



ART - SPACE

International Exhibition Center ART-SPACE
Moscow, Tverskaya 9

17.12

17.01

MAGIC OF THE HOLIDAY



Московский общественный Фонд
поддержки культуры и развития
современного искусства

About the ART-SPACE Exhibition Complex

Stylish Space

A new art center in the heart of Moscow (Tverskaya, 9), created to bring the boldest ideas in the art world to life.

Multifunctionality

A platform for exhibitions, discussions, fashion shows, immersive performances, digital installations, film screenings, and music events.

Complete Ecosystem

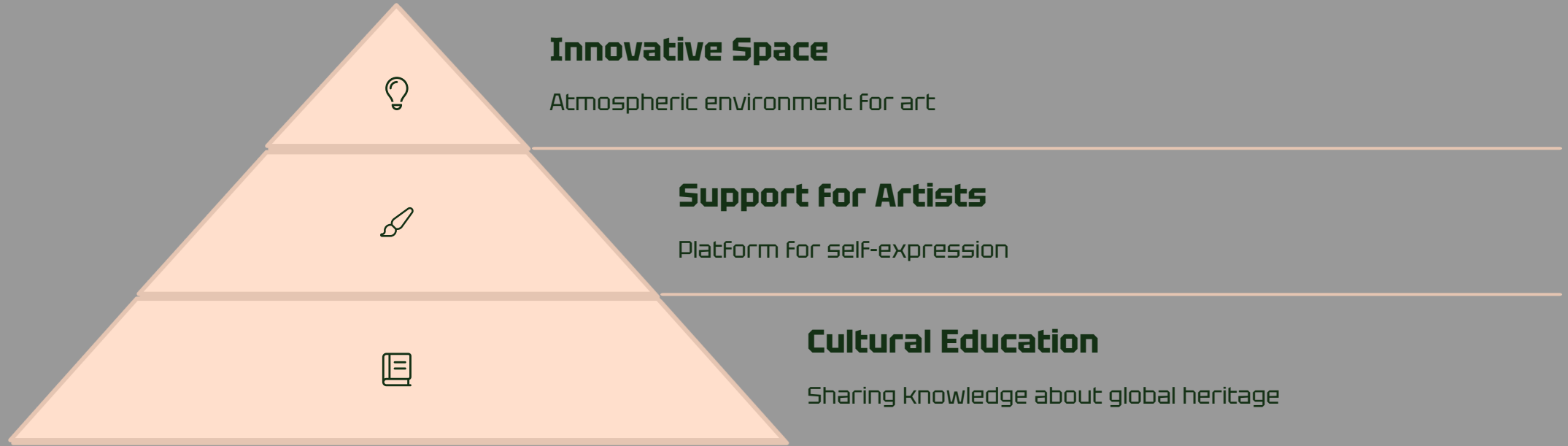
The complex also houses an Art-shop and Art-cafe "ATMOSPHERE", creating a holistic space for art enthusiasts.

ART-SPACE is a unique platform for artists from around the world, creating a truly interactive experience for visitors. Our complex unites various art forms in a single space, making it accessible to a wide audience.





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 talented artists with the opportunity for self-expression and reaching a wide international audience.

ART-SPACE shares knowledge about the rich cultural heritage of different countries through innovative exhibition projects, fostering cultural dialogue and mutual understanding between various traditions and directions in art.



Technological Focus in ART-SPACE

Augmented Reality (AR)

Creating a virtual snowfall and shimmering lights in the gallery space, bringing the exhibition to life and enhancing the immersion in the festive atmosphere.

Virtual Reality (VR)

Transporting visitors to various holiday ceremonies around the world, showcasing the richness and diversity of cultural traditions.

Interactive Installations

Creating interactive exhibits that respond to the presence and actions of visitors, forming a unique experience for each guest.

We are focusing on modern technologies to create a unique experience of interacting with art. Our model is radically different from traditional museums thanks to innovative technological capabilities that enhance the emotional perception of the exhibition.

At the "Magic of the Holiday" exhibition, these technologies will create a truly magical atmosphere in which art becomes alive and interactive, engaging the visitor in a dialogue.

