



MOSCOW FINE ART FAIR REPORT



MOSCOW WORLD FINE ART FAIR
20 - 26 September 2005

Press conference
September 19, 2005
Moscow, Russia

Press Coverage



Summary of Coverage

Over 120 publications dedicated to the Moscow International Fine Art Fair has appeared in Russian mass media.

50 previews were published in Internet editions, news tapes as well as sounded by Russian radio stations such as *RIA News*, *Echo of Moscow*, *Radio of Russia*, *Radio of Culture*, *Rosbalt*, *Polit.ru*, etc.

Some 20 publications were issued in glossy magazines such as *Elle*, *Elle Décor*, *Vogue*, *Harpers Bazaar*, *L'Officiel*, *Marie Claire*, *Robb Report*, *Interior + Design*. All these publications were not only news but also admiration. All the issues referred to the Moscow International Fine Art Fair as a grate event of the new season in Moscow. The response of admiration to the Fair was also demonstrated by the printed editions related to announcements of the cultural life in Moscow. These materials were published by magazines *Time Out*, *Afisha*, *Kommersant Weekend*, *Leisure and Recreation*, *Your Leisure*. Most of them announced this exhibition on the cover, and *Kommersant Weekend* published a picture from this exhibition on the cover.

The press conference was attended by 64 journalists: 9 from Russian and foreign TV channels, 6 from radio stations, 25 representatives from the leading daily newspapers and weekly magazines, as well as representatives of the special art editions. After the press conference, materials were issued by TV *Channel First* (the morning news at 09:00 a.m.), *Russian TV* (the morning news, 08:00 a.m.), *TVC Moscow* (in prime time, 19:00 p.m. news), *NTV* (morning, afternoon and evening news), *TV Culture* (morning, evening and night news). In addition, the materials about exhibition were sounded by such entertainment TV channels as *Home* and *TNT*. Reports of the exhibition were issued by such radio stations as *Radio of Russia*, *Radio Echo of Moscow*, *Radio Arsenal*, *Silver Rain*, *Radio of Culture*, *Moscow Speaking*.

In days of work of Fair in the Manege worked groups of the Japanese, Korean, Spanish, British and American TV.

On September 19, 20 and 21, the daily newspapers published more than 20 articles, including such leading mass media of Russia as *Vedomosti*, *Kommersant*, *Izvestia*, *Vremya Novostei*, *Moskovsky Komsomolets*. The positive tone of these articles was characterised with admiration. Moreover, the materials about this exhibition were published by the leading weekly magazines such as *Itogi*, *Profile*, *Vlast*, *Dengi*, *Ogonek*.

From summer 2005 to the present, the information of the Moscow International Fine Art Fair was received by over 25 million people by TV, some 6 million people by radio, and 12 million people read it, if calculate the circulation of the printed media and audience of TV and radio programmes.



CUTTINGS REPORT

1.	September 2005	<p>ELLE DECOR [Glossy magazine architecture and design-oriented; circulation: 70,000] Title: Keepers of antiquities Author: n/a Tone: Positive Synopsis: In September 20 to 26, the Manege will hold the Moscow World Fine Arts Fair 2005. For these days, Moscow will be visited by antiquaries and jewellers from the whole world. This Fair gives them not only job but also an opportunity to meet and exchange stories of life. Some of them were told by the Fair participants to Elle Decor readers.</p>
2.	September 2005	<p>ELLE [Glossy magazine, circulation: 220 000] Title: <u>All week in the Manezh</u> Author: Alexandra Loskutova Tone: Neutral Synopsis: Our collectors have never seen such a rich choice of artworks, antique furniture and jewelries: seventy renowned World galleries are participating in the Second Moscow International Fine Arts Fair. You can buy the goods. Or you might simply look.</p>
3.	September 2005	<p>VOGUE [Glossy magazine; circulation: 51,000] Title: <u>Fine Arts Fair</u> Author: n/a Tone: Positive Synopsis: Over sixty foreign galleries will bring antiquarian furniture and paintings, graphics and books, porcelain and jewellery to this Fair. They will not feel tight under the restored Manege roof. September 20 to 26</p>
4.	September 2005	<p>AD, magazine [Glossy magazine architecture-oriented; circulation: 50 000] Title: <u>Salon de l'art</u> Author: n/a Tone: Neutral Synopsis: From 20 to 26 September 2005, the Second Moscow International Fine Arts Fair will be held in the Manège, Manezhskaya square, Moscow. More than seventy galleries will showcase their items of painting, sculpture, antique furniture, carpets, and jewelries, which triples the figures of the 2004-year's Fair.</p>
5.	September 2005	<p>ARHIDOM [Glossy magazine architecture-oriented; circulation: 40 000] Title: <u>Cultural outing. All galleries are our guests</u> Author: n/a Tone: Neutral Synopsis: The First Moscow International Fine Arts Fair took place last year in the gallery of Zurab Tsereteli. The second floor of the contemporary art territory was turned into a tapestry decorated refined reception room, where 20 renowned World galleries exhibited their top-notch masters: Breigel, Monet, Picasso...</p>



