



# ART - SPACE

International Exhibition Center ART-SPACE  
Moscow, Tverskaya 9

25.03

18.04

# Dream and Reality



Московский общественный Фонд  
поддержки культуры и развития  
современного искусства

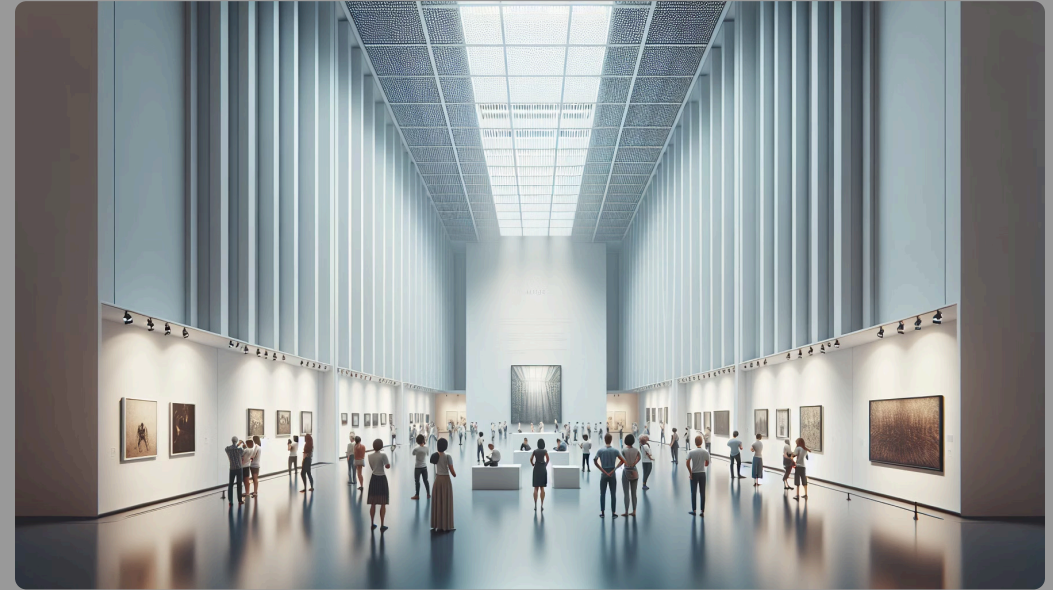




# ART-SPACE International Exhibition Complex

ART-SPACE is a new stylish space in the center of Moscow [Tverskaya, 9], created for the life of art. Our complex provides a unique platform for artists from around the world and creates a truly interactive experience for visitors.

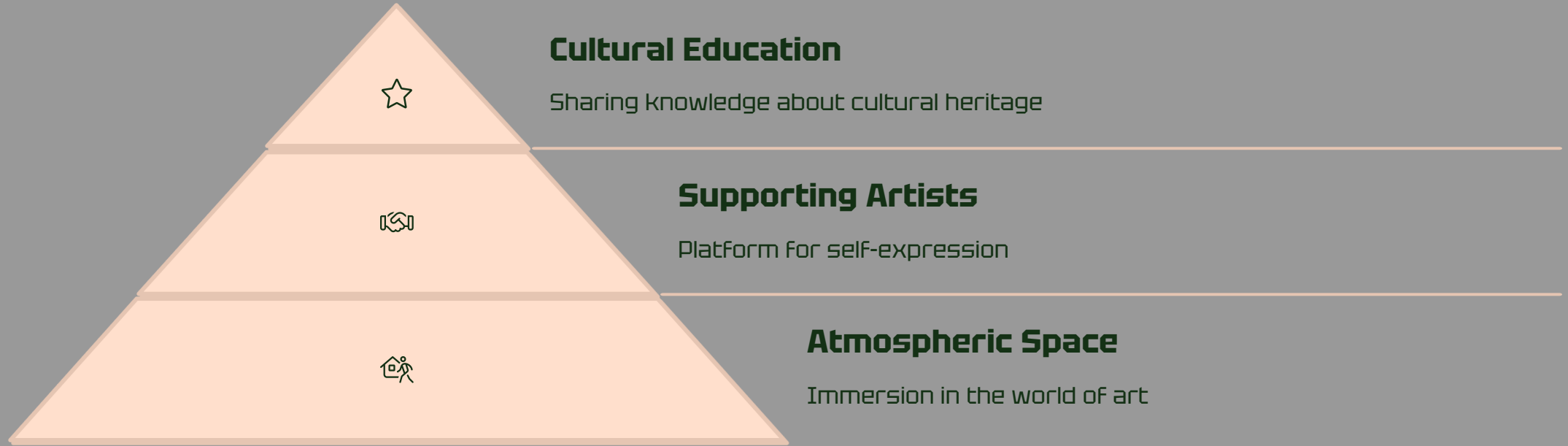
We are a center of contemporary art, providing spaces for exhibitions, discussions, fashion shows, immersive performances, digital installations, private film screenings, and music events.



