



ART EXPERIMENT ART - SPACE

International Exhibition Center ART-SPACE
Moscow, Tverskaya 9

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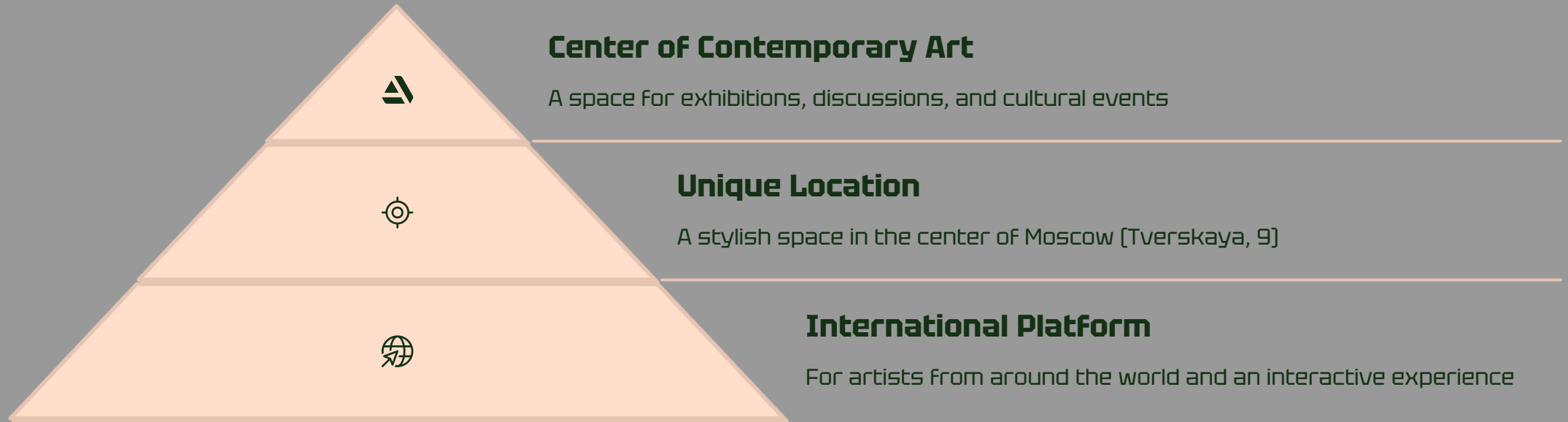
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Московский общественный Фонд
поддержки культуры и развития
современного искусства



About the ART-SPACE International Exhibition Complex



ART-SPACE is a new stylish space in the center of Moscow, created for the life of art. Our complex is a center of contemporary art, providing platforms for exhibitions, discussions, fashion shows, immersive shows, digital installations, private film screenings, and music events.

We create a unique platform for artists from around the world and a truly interactive experience for visitors. The complex also houses the Art-shop and Art-cafe "ATMOSPHERE", forming a complete ecosystem for art lovers.

Mission and Vision of ART-SPACE



Atmospheric Space

Creating an innovative environment for immersion in the world of contemporary and classical art



Support for Artists

Providing a platform for talented creators to express themselves



Cultural Education

Introducing the rich cultural heritage of different countries through innovative projects

Our main 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 not only to provide a platform for talented artists to express themselves and reach a wide audience, but also to create a unique experience for visitors.

ART-SPACE actively shares knowledge about the rich cultural heritage of different countries through innovative exhibition projects. We believe that art should be accessible, inspiring, and educational for every visitor.