6.	September 2005	<p>L'OFFICIEL [Glossy magazine, circulation: 100 000] Title: <u>n/a</u> Author: Elena Panteleeva Tone: Positive Synopsis: From 20 to 26 September 2005, the Central Exhibition Hall Manège will stage the Second Moscow International Fine Arts Fair. One of its participants, owner of the Marlborough Gallery Gilbert Lloyd explains the work of a professional art-dealer.</p>
7.	September 2005	<p>OPTIMUM [glossy magazine, circulation: 70 000] Title: <u>Moscow salon of fine arts, the Central exhibition hall "Manege", from 20 to 26 September</u> Author: n/a Tone: Positive Synopsis: 68 galleries will present various trends of the world art. Antiquarian furniture and paintings, graphic works and old books, sculptures and tapestries, porcelain and jewelries, Byzantium icons and ancient Greek vessels, works of Chagall and Picasso, Renoir and Monet, Léger and Delonnet, the furniture of the epoch of classicism and art deco will be brought to the "Manege". The participants of the exhibition will be the world famous galleries: Marlborough, Krugier Ditesheim & Cie, Burkhard Eikermann.</p>
8.	September 2005	<p>MADAME FIGARO [Glossy magazine, circulation: 100 000] Title: <u>Museum shopping</u> Author: Nikita Alekseev Tone: Positive Synopsis: The first Moscow International Fine Arts Fair held last year, was a real success. Our admirers of beauty and luxury were virtually astonished with things shown to them that time in Moscow by the largest European and American antiquarian and arts galleries – artworks of painting and arts and crafts of the highest museum-level quality amounting to millions of Euros.</p>
9.	October 2005	<p>MARIE CLAIRE [Glossy magazine; circulation: 51,000] Title: <u>Moscow International Fine Arts Fair The Central Exhibition Hall Manège</u> Author: n/a Tone: Positive Synopsis: When: from 20 to 26 September 2005 What: a wonderful collection of most diversified items of arts presented by 68 galleries. The Manège is showing Byzantine icons, old books, antique furniture, Chinese porcelain, tapestries, carpets, classic and contemporary arts.</p>
10.	September 2005	<p>HARPER'S BAZAAR [magazine circulation: 70 000] Title: Fine oldies Author: Marina Fedorovskaya Tone: Positive Synopsis: In late September 2005, the newly restored Manège building will house the Second Moscow International Fine Arts Fair.</p>
11.	September 2005	<p>ROB REPORT [Glossy magazine; circulation: 20 000] Title: Author: n/a Tone: Neutral Synopsis: From September, 20 till September, 26th in Moscow will pass the</p>



		Second Moscow International Fine Art Fair.
12.	September 2005	<p>INTERIER+DISAIN [interior magazine, circulation: 95 000] Title: Constellation of antiquarians Author: n/a Tone: Positive Synopsis: You will be able to purchase a canvas painting by Renoir, antique bust or Empire style chandelier at the Second Moscow International Fine Arts Fair. All genres and styles of art of the 14th -20th centuries will be available here. Participants will bring antique furniture and painting, drawing and ancient book, sculpture and tapestry, carpets and oriental ceramics, porcelain and precious stones.</p>
13.	September 2005	<p>ANTIKVARIAT, INTERIER+DISAIN [Glossy magazine antiques-oriented; circulation: 15 000] Title: Author: n/a Tone: Neutral Synopsis:</p>
14.	September 2005	<p>MEZONIN [interior magazine, circulation: 50 000] Title: <u>Second Fine Arts Fair</u> Author: Evgenia Gershkovich Tone: Positive Synopsis: The last Moscow International Fine Arts Fair excelled the expectations of its organisers. This event attracted a great interest of public and experts: for a week the halls at the Zurab Tsereteli Gallery were visited by over 25 thousand persons. This time the Fair will take place at the restored Manege space, and the number of visitors will increase by three times.</p>
15.	September 2005	<p>LITCA [magazine, circulation: 50 000] Title: <u>Art autumn in the Manege</u> Author: Tatiana Grazhevich Tone: Positive Synopsis: From 20 to 26 September in the capital, in the reconstructed Central Exhibition Hall, which is rightfully considered to be the historical symbol of its cultural space, the Second Moscow International salon of fine arts is opening. Here all the art genres and trends of the 14th – 20th centuries will be represented. From the conversation with Valentina Vasilyeva, director of Moscow representative office of the Swiss company ARTCULTURESTUDIO specializing in art exhibition project management and organization we got to know what is going to be especially interesting for its participants and visitors.</p>
16.	September 2005	<p>TABANTON [magazine; circulation: 10 000] Title: <u>Faculty of Fine Arts</u> Author: Anna Kotlyar Tone: Positive Synopsis: The Manege will hold the Second Moscow International Fine Arts Fair in September 20 to 26. We interview one of its organisers, Tanya Lyubenova-Rappe, vice president of Swiss company Art Culture Studio. This Fair will introduce fantastic things: no batch products, only haute joaillerie (high jewellery art), exclusive models from designers.</p>