The complex also houses the Art-shop and Art-cafe "ATMOSPHERE", creating a complete ecosystem for art lovers. Our space combines creativity, technology, and comfort, offering visitors the opportunity to immerse themselves in the world of art with all their senses.



# ART-SPACE Mission and Vision



Our goal is to create an atmospheric and innovative space for immersion in the world of contemporary and classical art from around the world. We strive to provide talented artists with a platform for self-expression and reaching a wide audience.

ART-SPACE shares knowledge about the rich cultural heritage of different countries through innovative exhibition projects. We create a bridge between tradition and modernity, between artists and viewers, forming a unique cultural environment.

# Technological Focus in ART-SPACE



## Virtual Reality (VR)

Creating surreal dreams for visitors to explore and fully immerse themselves in artistic worlds



## Augmented Reality (AR)

Overlaying dream-like imagery onto the gallery space, blurring the boundaries between reality and illusion



## Innovative Model

Our approach differs from traditional museums thanks to unique technological capabilities

We are focusing on modern augmented and virtual reality technologies to create a unique experience of interacting with art. For the "Dream and Reality" exhibition, these technologies are ideal for exploring the "Landscapes of the Subconscious", allowing visitors to literally enter the world of dreams.





# Exhibition "Dream and Reality": Main Concept



## Landscapes of the Subconscious

An artistic exploration of the world of dreams, its symbolic language, surrealistic images, and emotional intensity, offering visitors a journey through the labyrinth of the human psyche



## Japheth: Myth and Its Interpretations

An investigation of the biblical figure of Japheth, his image in various cultural traditions as a symbol of the progenitor, the wanderer, and the link between civilizations



## Boundaries of Reality and Illusion

Works that blur the lines between dream and reality, fact and fiction, exploring altered states of consciousness and philosophical questions about the nature of perception

The exhibition, which will run from March 25 to April 18, is dedicated to the exploration of the subtle boundaries between reality, dreams, and mythological consciousness. Each section of the exhibition invites the viewer to deeply reflect on the nature of human perception and subconscious processes.





# Visual Inspiration and Atmosphere



## Symbolic Language of Dreams

The artworks use *symbols and metaphors of the subconscious* to create *multilayered images* that invite interpretation and self-reflection



## Labyrinths of the Human Psyche

The exhibition space is organized as a *journey through different levels of consciousness*, where each room represents a new layer of perception



## Mythological Interpretations

The image of Japheth is explored through the prism of various cultural traditions, combining ancient myths with a contemporary artistic language

The exhibition creates a surrealistic, philosophical, and dreamlike atmosphere. It offers a "journey through the labyrinths of the human psyche" and explores "altered states of consciousness," inviting visitors to rethink their perception of reality.



