviews on TV

+20 interviews on radio



BRANDED PRIVATE EVENT

Hosting a private event

Reach a local and international, high-powered audience influential and trend leader. ESTE ARTE offers the opportunity of meeting and connecting with our public in a private and exclusive event, for a maximum of 100/50 people, by invitation. The event, planned down to the last detail, exclusively presents an artist of high international quality, who presents his work in a pleasant chat, in a relaxed manner, and in an exclusive environment.

SPECIFICATIONS

- The sponsor's name and logo will be included on event invitations.
- All costs of catering, space rental, sound system, artists's cachet and other services are borne by the sponsor.



BRANDED PUBLIC EVENTS

Presenting a cultural conference.

Reach a local and international, high-powered audience purchasing, influential, trend leader. ESTE ARTE offers the opportunity of meeting and connecting with our public in an event of the cultural program of ESTE ARTE, open to the entire public of the fair. The event, planned down to the last detail, presents a talk about art in a relaxed manner to an audience from an economic sector with high standards, which values art, culture and refined taste.

osibilidad de presentar una conferencia cultural.

SPECIFICATIONS

- The sponsor's name and logo will be included on event invitations.
- The costs of catering, space rental, sound system, artists's cachet and other services are borne by the sponsor.

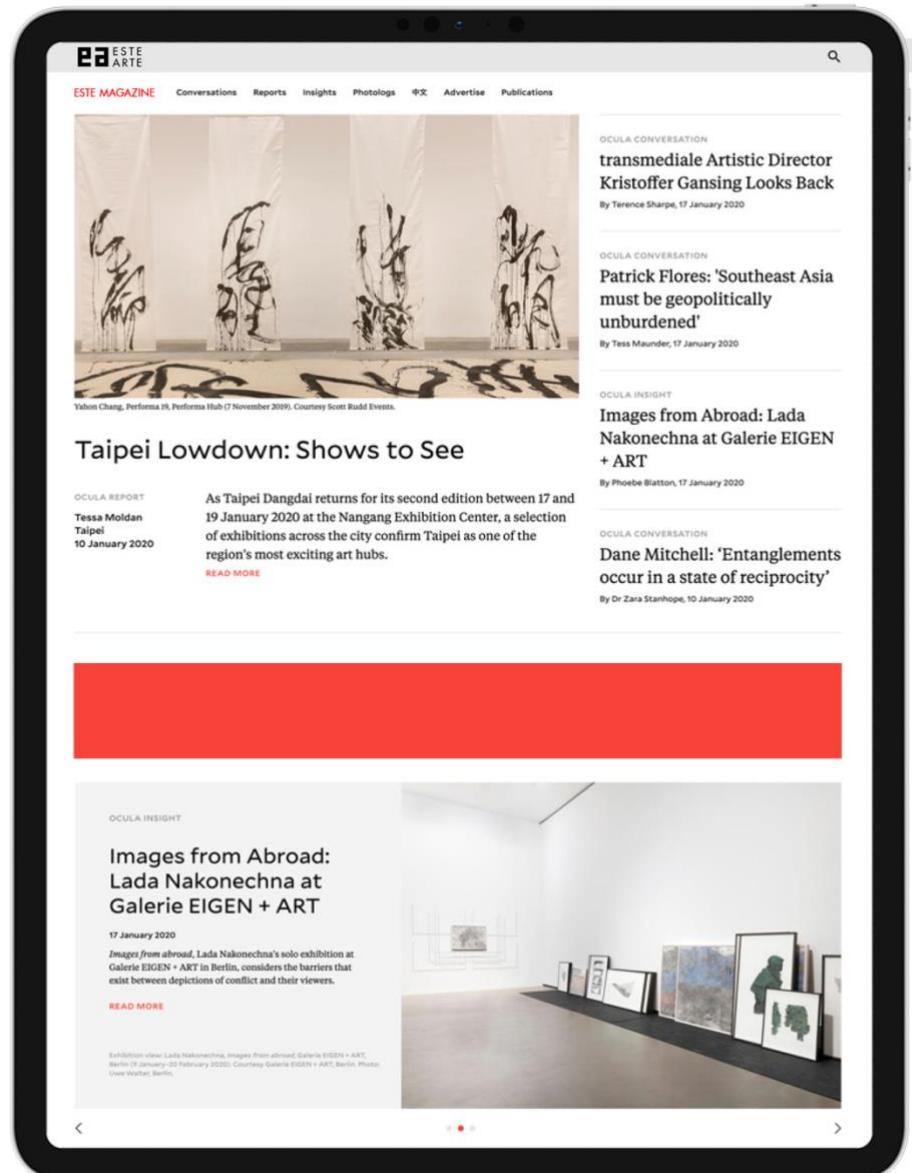


SITIO WEB BANNER

Static banner at the most visited sections of ESTE ARTE, as well as the home page and magazine of ESTE ARTE. This option offers profitability and measurable visibility wherever a site visitor goes.