17.	September 2005	<p>Fly& Drive [magazine; circulation: 28 000] Title: A Gypsy at the Manege Author: Marina Lesko Tone: Positive Synopsis: Photos of art works, which may be bought at the Moscow Fine Arts Fair, are provided by their owners. Mr. Ives Bouvier, owner of company providing storage and transportation of art works, decided to establish an annual fair in Moscow to introduce the best galleries of the world.</p>
18.	September 2005	<p>GALA [magazine, circulation: 72 600] Title: Moscow International Fine Art Fair. Author: Tone: Positive Synopsis: We will be welcomed by 82 premium-class galleries: Marlborough, Gmurzynska, Art Deco, Shmit, Marks – the very same ones where Louvre, the British Museum and Russian oligarchs do their shopping, as well as the Russian Gelos Auction House that has sold the “Black Square” by Malevich to the Hermitage, St. Petersburg.</p>
19.	September 21, 2005	<p>GAZETA [newspaper, circulation: 61 300] Title: “We must entice customers” Tone: Positive Synopsis: Initiator of the Moscow International Fine Arts Fair Yves Bouvier answered the questions asked by Igor Chuvilin.</p>
20.	September 21, 2005	<p>GAZETA [newspaper, circulation: 61 300] Title: “Scales of events have changed” Tone: Positive Synopsis: Head of the Art Culture Studio Company Moscow office Valentina Vasilyova about the current Fine Arts Fair. By Igor Chuvilin.</p>
21.	September 21, 2005	<p>GAZETA [newspaper, circulation: 61 300] Title: <u>Juridically – Exhibition</u> Author: Sergey Safonov Tone: Positive Synopsis: Last time, this Fair took place in the Tsereteli Gallery at Prechistenka. Now, though the organizers thank Zurab Konstantinovich for the assistance, the art-forum opened in the Manège. Firstly, as made public from unofficial sources, the organizers had been embarrassed by the dangerous vicinity of the “main Russian sculptor” creatures. Secondly, the list of participants – now it consists of 68 galleries – the areas required for them almost tripled.</p>
22.		<p>GAZETA.RU [On-line, World and Russian news; viewings in day: 88100] Title: <u>Ship the brilliants in barrels</u> Author: Alla Archangelskaya Tone: Positive Synopsis: The International Fine Arts Fair has opened – one might touch – if not buy – a Warhol, Chagall, kilos of brilliants and other goods.</p>
23.	September 20, 2005	<p>IZVESTIA [Daily general interest newspaper, business and political-oriented, circulation: 240 967] Title: <u>Buy a Picasso!</u> Author: Nikita Alekseev Tone: Positive Synopsis: Last year, the Gallery of Zurab Tsereteli held the first edition of</p>



		<p>the Moscow International Fine Arts Fair. Moscow has been astonished: one can surely buy an artwork painted by Pieter Brueghel the Elder or Renoir! However, big names of antiquary and arts market who came to the capital of Russia were not yet going to bargain then. They were sniffing the winds of what was happening in Russia. Now having reconnoitered the situation, they are back and willing to retail – if such wording is applicable to a range of products worth hundreds of millions dollars.</p>
24.	September 20, 2005	<p>IZVESTIA [Daily general interest newspaper, business and political-oriented, circulation: 240 967] Title: <u>"Level of culture of russia is important for all the world"</u> Tone: Positive Synopsis Initiator of the Moscow International Fine Arts Fair Yves Bouvier answered the questions about Fair.</p>
25.	September 29, 2005	<p>IZVESTIA [Daily general interest newspaper, business and political-oriented, circulation: 240 967] Title: <u>Art-Market of Russia verified</u> Author: Nikolai Molok Tone: Positive Synopsis: The Second Moscow International Fine Arts Fair has come to an end in the Manège. Everything has been very beautiful; however, there were no sensational bargains.</p>
26.	September 26, 2005	<p>IZVESTIA [Daily general interest newspaper, business and political-oriented, circulation: 240 967] Title: <u>Antiquarians emerged</u> Author: Bogena Rinska Tone: Positive Synopsis: At the opening ceremony of the Moscow International Fine Arts Fair, the Manège have seen real business tycoons whom you can hardly meet at an ordinary beau-monde gathering. Our high-life observer Bozhena Rynska has watched rare species of the business-fauna.</p>
27.	September 20, 2005	<p>KOMMERSANT DAILY [Daily general interest newspaper, business and political-oriented; circulation: 129 794] Title: Elegance added to the Manege Author: Tatiana Markina Tone: Positive Synopsis: The Second World Fine Arts Fair was opened in Moscow. It occupied the Manege newly restored after the fire. Antiquities fill the whole main floor of this great building and the whole newly built underground floor. Some seventy largest world galleries and hundreds of masterpieces at this Fair were introduced by the organiser of this event, Art Culture Studio specialised in organisation of similar exhibitions all over the world.</p>
28.	September 24, 2005	<p>KOMMERSANT DAILY [Daily general interest newspaper, business and political-oriented; circulation: 129 794] Title: The Manege hit the point. World Fine Arts Fair attracted collectors.</p>



