



Media release

Basel, 12 September 2016

MCH GROUP ANNOUNCES ITS FIRST REGIONAL ART FAIR PARTNERSHIP, TAKING A CO-OWNERSHIP STAKE IN INDIA ART FAIR

MCH Group, Angus Montgomery and the Founding Director Neha Kirpal are pleased to announce that MCH Group has taken a co-ownership stake in India Art Fair in advance of the 2017 edition, to take place 2-5 February 2017. India is the first region of focus and India Art Fair is the first step in realising MCH Group's ambition to create a portfolio of leading regional art fairs, as it announced in March 2016.

India Art Fair, founded in 2008, is South Asia's leading platform for modern and contemporary art and a portal to the region's cultural landscape. Over the past decade this region has seen an explosion of cultural activity with the establishment of major new contemporary art initiatives such as the Kochi Muziris Biennale, the Karachi Biennale, the Colombo Art Biennale and the Dhaka Art Summit. In conjunction with this, modern and contemporary Indian art has been increasingly profiled around the globe with major exhibits at prestigious cultural organisations including The Solomon R. Guggenheim Museum, The Met Breuer, Tate Modern and the Venice Art Biennale.

The dynamic growth of the South Asian art market at a global level, supported by a buoyant Indian economy, has seen the strength and significance of India Art Fair grow rapidly over the past few years. One of the best-attended fairs in the world in terms of footfall, India Art Fair has established itself as a pioneering platform that brings local, national, regional and global interest to South Asia.

With the co-ownership in India Art Fair, MCH Group enters a new geographic and market segment, pursuing its strategic aim to expand its range of services and to make its product portfolio more international. India Art Fair will benefit from MCH Group's knowledge as an international leading exhibition organiser as well as its digital expertise. In July 2016, MCH Group hired two digital experts who will contribute in this partnership by amplifying and developing digital initiatives in the art sector. MCH Group will work in partnership with the existing team at India Art Fair and the value of its engagement will fully come into effect from 2018.

Commenting on the partnership, Marco Fazzone, Managing Director of Design and Regional Art Fairs, MCH Group, said, *"We are happy to launch our strategic initiative with India Art Fair, as our first regional partnership. It gives us a co-ownership position in the leading art platform for modern and contemporary Indian and international art in South Asia. We are looking forward to contributing to the further development of India Art Fair as a leading face-to-face and digital platform."*

Neha Kirpal, Founding Director of India Art Fair, commented: *"We are delighted to have MCH Group as an experienced international partner joining us in India. Their commitment to this region will help us develop the fair in the coming years."*

Sandy Angus, Chairman of Angus Montgomery, said: *"Since we joined India Art Fair in 2011, we have seen significant growth in visitor numbers and sales, with the fair truly establishing itself as by far the most significant art fair in the region. With MCH Group's network and expertise we look forward to realising the full potential of this signature event"*.

MCH Group will own a majority of India Art Fair, a total of 60.3 %, while Angus Montgomery will own 29.7%. Neha Kirpal, Founding Director and Partner of India Art Fair, will retain 10% and will continue to play a key role in the development of the fair.

END

India Art Fair

c/o Seventh Plane Networks Pvt. Ltd.
HS 37, 1st Floor, Kailash Colony Market,
New Delhi- 110 048, India
+91 58 47 11 98 00
info@indiaartfair.in
www.indiaartfair.in

MCH Group

MCH Group Ltd.
4005 Basel
Switzerland
+41 58 200 20 20
info@mch-group.com
www.mch-group.com

India Art Fair

India Art Fair is an annual Indian modern and contemporary art fair held in New Delhi, India. Its Founding Director, Neha Kirpal, launched the fair in 2008, and has been instrumental in steering the fair's unprecedented growth over 8 years into becoming the premier destination for art in the region.

2 February 2017, Preview Day

3-5 February 2017, Public Days

NSIC Grounds, Okhla, New Delhi

→ www.indiaartfair.in

MCH Group

MCH Group, with its head office in Basel (Switzerland), is a leading international group of live-marketing companies with a comprehensive services network spanning the entire exhibition and event market. MCH Group organizes and hosts around 90 exhibitions, including the globally leading Baselworld show, and Art Basel in Basel, Miami Beach and Hong Kong. Design and Regional Art Fairs is a new unit of MCH Group which is building a portfolio of leading regional art fairs, led by Marco Fazzone, Managing Director. Art Basel, led by Managing Director Marc Spiegler, is a separate unit within MCH Group and is not responsible for regional art fairs.

→ www.mch-group.com

Angus Montgomery

Angus Montgomery is an independent exhibition and events company at the forefront of trade and consumer shows in Europe, Asia, Africa and the Middle East. They run over fifty events in over fifteen countries, and their events span the fields of art, photography and design, food, drink and hospitality. Their art fairs include Art Central (Hong Kong), India Art Fair (New Delhi), Photo San Francisco and Photo Shanghai.

→ www.montex.co.uk

For press enquiries please contact:

MCH Group

News Media

MCH Group AG
Corporate Communications
Christian Jecker
+41 58 206 22 52
christian.jecker@mch-group.com

Arts Media

SUTTON

Europe:
Claire Owen
+44 (0) 20 7183 3577
claire@suttonpr.com

Americas:
Concetta Duncan
+1 212 202 3402
concetta@suttonpr.com

Asia:
Erica Siu
+852 2528 0792
erica@suttonpr.com

India Art Fair / Angus Montgomery

FLINT

India, South Asia & Middle East:
Wol Balston
+91 964 351 6347
wol.balston@flint-pr.com

UK:
Digby Halsby
+44 (0) 203 463 2082
digby.halsby@flint-pr.com