SPECIFICATIONS

- Computer, Tablet and Mobile:
2280px (width) x 280px (height)
- Static file
- Format: jpeg, png, tiff
- Resolution: 72 dpi
- Website link URL

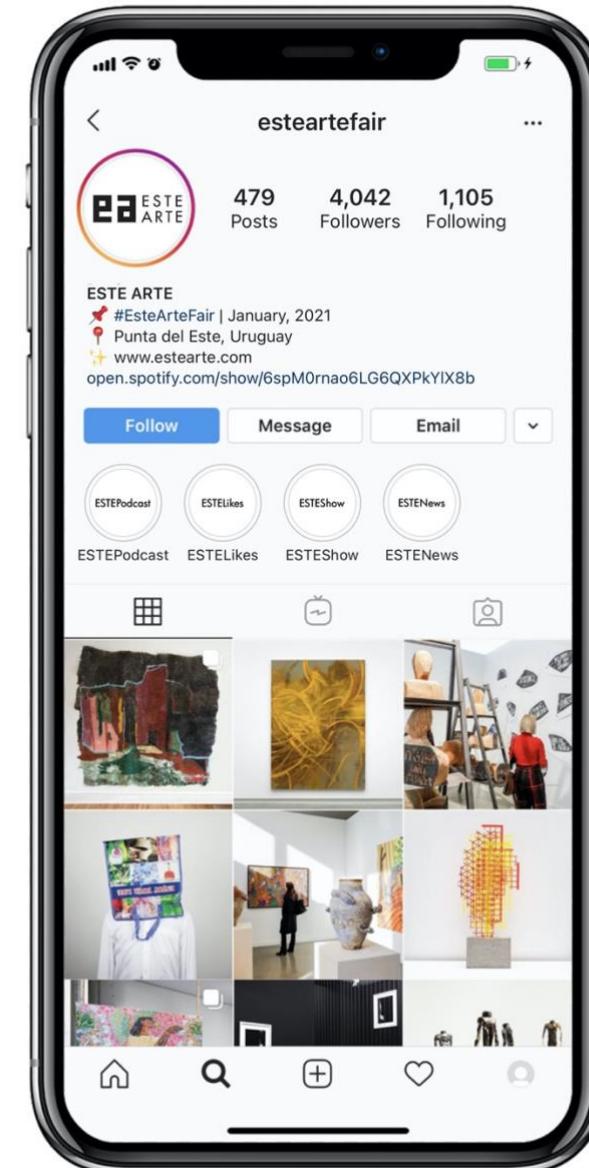


REDES SOCIALES

Static banner at the most visited sections of ESTE ARTE, as well as the home page and magazine of ESTE ARTE. This option offers profitability and measurable visibility wherever a site visitor goes.

SPECIFICATIONS

- Computer, Tablet and Mobile:
2280px (width) x 280px (height)
- Static file
- Format: jpeg, png, tiff
- Resolution: 72 dpi
- Website link URL