		<p>Author: Tatiana Markina</p> <p>Tone: Positive</p> <p>Synopsis: The Fine Arts Fair at the Manege will be open for the last three days. It caused agiotage rather than interest in Moscow. Both among the public, which is evidenced by crowds at the entrance, and among the collectors, which is evidenced by red points of reservation on the paintings.</p>
29.	September 26, 2005	<p>KOMMERSANT DAILY [Daily general interest newspaper, business and political-oriented; circulation: 129 794]</p> <p>Title: <u>Connoisseurs of art exhibited at the Manege</u></p> <p>Author: Anna Gerbova and Evgenia Milova</p> <p>Tone: Positive</p> <p>Synopsis: Last week the Manege Central Exhibition Hall closed the Second Moscow International Fine Arts Fair. Sixty-eight best Western and Russian galleries introduced to the attention of rich public sculptures of Salvador Dali and paintings of Chagall and Rubens. Kommersant made sure that the Russian elite is lively interested in high art and some its representatives do not mind to spend millions of dollars to the masterpieces.</p>
30.	September 22, 2005	<p>KOMSOMOL'SKAYA PRAVDA [Daily general interest newspaper, circulation: 3 000 427]</p> <p>Title: <u>"The Holy Family" in the Manège</u></p> <p>Author: Oksana Fomina</p> <p>Tone: Positive</p> <p>Synopsis: From 20 to 26 September 2005, the Central Exhibition Hall Manège will stage the Second Moscow International Fine Arts Fair. Let us remind you that the first one was held last year at the Gallery of Zurab Tsereteli. Then, about twenty largest World-renowned galleries gathered in Moscow and some rumors say that the project implementation amounted to almost a million US dollars. Some 25 thousand people visited the Fair.</p>
31.	September 21, 2005	<p>ROSSIYSKAYA GAZETA [newspaper, circulation: 374 000]</p> <p>Title: <u>How much is opium for the public? The World Fine Arts Fair was opened at the Manege.</u></p> <p>Author: Igor Shevelev</p> <p>Tone: Positive</p> <p>Synopsis: The World Fine Arts Fair held at the Manege in September 20 to 26 is not only an outstanding but also an essentially unique event for Moscow. The matter is that the Fair does not only introduce the excellent art works, including old Flemish and Dutch paintings, Ingres, Chagall, Picasso, Warhol, sculptures, gobelins, applied art works of museum quality, works of the world leading jewellery companies but also all these goods may be bought.</p>
32.	September 19, 2005	<p>MOSKOVSKY KOMSOMOLETS [daily general interest newspaper; circulation: 2 226 291]</p> <p>Title: <u>Shan't we buy our Peter Rubens? A great antiquarian fair opening at the Manege</u></p> <p>Author: Marina Ovsova</p> <p>Tone: Positive</p> <p>Synopsis: European antiquaries rub their hands with joy expecting great profits. Our, Russian purchaser of antiquities appeared the best (and richest)</p>



		in the world. Moscow (its individual citizens, naturally) is like a great funnel, it can swallow everything: world real estate and manually assembled cars, football clubs and largest yachts. Now there is an antiquarian boom.
33.	September 21, 2005	<p>MOSKOVSKY KOMSOMOLETS [daily general interest newspaper; circulation: 2 226 291] Title: <u>Non-prohibitive luxury</u> Author: Marina Ovsova Tone: Positive Synopsis: The Manège holds the Second Moscow International Fine Arts Fair. After the last year's home coziness in the halls of the former Dolgoruki Palace on Prechistenka, presently – the Center of Arts of Zurab Tsereteli – now the fair resembles rather an ancient European town – with streets, lanes, arches erected above, where every house contains a antiquarian gallery, an Empress boudoir, or a curiosity shop. Five thousand old period pieces have filled both the restored ground floor of the Manège and the newly constructed underground one up to the top.</p>
34.	October 5, 2005	<p>MOSCOWSKIE NOVOSTI [newspaper, circulation: 63 700] Title: <u>"Real things" in Moscow</u> Author: Sergei Borisov Tone: Positive Synopsis: The fair was founded by Yves Bouvier, head of the Natural Le Coultre Group and creator of the Art Culture Studio. He and other organizers consider the fair "the rendezvous for the world's leading dealers, the greatest collectors, the keenest professionals and the most passionate neophytes". The Moscow Fine Art Fair was held from September 20 to 26 in the newly restored Manezh. The mise-en-scene was created by Patrick Hourcade, who has collaborated on many projects with fashion icon Karl Lagerfeld.</p>
35.	September 23, 2005	<p>NEZAVISIMAYA GAZETA [newspaper, circulation: 97 940] , Antract Title: <u>Guests And Hosts of The Antiquarian Show</u> Author: Veronica Tchernishova Tone: Positive Synopsis: The Manège. It is the place of the busiest gathering of high society audience. The so-called VIP-time – from 18.00 to 21.00 every day. Receptions, strolls, meetings, negotiations... It will go this way all the week from 20 to 26 September 2005. The Second Moscow International Fine Arts Fair at has opened in the Manège, which is a serious event on its own.</p>
36.	September 16, 2005	<p>NEZAVISIMAYA GAZETA [newspaper, circulation: 97 940] Title: <u>The French In The Manege</u> Author: Dmitriy Butkevich Tone: Critic Synopsis: Practically all participants of the First Fine Arts Fair will be present at the Second one to be held from 20 to 26 September 2005 at the Central Exhibition Hall Manège. Moreover, the number of this year's fair participants has almost tripled. 68 galleries will show their artworks representing most different World art styles in Moscow in September.</p>