The "Magic of the Holidays"

Exhibition: Main Concept



Festive Atmosphere

Immersion in the atmosphere of winter holidays through art, exploring the diversity of cultural traditions, rituals and symbols.



Transformation of the Everyday

Artistic reflection on the transformation of ordinary space into a festive one, creating moments of joy and unity.



The Art of Giving Joy

Works inspired by the theme of gifts, hospitality and sincere emotions that strengthen human connections.

The "Magic of the Holidays" exhibition invites visitors to explore the spirit of winter holidays through contemporary art. The exhibition is filled with light, warmth and the anticipation of magic, creating a space for joy and a re-evaluation of values.

The artists will present their perspective on how the holiday season changes our perception of the world, unites people and fills life with special meaning. The exhibition will run from December 17 to January 17, at the height of the holiday season.



Visual Inspiration and Atmosphere



The exhibition creates a special festive atmosphere filled with light, warmth, and the anticipation of magic. It is a space for joy, unity, and the re-evaluation of values, where each visitor becomes part of the celebratory experience.

The artworks are inspired by diverse winter holiday traditions, rituals, the theme of gifts, and hospitality. The exhibition conveys a sense of the expectation of a miracle that unites people regardless of cultural differences, and invites visitors to collectively experience the festive mood.



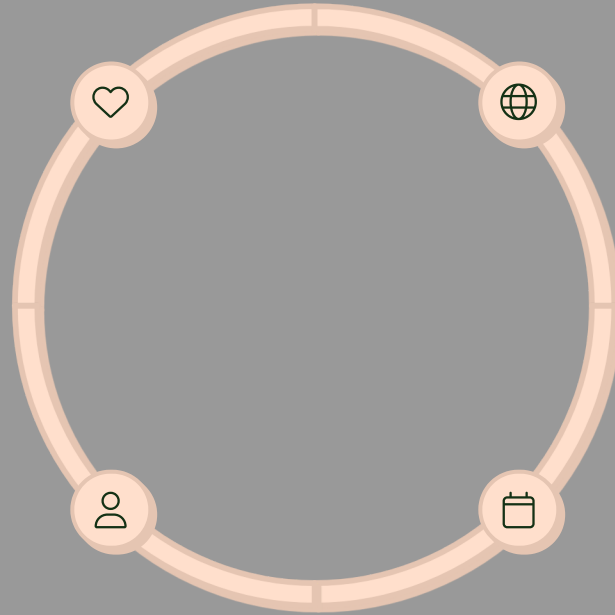
Why This Exhibition is Important

Emotional Response

Exploring emotional and philosophical concepts through the universal experience of holidays

Unifying Theme

Warm and festive atmosphere creating a sense of community among visitors



Cultural Enlightenment

Examining the diversity of cultural traditions of winter holidays around the world

Seasonal Relevance

Thoughtful curatorial planning aligned with the holiday period

The "Magic of the Holidays" exhibition perfectly aligns with ART-SPACE's mission, exploring emotional and philosophical concepts through the lens of holiday traditions. It supports our drive for cultural enlightenment, revealing the diversity of traditions across different peoples.

Hosting the exhibition from mid-December to mid-January demonstrates thoughtful curatorial planning. This project brings a warm, festive, and unifying theme to the complex's program, showcasing the ability to elicit an emotional response from visitors.



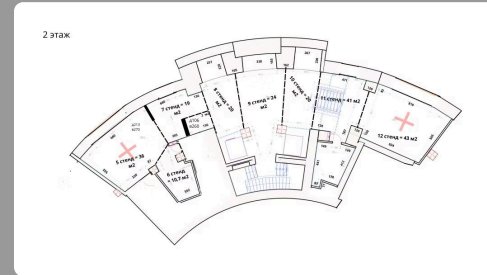
Available Booths

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



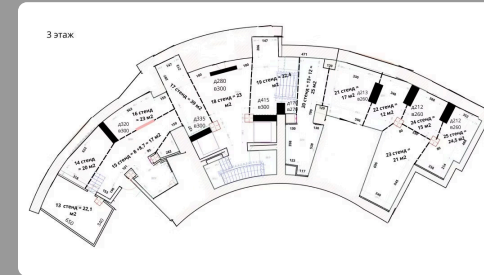
1st Floor

- **Booth 1:** 79 m² - Price: 2,528,000 rubles
- **Booth 2:** 41 m² - Price: 1,312,000 rubles
- **Booth 3:** 11 m² - Price: 352,000 rubles
- **Booth 4:** 38 m² - Price: 1,216,000 rubles