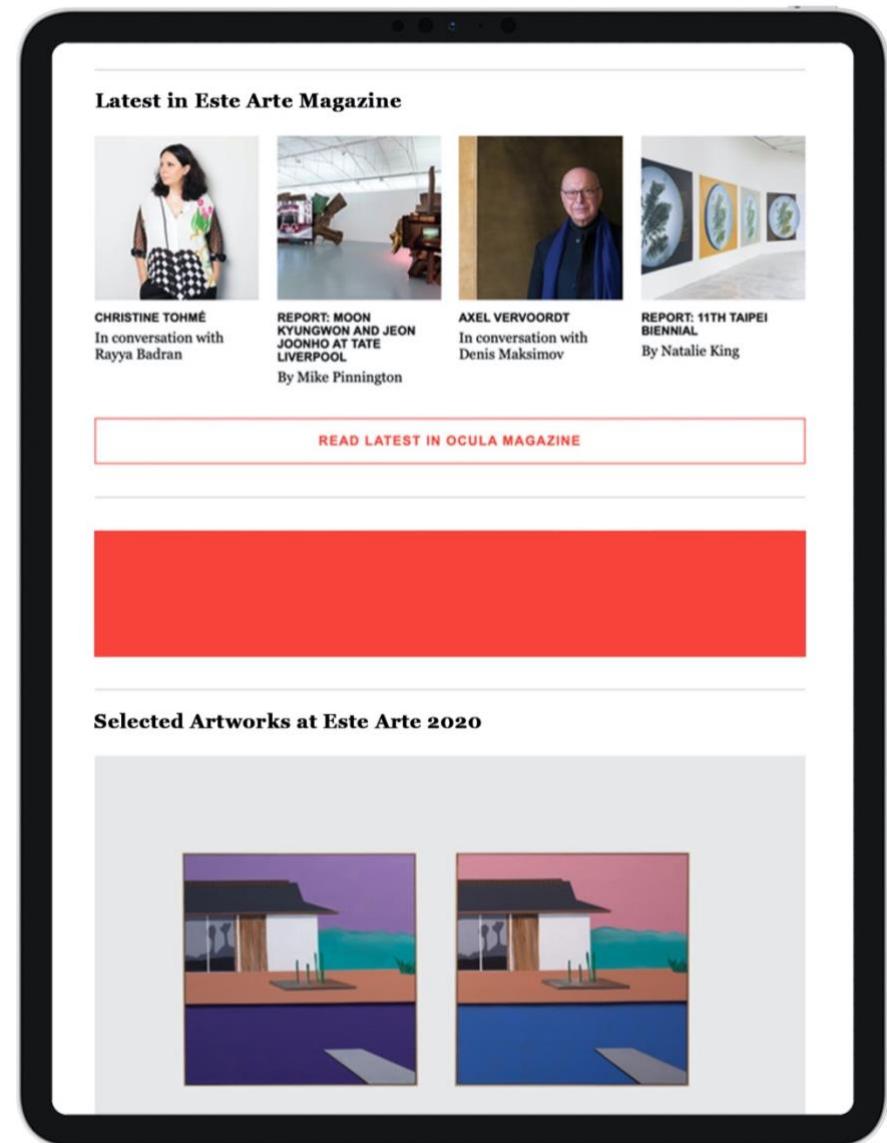


NEWSLETTER BANNER

Reach an influential global audience of over 60,000 subscribers. Include your company and services in our newsletter.

SPECIFICATIONS

- Computer, Tablet and Mobile:
1310px (width) x 230px (height)
- Static file
- Format: jpeg, png, tiff
- Resolution: 72 dpi
- Website link URL



NEWSLETTER

Reach an influential global audience of over 60,000 subscribers. Work with the ESTE ARTE team to plan an exclusive ad with engaging content drawing attention to your customers.

SPECIFICATIONS

- Text up to 100 words
- Up to 2 images
- Main image of 1310 px (width) x 938 px (height)
- Static file
- Format: jpeg, png, tiff
- Resolution: 72 dpi
- Website link URL



The smartphone screen shows a news article from ESTE ARTE. At the top, the ESTE ARTE logo is visible. Below it, a section titled "Announcement" features the headline "Richard Prince at Gagosian, San Francisco Until 23 August 2019". The main content of the article includes a photograph of an art gallery showing several artworks, including a small painting of a figure and a large, colorful, abstract drawing. Below the photo, there is a caption about the exhibition and a quote from Richard Prince. The quote discusses his "Hippie Drawings" and a self-portrait he created in 1968.

Richard Prince at Gagosian, San Francisco
Until 23 August 2019

Exhibition view: Richard Prince, *High Times*, Gagosian, San Francisco (30 May–23 August 2019). Artworks © Richard Prince. Courtesy the artist and Gagosian. Photo: Johnna Arnold.

RICHARD PRINCE
High Times

The *Hippie Drawings* that he started making in 1998 and continued to draw for the next couple of years were supposed to be shown in London in early 2000. But, for reasons he can't explain, he canceled the show and instead just published the catalogue. 'At least you had reproductions of the drawings. I was always thinking about the idea of "at least" and "almost" all the time.'

So that's what he did. Almost. And at least.

The gallery he was supposed to show the *Hippie Drawings* with ended up publishing a book of the *Hippie Drawings*.

He put a self-portrait of himself on the cover, from 1968, when he had long hair and a beard. 'Yeah, I kind of looked like a hippie, but I wasn't a hippie. The portrait was about looking, not being.'