37.	September 30, 2005	<p>NEZAVISIMAYA GAZETA [newspaper, circulation: 97 940] Title: <u>The interior has passed, questions have remained</u> Author: Dmitriy Butkevich Tone: Positive Synopsis: In Central Exhibition Hall Manège prestigious Fine Arts Fair has ended.</p>
38.	September 21, 2005	<p>NOVIE IZVESTYA [Daily newspaper, socially-political-oriented; circulation: 102 000] Title: <u>Picasso for Russian nouveaux riches. Shining diamonds excelled the fine arts in the Fair at the Manege.</u> Author: Sergei Soloviev Tone: Positive Synopsis: Yesterday the World Fine Arts Fair was opened at the Manege. Moscow was visited by almost seventy galleries from Europe and America with their rarities, including works of Picasso, Warhol, Dali and Monet. Now the main exhibition hall turned into an alternative museum, which collected the exhibits, which are not held in the state treasury.</p>
39.	September 22, 2005	<p>VECHERNYAYA MOSKVA [newspaper, circulation: 300 700] Title: From Scythians to Warhol. The Second World Fine Arts Fair was opened at the Grand Manege. Author: Vladimir Salnikov Tone: Positive Synopsis: Walk and watch the masterpieces of art and sculpture, furniture and jewellery, Byzantine icons and ancient Greek vases, furniture of classicism, baroque and art deco, art of XIX and XX centuries - Corot, impressionists, Picasso, Chagall, Magritte, Warhol, Liechtenstein...</p>
40.	September 7, 2005	<p>VEDOMOSTY [Daily general interest newspaper, business and political-oriented; circulation: 68 700] Title: Author: Olga Kabanova Tone: Positive</p>
41.	September 20, 2005	<p>VEDOMOSTY [Daily general interest newspaper, business and political-oriented; circulation: 68 700] Title: <u>Watch and buy</u> Author: Olga Kabanova Tone: Positive Synopsis: The World Fine Arts Fair in Moscow strikes imagination: one could hardly sustain such a shock of art and luxury. For the second time (the First Fair was held last year), the best European galleries are demonstrating in Russia their fantastic goods: paintings and sculptures deserving the best museums, furniture from palaces and jewellery at the sky prices.</p>
42.	September 21, 2005	<p>THE MOSCOW TIMES [English-language newspaper published in Moscow since 1992, circulation: 35 000] Title: n/a</p>



		<p>Author: n/a</p> <p>Tone: Neutral</p> <p>Synopsis: About 55 dealers, including top international galleries, are displaying their precious wares at the Manezh Central Exhibition Hall until Sept. 26</p>
43.	September 20, 2005	<p>THE MOSCOW TIMES [English-language newspaper published in Moscow since 1992, circulation: 35 000]</p> <p>Title: <u>Top-of-line Art Fair Draws Eager Buyers</u></p> <p>Author: John Varoli</p> <p>Tone: Positive</p> <p>Synopsis: While London and New York are the usual venues for sales to Russian collectors, dealers have the chance to show their wares between Sept. 20 and 26 at the Moscow World Fine Art Fair.</p>
44.	September 21, 2005	<p>VREMYA NOVOSTEY [newspaper, circulation: 51 000]</p> <p>Title: <u>Digitised luxury. The World Fine Arts Fair was opened at the Manege in Moscow</u></p> <p>Author: Sergey Khachaturov</p> <p>Tone: positive</p> <p>Synopsis: This Fair takes place for the second time. It is organised by Art Culture Studio, a company specialised in art exhibitions and financed by the Foreign Trade Bank. Art Culture Studio president Ives Bouvier is pleased with the First Fair held a year ago. In a week it was visited by more than 25 thousand persons.</p>
45.	September 29, 2005	<p>VREMYA NOVOSTEY [newspaper, circulation: 51 000]</p> <p>Title: <u>Never hide your money by stores and corners! Results of World Fine Arts Fair in Moscow.</u></p> <p>Author: Sergey Khachaturov</p> <p>Tone: positive</p> <p>Synopsis: For a week, the Manege Central Exhibition Hall was visited by more than 60 thousand persons. The Fair was participated by 68 galleries from the whole world. Most of them noted good organisation of this Fair.</p>
46.	October 3, 2005	<p>KOMMERSANT DENGHI [Weekly magazine, business-oriented; circulation: 85 000]</p> <p>Title: <u>Salon patriotism</u></p> <p>Author: Anna Marichevich</p> <p>Tone: Positive</p> <p>Synopsis: The Second international salon of fine arts took place in the Moscow Manege. Western antiquaries participating in it have done everything to win the sympathy of Russian collectors. And they have not miscalculated. Anna Marichevich is telling us about the results of the salon.</p>
47.	August 26, 2005	<p>KOMMERSANT-VLAST [Analytical weekly magazine circulation: 56 070]</p> <p>Title: Moved valuables. Pre-sale delivery</p> <p>Author: Tatiana Markina</p> <p>Tone: Neutral</p> <p>Synopsis: The Russian purchasers of art have not to travel to London, New</p>



