



# ART - SPACE

International Exhibition Center ART-SPACE  
Moscow, Tverskaya 9

09.10

26.10

## Forged Beauty



Московский общественный Фонд  
поддержки культуры и развития  
современного искусства





# ART-SPACE International Exhibition Complex

## Stylish Space

This is a new stylish space in the center of Moscow (Tverskaya, 9), created for the life of art. The perfect place to immerse yourself in the world of contemporary and classical art.

## Multifunctionality

ART-SPACE is a center of contemporary art, providing spaces for exhibitions, discussions, fashion shows, immersive performances, digital installations, private film screenings, and music events.

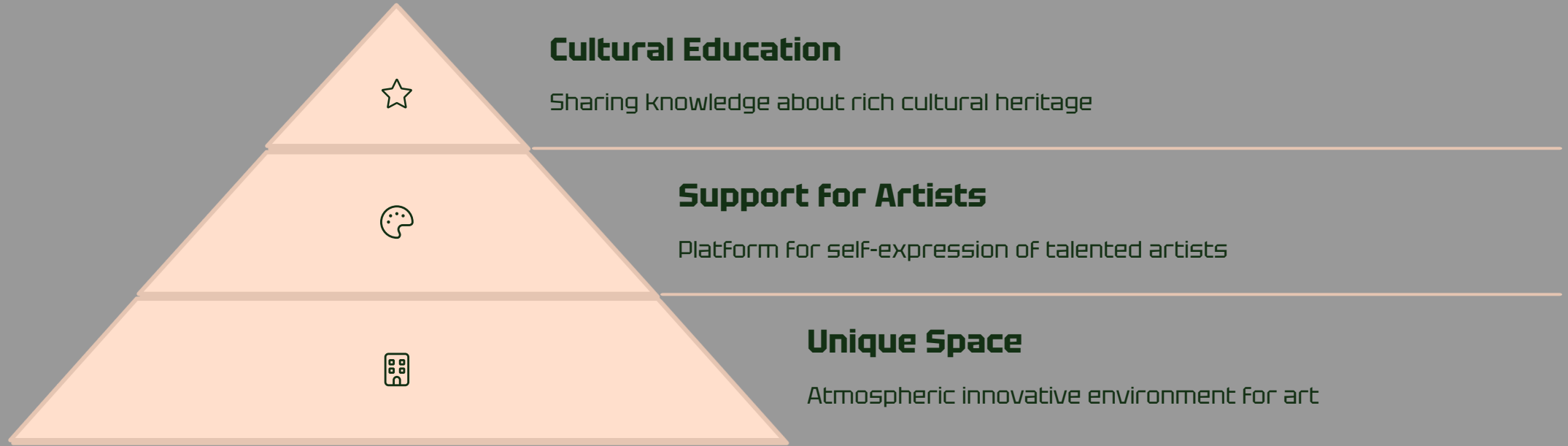
## Complete Ecosystem

The complex also houses an Art-shop and Art-cafe "ATMOSPHERE", creating a complete ecosystem for art lovers. Here you can not only enjoy art, but also purchase unique items and relax over a cup of coffee.

Our complex provides a unique platform for artists from around the world and creates a truly interactive experience for visitors, combining art, technology, and comfort in one place.



# ART-SPACE Mission and Vision



Our goal is to create an atmospheric innovative space for immersion in the world of contemporary and classical art from around the world. We strive to provide a platform for talented artists to express themselves and reach a wide audience.

ART-SPACE shares knowledge about the rich cultural heritage of different countries through innovative exhibition projects. We create a bridge between artists and art connoisseurs, fostering a cultural dialogue at a new level.

# Technological Focus in ART-SPACE



## Virtual Reality

Full immersion in artistic worlds using VR technologies, allowing interaction with works of art in a three-dimensional space.



## Augmented Reality

AR technologies overlay digital elements on the real world, creating a unique experience of interacting with the exhibition's exhibits.



## Interactive Exhibitions

Technological solutions that allow visitors to actively participate in the artistic process and influence the presented works.

We are focusing on modern augmented [AR] and virtual reality [VR] technologies to create a unique experience of interacting with art. Our model differs from traditional museums thanks to unique technological capabilities.