Excerpt from Gagosian's press release for Richard Prince, *High Times* (30 May–23 August 2019) by Joan Katz.

PODCAST

Reach an influential global audience of 550+ subscribers. Through a short audio presentation before each episode. The first Podcast dedicated to the visual arts in Uruguay, ESTE Podcast is among the 10 most listened-to podcasts dedicated to the visual arts in Spanish, in the world.

Listen on [Google Podcast](#) | [Breaker](#) | [Apple Podcasts](#) | [Overcast](#) | [Pocket Casts](#) | [RadioPublic](#) | [Spotify](#)

SPECIFICATIONS

- Audio up to 100 words
- Format: mp3
- Website link URL





LOS BENEFICIOS DE INVERTIR EN UNA ESTE ARTE PARTNERSHIP.

ASSOCIATION OF VALUES

ESTE ARTE is synonymous with excellence, prestige, creativity, knowledge and exclusivity. ESTE ARTE the leader in the region, and offers the best of art from a global perspective.

PERSONALIZED COMMUNICATION.

ESTE ARTE provides communication opportunities to launch new services, build brand recognition and grow into new markets. High impact action campaign supporting an art initiative.

CULTIVATION AND CONSOLIDATION OF CLIENTS.

ESTE ARTE empowers your loyal customers by offering them unique experiences and connects you with new audiences, sharing who they are through art. THIS ART provides a vital connection to a new and exponentially growing audience of investors, collectors and opinion leaders.

SEGMENT ABC1. ESTE ARTE attracts a public from all over the world, from an economic sector with high standards, which values art, culture, and refined taste. ESTE ARTE offers direct access to buyers and collectors of national and international art, leading the world of culture today..



MAIN | 80.000 USD

EXCLUSIVE EVENT

- Private event for 100/50 people curated by ESTE ARTE

ACCESS TO SELECTED AUDIENCE

- Presenting a cultural conference
- Distributing material with brand materials

ACCESS TO FEATURED EVENTS

- Access to the complete program of public and private events
- Exclusive private guided visits for brand executives and/or clients
- Unlimited invitations to the EA24 party
- Unlimited invitations to the PREVIEW
- Unlimited invitations to the VERNISSAGE
- Unlimited tickets

HIGHLIGHTED BRAND AND VISIBILITY

Brand recognition in the following materials:

- Strategic electronic BANNER in La Barra and Punta del Este
- FULL PAGE in Catalog
- WEB BANNER
- NEWSLETTER BANNER
- National and international PRESS releases
- BANNER on site

AUDIENCE REACH

- NEWSLETTER dedicated to our VIP list of 5,000 subscribers
- NEWSLETTER dedicated to our list of 60,000 subscribers
- Gratitude in SOCIAL MEDIA

PLATINUM | 50.000 USD

ACCESS TO SELECTED AUDIENCE

- Presenting a cultural conference
- Distributing material with brand materials

ACCESS TO FEATURED EVENTS

- Access to the complete program of public and private events
- Exclusive private guided visited for brand executives and/or clients
- Unlimited invitations to the EA24 party
- Unlimited invitations to the PREVIEW
- Unlimited invitations to the VERNISSAGE
- Unlimited tickets

HIGHLIGHTED BRAND AND VISIBILITY

Brand recognition in the following materials:

- Strategic electronic BANNER in La Barra and Punta del Este
- HALF PAGE in Catalog
- WEB BANNER
- NEWSLETTER BANNER
- National and international PRESS releases
- BANNER on site

AUDIENCE REACH

- NEWSLETTER dedicated to our list of 60,000 subscribers
- Gratitude in SOCIAL MEDIA

GOLD | 25.000 USD

ACCESS TO FEATURED EVENTS

- Exclusive private guided visited for brand executives and/or clients
- 15 invitations to the PREVIEW
- 15 invitations to the VERNISSAGE
- 15 tickets

HIGHLIGHTED BRAND AND VISIBILITY

Brand recognition in the following materials:

- QUARTER-PAGE in Catalog
- WEB BANNER
- NEWSLETTER BANNER
- National and international PRESS releases
- BANNER on site

AUDIENCE REACH

- Gratitude in SOCIAL MEDIA

FRIEND | 5.000 USD

ACCESS TO FEATURED EVENTS

- Exclusive private guided visited for brand executives and/or clients
- 5 invitations to the PREVIEW
- 5 invitations to the VERNISSAGE
- 5 tickets