		York or Paris any more. The largest galleries brought masterpieces to their home: the Second International Fine Arts Fair was held in Moscow.
48.	29 August, 12 September 2005	KOMMERSANT-VLAST [Analytical weekly magazine circulation: 56 070], Afisha Title: n/a Author: n/a Tone: Neutral Synopsis: The Manege Central Exhibition Hall is opening the Second Moscow International Fine Arts Fair. Sixty-eight galleries with exhibit the works representing the most various fields in the world art. The visitors will see the Byzantine icons, ancient Greek glasses, works by Chagall, Picasso, Renoir, furniture of the classical age, paintings by Liechtenstein and Warhol. A special exhibition will consist of the contemporary jewellery. In addition to the Russian galleries, foreign ones will be also introduced (Marlborough, Burkhard, Feigen - Aaron from London). This Fair will be open to September 28.
49.	September 05, 2005	KOMMERSANT-VLAST [Analytical weekly magazine circulation: 56 070] Title: n/a Author: n/a Tone: Neutral
50.	September 26, 2005	EXPERT [business weekly magazine, circulation: 85 000] Title: <u>Vip-Art</u> Author: Yulia Lebedeva Tone: Positive I Synopsis: The Second Moscow International Fine Arts Fair has overshadowed not only the Russian Antiquarian Fair in the Central Artists House but numerous exhibitions of leading museums with respect to its luxury and splendour. The First Fair took place in June 2004 in the Dolgorukiy Prince family palace on Prechistenka that has become Zurab Tsereteli's Art-Gallery. There were no Russian galleries there, whereas foreigners came just to look around, not to sell.
51.	September 26, 2005	ITOGI [magazine, circulation: 85 000] Title: <u>All for sale!</u> Author: n/a Tone: Positive Synopsis: The International Fine Arts Fair in the Manège is something in between an old curiosity shop and a contemporary arts fair in the Artists' Central House, however, its class is much higher.
52.	September 26, 2005	OGONYOK [magazine, circulation 48 500] Title: <u>n/a</u> Author: n/a Tone: Positive Synopsis: At the Second International Fine Arts Fair in the Moscow Manège, the number of participants has doubled as compared to the previous year – 68 against 30. According to estimations of the hanging-committee, only the artworks displayed here amount to \$ US 200 million. The space of the renowned French B&B Steinitz Gallery (Paris) stands out with its decoration: everything is in the classic style, only the prices are very much contemporary.
53.	September 19,	PROFIL [Weekly general interest magazine, socially-political-oriented;



	2005	<p>circulation: 102 600]</p> <p>Title: Respectable Antiquity</p> <p>Author: Maria Mikkeli</p> <p>Tone: Positive</p> <p>Synopsis: In September 21 to 26, Moscow will be visited by the world leading art dealers; the Second World Fine Arts Fair will be held at the Manege. Last year they only demonstrated their art works. Now they are bringing them on sale. This Fair can make the beginning of serious changes in the top sector of the Russian antiquarian market.</p>
54.	August 22, 2005	<p>PROFIL [Weekly general interest magazine, socially-political-oriented; circulation: 102 600]</p> <p>Title:</p> <p>Author: Maria Mikkeli</p> <p>Tone: Positive</p>
55.	September 26, 2005	<p>PROFIL [Weekly general interest magazine, socially-political-oriented; circulation: 102 600]</p> <p>Title: Second-hand treasures</p> <p>Author: Maria Mikkeli</p> <p>Tone: Positive</p> <p>Synopsis: Last week all the high life of the metropolis was concentrated at the restored Manege, where the World Fine Arts Fair arranged the evening VIP shows.</p>
56.	September 19, 2005	<p>KOMPANIA [magazine, circulation: 63 400]</p> <p>Title: <u>Breakthrough to antiquity</u></p> <p>Author: Marina Lesko</p> <p>Tone: Positive</p> <p>Synopsis: Manege Exhibition Hall opened the Second Moscow Fine Art Fair (2005). This event means that the world antiquarian market finally turned towards Russia. Due to Yves Bouvier from Switzerland, who organised this event, the most prominent European galleries will exhibit their goods to the Russians.</p>
57.	September 19, 2005	<p>KOMPANIA [magazine, circulation: 63 400]</p> <p>Title: <u>I hold all the cards</u></p> <p>Author: Marina Lesko</p> <p>Tone: Positive</p> <p>Synopsis: The name of Yves Bouvier, who has been involved in transportation and storage of artworks for years, is well known among officials of renowned museums and gallery owners. Maintaining unique connections in the world of antiques and relevant resources, he has been thinking over for long the idea to establish an art-fair of his own. However, he could not make up his mind in choosing the right city for it. September last year he visited Moscow, and the issue was resolved at once.</p>
58.	September 19, 2005	<p>VSE YASNO [magazine, circulation: 34 920]</p> <p>Title: <u>Who invented air moisteners</u></p> <p>Author: Maria Kravcova</p> <p>Tone: Positive</p> <p>Synopsis: On September 20, the Grand Manege is opening the Second Moscow World Fine Arts Fair. The most prominent antiquarian galleries of the</p>