2nd Floor

- **Booth 5:** 36 m² - Price: 1,152,000 rubles
- **Booth 6:** 10.7 m² - Price: 342,400 rubles
- **Booth 7:** 19 m² - Price: 608,000 rubles
- **Booth 8:** 20 m² - Price: 640,000 rubles
- **Booth 9:** 24 m² - Price: 768,000 rubles
- **Booth 10:** 20 m² - Price: 640,000 rubles
- **Booth 11:** 41 m² - Price: 1,312,000 rubles
- **Booth 12:** 43 m² - Price: 1,376,000 rubles



3rd Floor

- **Booth 13:** 22.1 m² - Price: 707,200 rubles
- **Booth 14:** 20 m² - Price: 640,000 rubles
- **Booth 15:** 17 m² - Price: 544,000 rubles
- **Booth 16:** 23 m² - Price: 736,000 rubles
- **Booth 17:** 39 m² - Price: 1,248,000 rubles
- **Booth 18:** 23 m² - Price: 736,000 rubles
- **Booth 19:** 32.4 m² - Price: 1,036,800 rubles
- **Booth 20:** 25 m² - Price: 800,000 rubles
- **Booth 21:** 17 m² - Price: 544,000 rubles
- **Booth 22:** 12 m² - Price: 384,000 rubles
- **Booth 23:** 21 m² - Price: 672,000 rubles
- **Booth 24:** 15 m² - Price: 480,000 rubles
- **Booth 25:** 24.5 m² - Price: 784,000 rubles



4th Floor

- **Booth 26:** 22 m² - Price: 704,000 rubles
- **Booth 27:** 23 m² - Price: 736,000 rubles
- **Booth 28:** 27 m² - Price: 864,000 rubles
- **Booth 29:** 13 m² - Price: 416,000 rubles
- **Booth 30:** 23 m² - Price: 736,000 rubles
- **Booth 31:** 15 m² - Price: 480,000 rubles
- **Booth 32:** 17 m² - Price: 544,000 rubles
- **Booth 33:** 21 m² - Price: 672,000 rubles
- **Booth 34:** 9.2 m² - Price: 294,400 rubles
- **Booth 35:** 6 m² - Price: 192,000 rubles
- **Booth 36:** 6 m² - Price: 192,000 rubles
- **Booth 37:** 7 m² - Price: 224,000 rubles



Opportunities in ART-SPACE

For artists

- International recognition and a wide audience
- Opportunity to receive the prestigious "VERA" award
- Professional contacts with collectors, gallery owners, and curators
- Career growth and increased visibility
- Monetization of creativity without commissions

For visitors

- Access to innovative art projects
- Interactive experience thanks to modern technologies
- Educational program accompanying the exhibition
- Immersion in the atmosphere of celebration through art
- Participation in a world-class cultural event

More than 500,000 people visit ART-SPACE exhibitions annually. Each project is accompanied by a large-scale PR campaign and an educational program, which guarantees maximum visibility of the presented works and a wide audience reach.

For artists, participation in our projects opens the doors to the world of professional art, providing opportunities for career development and monetization of their creativity. For visitors, we create a unique cultural experience that combines innovation and tradition.



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.

Participation Confirmation

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 presented works in print or digital format on two full-page catalog pages.

Included in the cost



Branded labeling

Provision of branded labeling for the booth and exhibited works.

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 biography of the participant 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

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

Included in the cost

Provision of 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 or intermediaries.

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 the "Magic of Holidays"

500K+

Visitors

Annual audience of ART-SPACE exhibitions

30+

Countries

Geography of participants in our projects

32

Days

Duration of the "Magic of Holidays" exhibition

We invite you to visit the "Magic of Holidays" exhibition to feel the light of traditions and the anticipation of the miracle that this magical time of year brings. Become a part of a unique cultural event that combines art and festive atmosphere.

Become a participant: Present your creativity to an international audience at a prestigious cultural event.

Become a partner: Support a significant cultural project with international influence.

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

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