

# melbourne art foundation presents melbourne art fair 2010

## Melbourne Art Fair Vernissage – the exclusive ‘first preview’ cocktail party Wednesday 4 August 2010

The highest profile event on the Australian art world calendar is the Melbourne Art Fair ‘first preview’ Opening Night Cocktail Party at the Royal Exhibition Building, Carlton Gardens, Melbourne.

A premier social event, the Vernissage is attended by around 3,000 people including gallerists, artists, collectors, state and federal ministers, business leaders, celebrities and international guests.

The Vernissage takes place within the lush and stately surrounds of the World Heritage listed Royal Exhibition Building in Carlton Gardens, Melbourne. Party-goers are among the first to preview and purchase the Melbourne Art Fair 2010 exhibited artworks, whilst enjoying deluxe catering by Bay Leaf and a selection of sparkling and still wines by Chandon.

The premier art fair in Australasia, the Melbourne Art Fair presents contemporary art from some thousands of artists represented by over 80 selected national and international galleries. Alongside the exhibitions, additional programs include Artist Commissions, Project Rooms featuring the works of independent and emerging artists, education programs and free public forums and lectures with artists, curators, and international guests.

Melbourne Art Fair is the flagship event of the Melbourne Art Foundation, a not for profit organisation that promotes contemporary art, ethical representation and living artists. Over its 22-year history, the Fair has generated a wealth of national and international commercial and critical attention for artists and galleries. The 2008 Fair was attended by over 30,000 visitors and provided living artists with over AUD \$7.26M from sales.

**The Vernissage is a sell out event, be sure to book early to avoid disappointment**

**What:** Melbourne Art Fair 2010 Vernissage  
**When:** 7.00pm – 10.30pm, Wednesday 4 August 2010  
**Where:** Royal Exhibition Building, Carlton Gardens Melbourne  
**Tickets:** \$175  
**Bookings:** Essential  
**Tel:** 61 3 9417 5871  
**Email:** [vernissage@melbournartfair.com](mailto:vernissage@melbournartfair.com)  
**Online bookings:** [www.melbournartfair.com](http://www.melbournartfair.com)

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Project Rooms are presented by:

**Melbourne Art Foundation**  
**Extraordinary art Lovers**  
Peter Bate and Wendy Foard  
Andrew and Cathy Cameron  
Fehily Foundation  
Richard and Jan Frolich  
Joyce Nissan  
**Sofitel Melbourne on Collins**  
**Artbank**

Melbourne Art Fair is assisted by the Australian Government through the Australia Council, its arts funding advisory body.

Melbourne Art Fair is supported by the Visual Arts and Craft Strategy, an initiative of the Australian, state and territory governments.

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The Melbourne Art Fair is assisted by the Victorian Government through Arts Victoria.