		world are going to be seen by the Russian billionaires. The number of masterpieces includes a marble fountain of Louis XIV age.
59.	September 16, 2005	<p>KOMMERSANT WEEKEND [newspaper, circulation: 129 794] Title: <u>Montaigne Avenue at the Manege. World Fine Arts Fair in Moscow.</u> Author: Tatiana Markina Tone: Positive Synopsis: The dream of Russian antiquaries to turn Moscow into one of the antiquarian metropolises of the world, like Paris in autumn, Maastricht in spring, or London and Monte Carlo in summer, where the largest galleries, collectors and museum holders would meet, seemed crazy only eighteen months ago. Then the First World Fine Arts Fair was held in Moscow; for the first time, Moscow was visited by the Western antiquarian galleries (their number was over 20), and they were the most respectable and expensive. After that event, a hope arose to make this dream true. Now, when the Second Fair is opening, the idea of the Art Culture Studio, which organised this Fair, to make Moscow one of the world antiquarian centres acquires quite real outlines.</p>
60.	September 2005	<p>ART GUIDE [entertainments magazine; circulation: 40 000] Title: Moscow Fine Art Fair Author: n/a Tone: Positive</p>
61.	September 8, 2005	<p>DOSUG AND RAZVLECHENIYA [magazine, circulation: 80 000] Title: Author: n/a Tone: Neutral</p>
62.	September 20, 2005	<p>RADIO "MAYAK" [radio, national news, social and culture-oriented; Target audience: 32 666 daily] Title: <u>A Fine Arts Fair opened in Moscow</u> Author: Fedor Dmitriev Tone: Neutral Synopsis: This year the number of participants the Fine Arts Fair increased almost by three times. Sixty-eight galleries will show the visitors of the Moscow Fair the works representing absolutely trends in the world art.</p>
63.	September 19, 2005	<p>RIA NOVOSTI [Russian News& Information Agency] Title: <u>The manège stages the second international fine arts fair</u> Author: n/a Tone: Positive Synopsis: Monday, the Second Moscow International Fine Arts Fair opened in the capital city exhibition hall Manège. The Manège will display antique furniture and paintings, drawings and old books, ancient Greek vessels, old-time tapestries and carpets, Byzantine icons and artworks by Chagall and Picasso, Renoir and Monet, pictures by Andy Warhol, as well as yet not shown in Russia artworks by Faberge – according to organizer of the Fair, Yves Bouvier.</p>
64.	September 26,	<p>RADIO "SVOBODA" [radio, politics and social-oriented; Target audience:</p>



	2005	6178 daily] Title: n/a Author: Dmitriy Volchek conducts the Weekly Results programme. Radio "Svoboda" reporter Anna Kolchina takes a part. Tone: Neutral Synopsis: The World Fine Arts Fair was opened at the Manege in Moscow. Sixty-eight leading galleries of the world brought their collections on sale in Moscow. However, for most visitors, this Fair is still an exhibition. The visitors are surprised not only by the number of art works collected in the same place but also by their prices.
65.	September 19, 2005	TIME OUT [Moscow entertainments weekly magazine; circulation: 50 000] Title: Author: Faina Balakhovskaya Tone: Positive
66.	September 25, 2005	MK-VOSKRESEN'E [newspaper, circulation: 373 000] Title: Author: n/a Tone: Positive
67.	September 26, 2005	AFISHA [Moscow entertainments magazine, published two times a month; circulation: 94 300] Title: <u>Tempting with luxury</u> Author: n/a Tone: Positive Synopsis: There are almost three times more participants of the Second Moscow international salon of fine arts than there were last year.
68.	September 8, 2005	VASH DOSUG [entertainments weekly magazine, circulation: 50 000] Title: Market classics Author: Sergei Soloviev Tone: Positive Synopsis: The Fine Arts Fair opening in Moscow on September 20 with its paintings and valuables can excel the Kremlin and Pushkin Museum taken together. But the most surprising thing is that these masterpieces are on sale. Passing the tax and political barriers at last, the Western antiquaries reached Moscow with their museum valuables.
69.	September 2005	Where Moscow , [entertainments magazine; circulation: 34 920] Title: <u>Fine arts</u> Author: Maria Kravcova Tone: Positive Synopsis: From 20 to 26 September in the Central Exhibition Hall "Manege" the Second Moscow international salon of fine arts" will take place, in which more than 70 famous international galleries (Marlborough, Krugier, Ditesheim & Cie, Gmurzynka and others) will take part. Various art genres and trends of the 14 th – 20 th centuries will be represented – paintings, graphic and sculptural works, as well as antiquarian furniture, old books, tapestries and carpets, porcelain and Asian ceramics, and jewelries. There will be a separate exhibition dedicated to jewelries of contemporary artists of such famous companies as Van Cleef & Arpels, Bulgari, David Morris, Golay fils et Stahl. During the conduct of the salon Jilbert Albert, the most titled jeweler of the planet, the tenfold laureate of the jewelers' analogue of Oscar – the Diamond International Awards premium of the De Beers Company, will