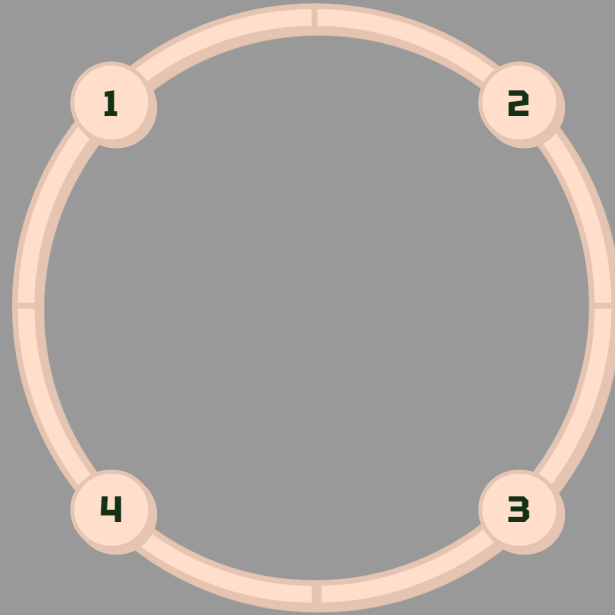




Technological Focus in ART-SPACE

Augmented Reality (AR)
Using AR to create interactive layers over exhibits

Time-lapse Videos
Demonstrating the evolution of artworks



Virtual Reality (VR)
Immersing in virtual worlds of artists

Live Streams
Documenting the creative process in real-time

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

For the "Art Experiment" exhibition, technologies play a key role. Live streams and time-lapse videos document the artists' work process in real-time. AR is used to overlay sketches on finished works, showing the evolution of the piece and emphasizing the idea that the process is more important than the result.



Concept of the "Art Experiment" Exhibition

Exploring the Creative Process

A unique exhibition dedicated to the study of experimental practices in contemporary art.

The Artist's Kitchen

An opportunity to peek behind the scenes of creativity - to see sketches, drafts, trials, failures, and discoveries.

Focus on the Process

Focus on the act of creating art itself, not just the final result.

Interactivity

A dynamic exhibition where artists work directly in the exhibition space.

The "Art Experiment" is a unique exhibition dedicated to the study of the creative process and experimental practices in contemporary art. Unlike traditional exhibitions, this project invites viewers to peek into the "kitchen" of the artist - to see sketches, drafts, trials, failures, and discoveries.

The exhibition focuses on the process of creating art, not just the final result. A distinctive feature of the project is its interactivity and dynamism - the exhibition will change, and artists will be able to work directly in the exhibition space, creating works in front of visitors.



Visual Inspiration and Atmosphere



Creative Studio

The exhibition space is transformed into a real artist's studio, filled with tools, materials, and unfinished works.



Live Process

Artists work in front of the public, demonstrating various techniques and approaches to creating works of art.



From Sketch to Masterpiece

The exhibition presents all stages of the creative journey - from initial sketches to finished works.

The exhibition creates a dynamic atmosphere of an artist's studio or "kitchen", where visitors can observe the "discoveries and failures" of the creative process in real-time. Key elements are "interactivity and dynamism", immersing visitors in a live environment of art creation.

The exhibits include both finished works and the process of their creation - sketches, drafts, and live work by the artists. Many creators actively working at easels in the exhibition space perfectly convey the spirit of the "Art Experiment" and its focus on the live creative process.



Why This Exhibition is Important



Innovative Approach

A radical interpretation of the classic exhibition format



Interactive Experience

Creating a truly engaging interaction with art



Cutting-Edge Practice

Positioning ART-SPACE at the forefront of curatorial art

This exhibition represents a radical and innovative interpretation of ART-SPACE's mission to create a "unique platform for artists" and a "truly interactive experience for visitors". It completely reimagines the very concept of an exhibition, which aligns with our aspiration to stand apart from "traditional museums".

The "Art Experiment" positions ART-SPACE at the forefront of curatorial practice within the framework of our long-term development plan for 2025-2027, and is a landmark event that will shape the future of contemporary exhibition spaces in Russia and beyond.



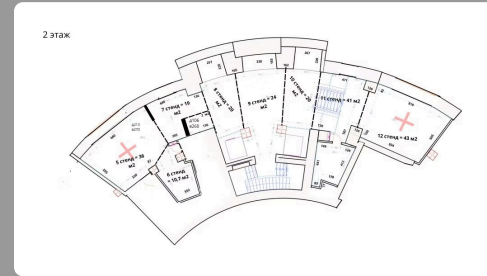
Available Booths

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



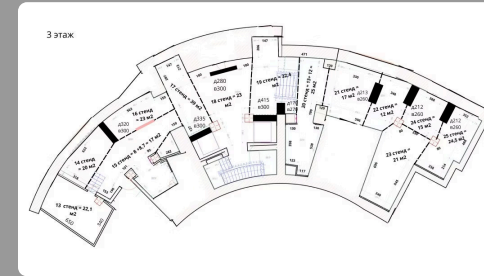
1st Floor

- **Booth 1:** 79 m² - Price: 1,422,000 rubles
- **Booth 2:** 41 m² - Price: 738,000 rubles
- **Booth 3:** 11 m² - Price: 198,000 rubles
- **Booth 4:** 38 m² - Price: 684,000 rubles