For the "Forged Beauty" exhibition, these technologies will be used to immerse viewers in virtual industrial landscapes and interact with digital sculptures, which fully corresponds to the industrial theme of the exhibition.





# Main Concept of the Exhibition



## Aesthetics of Industrial Objects

The "Forged Beauty" exhibition explores the aesthetics of industrial objects and the interaction between humans and technological/industrial forms, presenting a new perspective on familiar objects.



## Finding Beauty in the Industrial

The focus of the exhibition is on finding beauty, poetry, and humanity in industrial landscapes and technological processes. We invite viewers to see the beautiful in mechanisms and structures.



## Themes for Artists

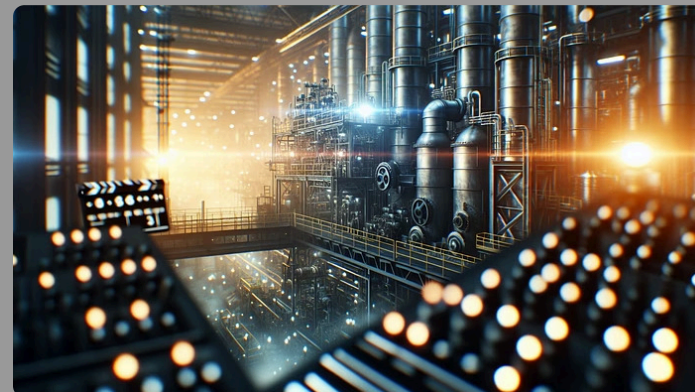
Artists are invited to explore themes of labor, technological development, and industrial aesthetics through various media: from painting to installations made of industrial materials, photography, video art, and sculpture.

The "Forged Beauty" exhibition offers viewers an opportunity to rethink their relationship with industrial aesthetics, to see beauty in functionality and poetry in technological processes. The exhibition will be of interest to both contemporary art connoisseurs and those open to a new perception of the surrounding world.





# Visual Inspiration and Atmosphere



The event aims to create an atmosphere where the aesthetics of industrial objects are explored. The exhibition seeks poetry and humanity in industrial landscapes and technological processes, revealing unexpected beauty in familiar forms.

Artworks will include painting, sculpture, video art, and installations made from industrial materials. Particular attention will be paid to metal sculptures resembling birds, which perfectly reflect the theme of "Forged Beauty" - the transformation of cold metal into works of art filled with life and movement.



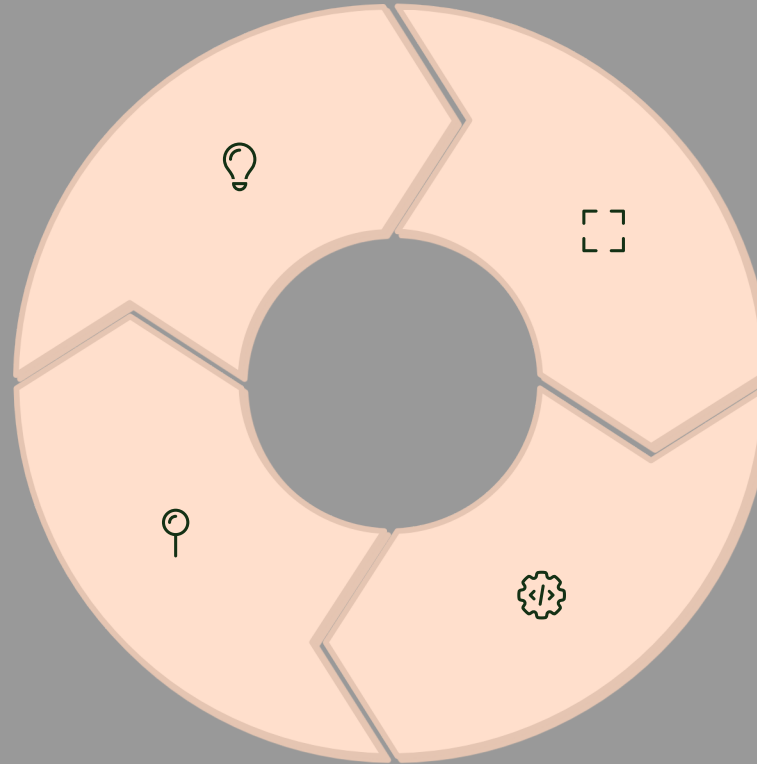
# Why This Exhibition Is Important

## Innovative Approach

The exhibition demonstrates the innovative spirit of the complex and its commitment to organizing relevant thematic exhibitions