		celebrate his 75 th birthday. The glorified Swiss artist is going to celebrate his jubilee in Moscow.
70.		<p>RADIO "VOICE OF MOSCOW" [radio, Target audience: 3720 daily] Title: <u>The Second Moscow International Fine Arts Fair opened in the Manège.</u> Author: n/a Tone: Neutral Synopsis: The Manège will display antique furniture and paintings, drawings and old books, ancient Greek vessels, old-time tapestries and carpets, Byzantine icons and many more. According to Yves Bouvier, organizer of the Fair, visitors will also see artworks by Chagall and Picasso, Renoir and Monet, pictures by Andy Warhol, as well as yet not shown in Russia artworks by Faberge.</p>
71.	September 20, 2005	<p>POLIT.RU [On-line, Information and analytic web-site, politics and business-oriented; viewings in day: 32076] Title: n/a Author: n/a Tone: Neutral Synopsis: The Second International Fine Arts Fair opened in Moscow. It is staged at the Manège newly rehabilitated after a devastating fire. Nearly 70 World's largest galleries are taking part in the Fair this year. The Art Culture Studio specializing in such exhibitions around the globe are the event organizers.</p>
72.	September - October 2005	<p>ZAGORODNYI DOM [Glossy magazine architecture and design-oriented; circulation: 40,000] Title: Author: n/a Tone: Positive Synopsis: The Second International Fine Arts Fair will be open in the Moscow Manege.</p>
73.	September, 21, 2005	<p>Fashiontime.ru (fashion oriented web-site) Title: Art on sale Author: Marina Petrenko Tone: Positive Synopsis: For the whole week one of the most prestigious Moscow hall will turn to an opening day where 68 galleries from the world including from Russia will be placed.</p>
74.	September, 20, 2005	<p>Radio "Mayak" Title: The Second International Fine Art Fair In Moscow has opened Author: Fedor Dmitriev Tone: Positive Synopsis: This year the number of participants of the Moscow International Fine Art Fair has increased in three times. 68 galleries will show the Moscow spectator the products representing absolutely different directions of world art.</p>
75.	September 20, 2005	<p>Personal money (business oriented web-site) Title: The Second International Fine Art Fair In Moscow has opened Author: Inna Reut</p>



		<p>Tone: Positive</p> <p>Synopsis: On the Second International Fine Art Fair all variety of art with XIV-th till XX-th century will be presented: painting and the schedule, ancient books and precious ornaments, porcelain, silver, furniture, sculptures, carpets, Gobelin tapestries and the Asian ceramics.</p>
76.	September, 26, 2005	<p>Radio "Svoboda" (social and political oriented radio)</p> <p>Title: In Moscow Manege the International Fine Art Fair has opened</p> <p>Author: Anna Kolchina</p> <p>Tone: Positive</p> <p>Synopsis: Renoir, Picasso's pictures, are on sale in the center of Moscow. In Manege open Fine Art Fair. The pictures and jewelry it can eclipse and the Pushkin museum.</p>
77.	September, 20	<p>1 Channel (general TV channel in Russia)</p> <p>Title: In Moscow Manege the International Fine Art Fair has opened</p> <p>Author: Ulia Shatilova</p> <p>Tone: Positive</p>
78.	September, 19	<p>NTV</p> <p>Author: Egor Kolivanov</p> <p>Tone: Positive</p>
79.	September, 19, 20	<p>TV Culture</p> <p>Author: Ludmila Solnushkina</p> <p>Tone: Positive</p>
80.	October, 3, 17	<p>TV Culture, Program PROArt</p> <p>Author: Anna Loshak, Vitolina Gorelova</p> <p>Tone: Positive</p> <p>Synopsis: Two materials about The Moscow International Fine Art Fair.</p>
81.	September, 20	<p>Rev TV</p> <p>Tone: Positive</p>
82.	September, 19, 20	<p>TVC, Program "Events"</p>
83.	August, 2005	<p>Pravda.ru (social and political oriented web-site)</p> <p>Title: n/a</p> <p>Author: n/a</p> <p>Tone: Neutral</p> <p>Synopsis: From September, 20 till September, 26th in Moscow will pass the Second Moscow Second International Fine Art Fair.</p>
84.	July, 2005	<p>Antiq.info (general interested web-site about art market)</p> <p>Title: n/a</p> <p>Author: n/a</p> <p>Tone: Neutral</p> <p>Synopsis: From September, 20 till September, 26th in Moscow will pass the Second Moscow Second International Fine Art Fair.</p>