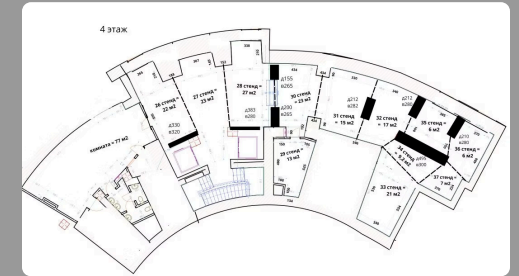
2nd Floor

- **Booth 5:** 36 m² - Price: 648,000 rubles
- **Booth 6:** 10.7 m² - Price: 192,600 rubles
- **Booth 7:** 19 m² - Price: 342,000 rubles
- **Booth 8:** 20 m² - Price: 360,000 rubles
- **Booth 9:** 24 m² - Price: 432,000 rubles
- **Booth 10:** 20 m² - Price: 360,000 rubles
- **Booth 11:** 41 m² - Price: 738,000 rubles
- **Booth 12:** 43 m² - Price: 774,000 rubles



3rd Floor

- **Booth 13:** 22.1 m² - Price: 397,800 rubles
- **Booth 14:** 20 m² - Price: 360,000 rubles
- **Booth 15:** 17 m² - Price: 306,000 rubles
- **Booth 16:** 23 m² - Price: 414,000 rubles
- **Booth 17:** 39 m² - Price: 702,000 rubles
- **Booth 18:** 23 m² - Price: 414,000 rubles
- **Booth 19:** 32.4 m² - Price: 583,200 rubles
- **Booth 20:** 25 m² - Price: 450,000 rubles
- **Booth 21:** 17 m² - Price: 306,000 rubles
- **Booth 22:** 12 m² - Price: 216,000 rubles
- **Booth 23:** 21 m² - Price: 378,000 rubles
- **Booth 24:** 15 m² - Price: 270,000 rubles
- **Booth 25:** 24.5 m² - Price: 441,000 rubles



4th Floor

- **Booth 26:** 22 m² - Price: 396,000 rubles
- **Booth 27:** 23 m² - Price: 414,000 rubles
- **Booth 28:** 27 m² - Price: 486,000 rubles
- **Booth 29:** 13 m² - Price: 234,000 rubles
- **Booth 30:** 23 m² - Price: 414,000 rubles
- **Booth 31:** 15 m² - Price: 270,000 rubles
- **Booth 32:** 17 m² - Price: 306,000 rubles
- **Booth 33:** 21 m² - Price: 378,000 rubles
- **Booth 34:** 9.2 m² - Price: 165,600 rubles
- **Booth 35:** 6 m² - Price: 108,000 rubles
- **Booth 36:** 6 m² - Price: 108,000 rubles
- **Booth 37:** 7 m² - Price: 126,000 rubles



Opportunities in ART-SPACE



For Artists

International recognition, prestigious awards, professional contacts with collectors and curators, career growth and monetization of talents without commissions.



For Visitors

Access to unique exhibitions, a rich educational program, and the opportunity to witness the live creative process.



For Partners

Support for significant cultural projects and access to an international audience of art connoisseurs.

Participation in ART-SPACE projects provides artists with many advantages: international recognition and presentation of their work to a wide audience, the opportunity to receive prestigious awards such as the International "VERA" Prize, professional contacts with collectors, gallery owners, and curators.

Annually, the exhibitions are visited by more than 500,000 people, which ensures career growth and increased name recognition for the artists. An important advantage is the ability to monetize their talents through the sale of works during the exhibition without commissions. Each project is accompanied by a large-scale PR campaign and an educational program.



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 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: \$1,300



Exclusive access

Providing free access to the booth during the exhibition for the participant and 2 representatives on their behalf.

Included in the cost

Providing VIP invitations for 5 guests on the participant's behalf 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: \$20 per exhibited work

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

Cost: from \$13

Join Us!



Visit the Exhibition

Witness the birth of artworks and see the artist's work in a new light



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Become a Partner

Support a significant cultural project and gain access to a unique audience



Become a Participant

Present your creativity to an international audience and join the global art dialogue

We invite you to visit the "Art Experiment" exhibition to see the creative process live, witness the birth of artworks, and see the artist's work in a new light. Present your creativity to an international audience and become part of the global art dialogue.

You can also become a partner by supporting a significant cultural project and gaining access to a unique international audience of art connoisseurs.

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

Contacts:

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