

# The big three #2 PAD ART & DESIGN FAIR

16-20 October 2013



*'PAD is about eclecticism, about the spirit of collecting and mixing museum-quality pieces across genres'*  
— Patrick Perrin, president of PAD

ABOVE: CAVALLI IN RIVA AL MARE BY GIORGIO DE CHIRICO, COURTESY OF GALLERIA D'ARTE FREDIANO FARSETTI; RIGHT: GROUND NO. 1 BY ALBERTO BIAGETTI, COURTESY OF GALERIE ITALIENNE



Head for the Pavilion of Art and Design in Berkeley Square to experience art as lifestyle

Held in the same week as Frieze and attracting a similar crowd – although more intimate and exclusive – the Pavilion of Art and Design (PAD) is London's leading fair for 20th century art and design. When it was set up in 2007, PAD hosted 20 dealers, but has since evolved to become a niche event attracting big names in design. This year, 70 international galleries, from 12 countries, will be exhibiting in a marquee with a Champagne bar run by Ruinart, which also sponsors a prize. Last year's event drew 20,000 visitors including collectors, interior specialists, art lovers and Mayfair residents. There is something for everyone here and you will find 20th century masters alongside David Hockney drawings, tribal art, photography and classical antiquities. 'PAD provides selected designers with a unique platform for introducing their work to a sophisticated, international audience, thereby encouraging new generations to add to the collectible tradition of design,' says architect Nigel Coates.

Visitors to the fair tend to be cosmopolitan, stylish and cultured, but experimental; think Anglo-French actress Kristin Scott-Thomas's chic style. PAD's Gallic flavour makes it attractive to globe-trotting metropolitan types with a taste for design and the sheer exotic, who are keen to put cutting-edge design at the heart of their home. The quality of the exhibitors brings in international collectors who enjoy the fun and relaxed atmosphere, with no pressure to make a quick decision. If you'd like to begin collecting decorative or tribal art, or photography, PAD is a great place to begin and there will be plenty of reasonably priced decorative pieces, available for those on a budget.

It isn't surprising that the fair has a French feel, with prominent Parisian dealer, Patrick Perrin behind it. Inspired by the spirit of 19th-century 'Cabinets of Curiosities', they bring together an eclectic mix of decorative art and lifestyle experts and encourage them to interact. This October, they have chosen to spotlight tribal art, which is very popular in Paris. An eye-catching installation by fashion designer Reed Krakoff, incorporating MwangaBora solar lamps, by Kenyan designer Evans Wadongo has been chosen as this year's special PAD project. This dramatic artwork will greet visitors at the entrance of the Pavilion. Another tribal highlight of this year's event is the addition of art expert Bernard Dulon, the renowned owner of an unrivalled 19th and 20th century collection of African art. His collection is so outstanding that it is sought after by major museums and galleries.

If, like London's enigmatic Mayor Boris

Johnson, you prefer the classical to the Gallic, there will be plenty of exceptional classical treasures to choose from. David Ghezlbash and Gordian Weber Kunsthandel will be presenting a range of rare amulets and antiquities from Ancient Rome and Greece, and exquisite jewellery from Egypt – stunning enough to have adorned Cleopatra herself.

Last autumn, the participation of a handful of leading American galleries brought transatlantic flair and enthusiasm to PAD. This autumn, Japanese art specialist Jean-Christophe Charbonnier will be introducing beautifully crafted armour for the first time.

The fair also welcomes 21 leading new exhibitors including Galleria O, Garrido Gallery, SMO Gallery, Galerie Gosserez, Galerie Kreo and Galerie Italienne.

This year an impressive panel are behind the Moët Hennessy-PAD London Prize (where categories include the best stand, the best piece of contemporary design and the best piece of 20th-century design at the fair). Chaired by Jasper Conran, the starry panel will include the director of the Serpentine Gallery director, Julia Peyton-Jones, designer Tom Dixon and architect Amanda Levete.

Visiting PAD is sure to be an exciting, sophisticated experience. Since its inception seven years ago, it has created its own niche as a showcase for contemporary and edgy art and design, and as such, is unlike any of the other fairs held in London this autumn.

PAD, London, Berkeley Square, W1. Admission £20, or free for students and under 15s ([pad-fairs.com](http://pad-fairs.com))

FROM LEFT:  
HUMMINGBIRD  
(SCRAP METAL) BY VIK  
MUNIZ, COURTESY  
OF BEN BROWN  
FINE ARTS, POMME  
DE BEN BY CLAUDE  
& FRANÇOIS-XAVIER  
LALANNE, COURTESY  
OF BEN BROWN FINE  
ARTS, A PAIR OF VASES  
BY GRAYSON PERRY,  
COURTESY OF OFFER  
WATERMAN & CO.



"The big three: #

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