HIGHLIGHTED BRAND AND VISIBILITY

Brand recognition in the following materials:

- QUARTER-PAGE in Catalog
- WEB BANNER
- NEWSLETTER BANNER
- National and international PRESS releases
- BANNER on site

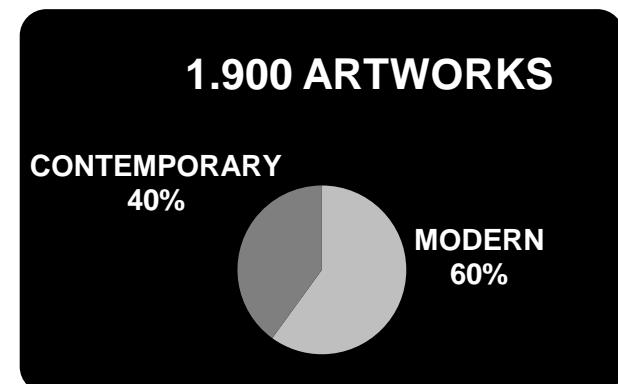
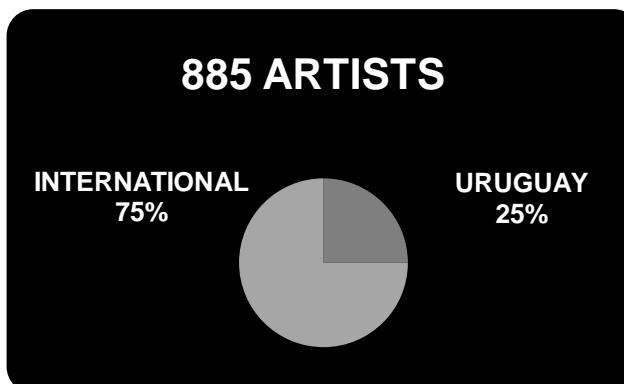
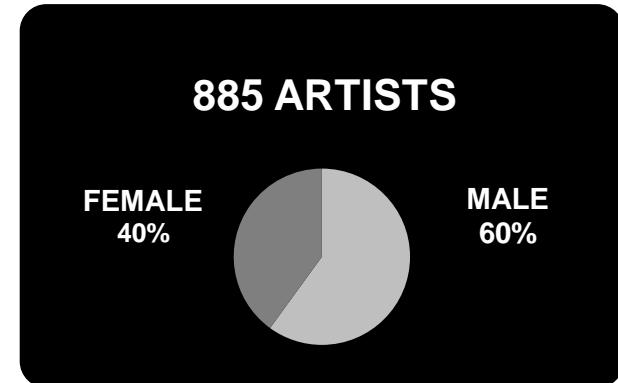
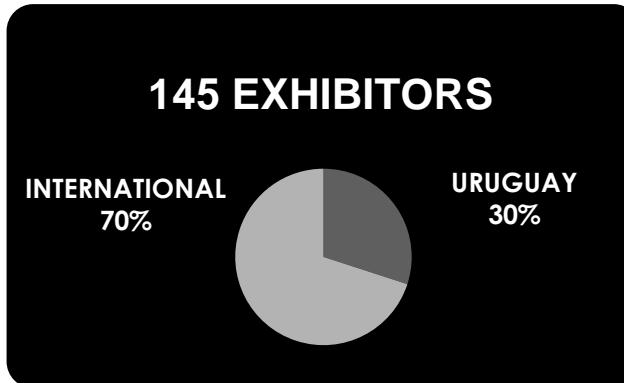
AUDIENCE REACH

- Gratitude in SOCIAL MEDIA

IMPACT 2015-2022

**32,500+ VISITANTS
15,000 m² OF EXPOSITION
125 PUBLIC PROGRAMS**

- 150 workers /year at the fair and providers
- 100 % of women working in the EA Team
- 100 % Uruguayan workers
- 100 % of the exhibitors recommend ESTE ARTE
- 100 % of the Uruguayan artists consider that participating in ESTE ARTE is the only opportunity in the country to update on new trends and make sales.
- 35 countries of origin of visitors
- 35 % of the public is Uruguayan
- 40 % of the public is Argentinian
- 15 % of the public is Brazilian
- 10 % of the public comes from USA, Europe, and Asia





ESTE ARTE offers a essential connection, to a new and exponentially growing audience of investors, collectors and opinion leaders.

ESTE ARTE offers marketing opportunities to launch new services, build brand recognition and grow into new markets.



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www.estearthe.com