## Strategic Development

An important part of the 2025-2027 development plan, demonstrating a commitment to exploring contemporary themes



## Expanding Boundaries

The exhibition expands perceptions of beauty, offering a new perspective on industrial aesthetics

## Exploring Technologies

It aligns with the ART-SPACE concept of exploring a wide range of topics, including technologies and various artistic styles

The "Forged Beauty" exhibition aligns with the key goals of ART-SPACE and prompts reflection on the relationship between humans and technology, which is particularly relevant in the modern digital world. It represents an important step in the cultural dialogue about the role of industrial aesthetics in contemporary art.



# Available Booths

[if you are interested in purchasing a booth, you can click directly on the booth number]



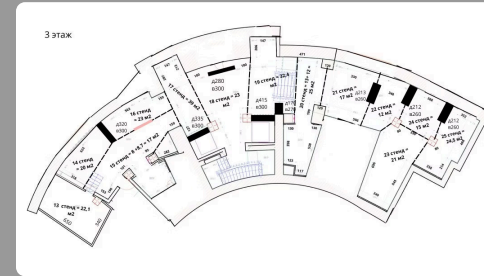
## 1st Floor

- **Booth 1:** 79 m<sup>2</sup> - Price: 1,422,000 rubles
- **Booth 2:** 41 m<sup>2</sup> - Price: 738,000 rubles
- **Booth 3:** 11 m<sup>2</sup> - Price: 198,000 rubles
- **Booth 4:** 38 m<sup>2</sup> - Price: 684,000 rubles



## 2nd Floor

- **Booth 5:** 36 m<sup>2</sup> - Price: 648,000 rubles
- **Booth 6:** 10.7 m<sup>2</sup> - Price: 192,600 rubles
- **Booth 7:** 19 m<sup>2</sup> - Price: 342,000 rubles
- **Booth 8:** 20 m<sup>2</sup> - Price: 360,000 rubles
- **Booth 9:** 24 m<sup>2</sup> - Price: 432,000 rubles
- **Booth 10:** 20 m<sup>2</sup> - Price: 360,000 rubles
- **Booth 11:** 41 m<sup>2</sup> - Price: 738,000 rubles
- **Booth 12:** 43 m<sup>2</sup> - Price: 774,000 rubles



## 3rd Floor

- **Booth 13:** 22.1 m<sup>2</sup> - Price: 397,800 rubles
- **Booth 14:** 20 m<sup>2</sup> - Price: 360,000 rubles
- **Booth 15:** 17 m<sup>2</sup> - Price: 306,000 rubles
- **Booth 16:** 23 m<sup>2</sup> - Price: 414,000 rubles
- **Booth 17:** 39 m<sup>2</sup> - Price: 702,000 rubles
- **Booth 18:** 23 m<sup>2</sup> - Price: 414,000 rubles
- **Booth 19:** 32.4 m<sup>2</sup> - Price: 583,200 rubles
- **Booth 20:** 25 m<sup>2</sup> - Price: 450,000 rubles
- **Booth 21:** 17 m<sup>2</sup> - Price: 306,000 rubles
- **Booth 22:** 12 m<sup>2</sup> - Price: 216,000 rubles
- **Booth 23:** 21 m<sup>2</sup> - Price: 378,000 rubles
- **Booth 24:** 15 m<sup>2</sup> - Price: 270,000 rubles
- **Booth 25:** 24.5 m<sup>2</sup> - Price: 441,000 rubles



## 4th Floor

- **Booth 26:** 22 m<sup>2</sup> - Price: 396,000 rubles
- **Booth 27:** 23 m<sup>2</sup> - Price: 414,000 rubles
- **Booth 28:** 27 m<sup>2</sup> - Price: 486,000 rubles
- **Booth 29:** 13 m<sup>2</sup> - Price: 234,000 rubles
- **Booth 30:** 23 m<sup>2</sup> - Price: 414,000 rubles
- **Booth 31:** 15 m<sup>2</sup> - Price: 270,000 rubles
- **Booth 32:** 17 m<sup>2</sup> - Price: 306,000 rubles
- **Booth 33:** 21 m<sup>2</sup> - Price: 378,000 rubles
- **Booth 34:** 9.2 m<sup>2</sup> - Price: 165,600 rubles
- **Booth 35:** 6 m<sup>2</sup> - Price: 108,000 rubles
- **Booth 36:** 6 m<sup>2</sup> - Price: 108,000 rubles
- **Booth 37:** 7 m<sup>2</sup> - Price: 126,000 rubles





