



## TEFAF

### Maastricht, The Netherlands

With the 30th edition of TEFAF Maastricht approaching - regarded as the world's leading art fair - the Dutch lighting atelier Brand Van Egmond is once again involved as the exclusive lighting partner. The design firm, based in Naarden, The Netherlands, has been involved for numerous years and will once more supply the lighting for all hospitality areas and showcase the latest designs in their stand.

TEFAF has, since the start in 1988 showcased some of the most beautiful and precious art work of the last millennia currently on the market. A carefully selected group of international art dealers bring their most unique pieces to Maastricht, providing an unrivalled market place for private as well as public collectors.

Many royal families also visit for their private buying and selling, while most billionaires seriously involved with art attend: the fair sees almost 200 private planes descending upon the Dutch city. Architect Tom Postma and his team,

specialists in designing art exhibitions and museum interiors, are responsible for the overall concept. This includes three uniquely styled restaurants, and a dozen other bars. The immaculate attention to detail results in a construction phase of almost one month, with lighting playing a key role in all spaces. The art work must be properly displayed, with technical lighting in support and the public areas must be lit with style and character befitting the occasion and audience - the use of lighting is seen as instrumental in changing the atmosphere from a fair hall to a high-end restaurant. For the coming edition Brand Van Egmond - known for its sculptural lights, which are more pieces of art than mere lamps - was again involved.

Manon van den Beuken, Project Manager TEFAF commented: "TEFAF represents 7,000 years of art history, from antiquity to contemporary art that deserves a worthy stage. We therefore take great care in the design and decoration of the fair. The in

detail executed craftsmanship and exclusive design of Brand Van Egmond is an excellent fit."

Every year sees changes in the overall design of the fair, as well as the hospitality areas, however the brief remains the same: create an intimate yet sparkling atmosphere in which visitors can relax and celebrate, while surrounded by beautiful works of art. In their design proposal Brand Van Egmond chose for 'the power of repetition', to maintain the serene expression of the fair. William Brand, designer and owner commented: "It's a huge honour as a designer of the 21st century, to be granted the possibility to illuminate the old masters."

The 30th edition of TEFAF Maastricht will be held in the MECC Maastricht, 10-19 March 2017. In addition to art and antiques, jewellery is also exhibited. [www.brandvanegmond.com](http://www.brandvanegmond.com)