# Why this exhibition is important

## Artistic value

The exhibition demonstrates ART-SPACE's commitment to unconventional and intellectually complex themes

## Public resonance

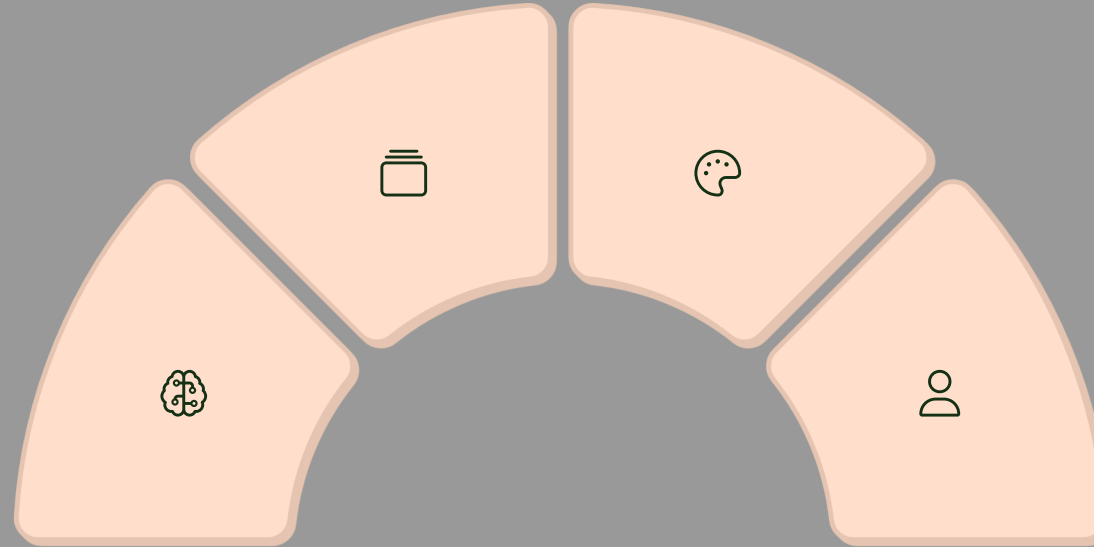
The exhibition stimulates public discussion about the boundaries of perception and the role of dreams in culture

## Connecting the times

The innovative curatorial approach links an ancient myth (Japheth) with modern consciousness research

## Consciousness research

The exhibition offers a deep dive into philosophical concepts of perception and the subconscious



This exhibition is a shining example of ART-SPACE's commitment to exploring deep philosophical concepts and the inner world of the human being. The inclusion of such a surrealistic and psychoanalytic exhibition in the 2025-2027 plan demonstrates the complex's willingness to work with unconventional and intellectually complex themes.

# Available Booths

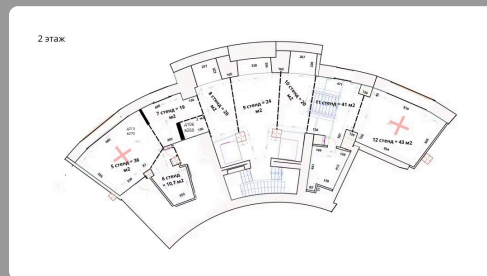


[if you are interested in purchasing a booth, you can click directly on the booth number]



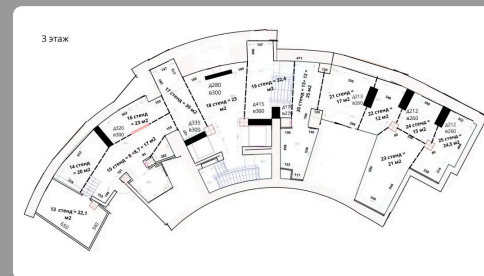
## 1st Floor

- **Booth 1:** 79 m<sup>2</sup> - Price: 1,975,000 rubles
- **Booth 2:** 41 m<sup>2</sup> - Price: 1,025,000 rubles
- **Booth 3:** 11 m<sup>2</sup> - Price: 275,000 rubles
- **Booth 4:** 38 m<sup>2</sup> - Price: 950,000 rubles