# Opportunities in ART-SPACE

## For Artists

- International recognition and presentation of their work to a wide international audience
- Opportunity to receive prestigious awards, such as the International "VERA" Prize
- Professional contacts with collectors, gallery owners, and curators
- Career growth and increased name recognition
- Monetization of talents through the sale of works during the exhibition without commissions

## For Visitors

The exhibitions are visited by more than 500,000 people annually. Each project is accompanied by a large-scale PR campaign and an educational program that includes lectures, workshops, and meetings with artists.

Visitors have a unique opportunity to immerse themselves in the world of contemporary art, expand their understanding of beauty, and become part of a cultural dialogue. The interactive elements of the exhibition create a special experience of interacting with works of art.

ART-SPACE creates a platform that unites artists and art connoisseurs into a single community, contributing to the development of cultural dialogue and supporting creative initiatives at the international level.



# How to Become an Exhibitor?

## Submit Application and Book a Booth

Fill out the online form on our website with information about yourself, your works, and book a booth.

**[Submit Application](#)**

## Expert Evaluation

Our council will review the application from 3 to 7 days, evaluating the artistic quality and conceptual depth of your works.

## Confirmation of Participation

After passing the accreditation, you will receive a unique promo code that confirms that your works are included in the competition or non-competition program.

## Participation

Fill out and sign the necessary documents and make a payment for the booked booth and accreditation using the previously received participant promo code.

Innovative approaches and interdisciplinary projects are welcome. We strive for a simple and transparent participant selection process.

**[\[Link to our website\]](#)**





# What is included in the exhibition participation fee



## Unlimited creativity

Use the entire booth area (walls, floor, ceiling) to fully express your style and concept, creating a cohesive exhibition experience.

**Included in the cost**



## Creative footprint

Placement of biography and featured works in print or digital format on two full-page catalog pages.

**Included in the cost**



## Branded labeling

Provision of branded booth and exhibit labeling.

**Included in the cost**



## Diverse program

Inclusion in accompanying events and the opportunity to conduct lectures or workshops of your choice.

**Included in the cost**



## Media coverage

Publication of a brief participant biography and information about the exhibited works on the website and social media using hashtags related to the exhibition and the participant.

**Included in the cost**

Access to a professional studio for recording an exclusive podcast - from concept development to final editing - about the exhibition participant, lasting 15 to 30 minutes.

**Cost: 100,000 rubles**



## Exclusive access

Providing free access to the booth during the exhibition for the participant and 2 representatives on the participant's side.

**Included in the cost**

Providing VIP invitations for 5 guests on the participant's side to attend the preview (opening) and closing of the exhibition.

**Included in the cost**



## Monetize your talents

Sale of works during the exhibition without commissions and counter-agents.

**Included in the cost**

Unique opportunity to participate in an open auction with your best works. **(upon reaching the participant quota).**

**Cost: 30% of the sale**



## Technical services

Professional hanging of paintings, installation of sculptures and other objects, as well as subsequent dismantling of exhibits after the end of the exhibition and determination of optimal locations for each work of art, taking into account lighting, visitor flow, and interaction between works within the booth space.

**Cost: 1,500 rubles per exhibited work**

Provision of professional equipment for presentations, lighting, or special exhibition installations.

**Cost: from 1,000 rubles**

# Join Us!



## Visit the Exhibition

Discover the beauty in the industrial



## Become a Participant

Showcase your creativity to an international audience



## Become a Partner

Support a meaningful cultural project

We invite you to visit the "Forged Beauty" exhibition to find poetry and humanity in technological forms and industrial landscapes. Be part of a global art dialogue at the center of Moscow and discover a new vision of beauty.

**Supported by:** Moscow Public Foundation for the Support of Culture and Development of Contemporary Art

### Contacts:

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