



## Media release

Basel/Paris, 26.01.2022

### **Art Basel selected to stage new contemporary and Modern art fair in the iconic Grand Palais of Paris**

MCH Group is delighted to announce that Art Basel has been awarded a seven-year contract to stage a new contemporary and Modern art fair at the prestigious Grand Palais in Paris, following a public competition initiated by the Réunion des musées nationaux – Grand Palais in December last year. Launching in October 2022, this new project of international stature will build bridges between France’s cultural industries – from fashion and design to film and music – to create a flagship event that radiates throughout the city and is firmly embedded in Paris. The new fair will initially take place at the Grand Palais’s temporary venue, the Grand Palais Éphémère, located in the historic heart of Paris in the Champ-de-Mars, until the restoration of the Grand Palais is completed in 2024.

“This is exciting news not only for MCH Group, but also for the French art scene, the art market, and the economy.” says Beat Zwahlen, Group CEO. “Our Art Basel team has done a tremendous job preparing a compelling bid, and I’d like to thank the Réunion des musées nationaux – Grand Palais for their trust in us. This is another step towards our goal to ensure the long-term success of MCH Group, and it’s gratifying to see that our efforts around “City Activation” as a key element in our strategy are beginning to bear fruit.”

To deliver this ambitious new project for Paris, MCH Group intends to establish a new French legal entity and employ a dedicated team on the ground, while Art Basel will work closely with France’s gallery community and ensure their strong representation in the fair’s Selection Committee. In addition, Art Basel intends to develop an identity and a brand specific to the Parisian fair. Further details will be communicated in the coming weeks.

Despite the difficult circumstances of the Covid-19 pandemic, MCH Group has been successfully driving its strategy forward, and leveraging its strong brand equity for further growth”, says Beat Zwahlen. “We’ve shown before that we can successfully build events in other locations that create tremendous impact for the economy. Basel is and will remain our home base, and we are 100% committed to our existing Art Basel events in Basel, Miami Beach and Hong Kong.»

Andrea Zappia, Chairman of the Board of Directors of MCH Group, adds: « We are proud of the work of our Art Basel team and grateful to RMN for the opportunity to build an iconic event in Paris. This is a first step of a new growth strategy which demonstrates the commitment of our shareholders to enable the full potential of MCH brands and capabilities .”

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## About MCH Group

MCH Group, the parent company of Art Basel, is headquartered in Basel, Switzerland. An internationally active experience marketing company with a comprehensive service network, MCH Group organizes around 30 community platforms in Switzerland and abroad, offers comprehensive experience marketing solutions from strategy to creation and implementation, and also operates its own exhibition venues in Basel and Zurich.

At the end of 2020, our corporate group had a total of 710 permanent employees – 355 in Switzerland, 30 in other European countries, 278 in the U.S. and 47 in the Middle East and Asia. We achieved a consolidated revenue of CHF 188 million in the 2020 business year, although business operations were largely at a standstill in many areas. In recent years, MCH Group has consistently been among the ten most lucrative exhibition companies in the world.

For further information, visit [MCH Group](#)

## About Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through new digital platforms and a number of new initiatives such as the Art Basel and UBS Global Art Market Report and the BMW Art Journey. Art Basel's Global Media Partner is The Financial Times. For further information, please visit [artbasel.com](http://artbasel.com).

## Upcoming Art Basel shows

Hong Kong, March 24-26, 2022

Basel, June 17-19, 2022

Miami Beach, December 1-3, 2022

## Media releases

<https://www.mch-group.com/en/news/>

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