## 2nd Floor

- **Booth 5:** 36 m<sup>2</sup> - Price: 900,000 rubles
- **Booth 6:** 10.7 m<sup>2</sup> - Price: 267,500 rubles
- **Booth 7:** 19 m<sup>2</sup> - Price: 475,000 rubles
- **Booth 8:** 20 m<sup>2</sup> - Price: 500,000 rubles
- **Booth 9:** 24 m<sup>2</sup> - Price: 600,000 rubles
- **Booth 10:** 20 m<sup>2</sup> - Price: 500,000 rubles
- **Booth 11:** 41 m<sup>2</sup> - Price: 1,025,000 rubles
- **Booth 12:** 43 m<sup>2</sup> - Price: 1,075,000 rubles



## 3rd Floor

- **Booth 13:** 22.1 m<sup>2</sup> - Price: 552,500 rubles
- **Booth 14:** 20 m<sup>2</sup> - Price: 500,000 rubles
- **Booth 15:** 17 m<sup>2</sup> - Price: 425,000 rubles
- **Booth 16:** 23 m<sup>2</sup> - Price: 575,000 rubles
- **Booth 17:** 39 m<sup>2</sup> - Price: 975,000 rubles
- **Booth 18:** 23 m<sup>2</sup> - Price: 575,000 rubles
- **Booth 19:** 32.4 m<sup>2</sup> - Price: 810,000 rubles
- **Booth 20:** 25 m<sup>2</sup> - Price: 625,000 rubles
- **Booth 21:** 17 m<sup>2</sup> - Price: 425,000 rubles
- **Booth 22:** 12 m<sup>2</sup> - Price: 300,000 rubles
- **Booth 23:** 21 m<sup>2</sup> - Price: 525,000 rubles
- **Booth 24:** 15 m<sup>2</sup> - Price: 375,000 rubles
- **Booth 25:** 24.5 m<sup>2</sup> - Price: 612,500 rubles



## 4th Floor

- **Booth 26:** 22 m<sup>2</sup> - Price: 550,000 rubles
- **Booth 27:** 23 m<sup>2</sup> - Price: 575,000 rubles
- **Booth 28:** 27 m<sup>2</sup> - Price: 675,000 rubles
- **Booth 29:** 13 m<sup>2</sup> - Price: 325,000 rubles
- **Booth 30:** 23 m<sup>2</sup> - Price: 575,000 rubles
- **Booth 31:** 15 m<sup>2</sup> - Price: 375,000 rubles
- **Booth 32:** 17 m<sup>2</sup> - Price: 425,000 rubles
- **Booth 33:** 21 m<sup>2</sup> - Price: 525,000 rubles
- **Booth 34:** 9.2 m<sup>2</sup> - Price: 230,000 rubles
- **Booth 35:** 6 m<sup>2</sup> - Price: 150,000 rubles
- **Booth 36:** 6 m<sup>2</sup> - Price: 150,000 rubles
- **Booth 37:** 7 m<sup>2</sup> - Price: 175,000 rubles





# Opportunities in ART-SPACE



## For artists

- International recognition and presentation of their work to a wide 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 their talents through the sale of works without commissions

## For visitors

- Immersion in the world of contemporary and classical art
- Interactive experience using AR and VR technologies
- Participation in the educational program
- Visit to the Art-café "ATMOSPHERE" and Art-shop
- Acquaintance with the works of artists from around the world

## Scale of the platform

- Annual attendance of exhibitions by more than 500,000 people
- Large-scale PR campaign for each project
- Extensive educational program
- International cooperation with artists and galleries
- Central location in Moscow (Tverskaya, 9)



# 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 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

### 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

Explore the surrealistic world of dreams from March 25 to April 18



## Become a Participant

Present your creativity to an international audience



## Become a Partner

Support a significant cultural project with international impact

Embark on a journey through the labyrinths of the psyche! We invite you to visit the "Dream and Reality" exhibition to explore the surrealistic world of dreams and the blurred boundaries between reality and illusion.

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

### Contacts:

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