

PRESS RELEASE – 30/01/2017 – 12:00 NOON

**Brafa at its best:
61,250 visitors to its 2017 edition!**



Photo: Emmanuel Crooÿ

Brafa closed its doors on Sunday, 29 January, having set a new attendance record with a total of 61,250 visitors.

“We are delighted by this new increase”, remarked Harold t’Kint de Roodenbeke, President of Brafa. “Although I have often repeated that a record attendance at each edition is not an aim in itself, this steady increase proves that our event is growing ever more attractive, and that our wish to be open to all audiences is bearing fruit. I had been hoping deep down inside that we would break the symbolic barrier of 60,000 visitors. This new achievement can only reinforce the leading role that Brafa occupies within the great art fairs in Europe”.

It is generally agreed by the 132 art dealers from 16 different countries who participated in the 2017 edition that the increase in attendance was particularly noticeable among foreign visitors. Not only from France, the Netherlands, Germany and the Grand-Duchy of Luxembourg, but also from countries like Switzerland, Great Britain and Russia, with many important buyers having made their way to Brussels for the event.

Harold t’Kint de Roodenbeke: *“For several years now, we have made significant efforts to promote the fair in those countries, and it seems that this long-term policy has now paid off. We do not plan to stop now, as we are aware that there is still a large potential to be explored.”*

In terms of sales, these too appear to be higher than last year. *“Many colleagues have told me they achieved excellent sales figures and met many new clients. I think the context is favourable, as we sense that clients are in search of something they enjoy, while also diversifying their assets by acquiring a beautiful work of art. Beauty and finance are certainly not incompatible!”* And, by way of conclusion, *“all the dealers who prepared specifically for participation in Brafa saw their efforts crowned with success. Today’s collector is always in search of rare or seldom seen works. It’s a challenge for all dealers, but that is in fact the essence of our trade!”*

The next edition of Brafa will take place **from Saturday, 27 January to Sunday, 4 February 2018.**

www.brafa.art

Please follow BRAFA on Twitter @BRAFA_Brussels, Facebook, LinkedIn, Pinterest, Instagram and YouTube.

Head of Press & Communication

Bruno Nélis

Phone +32(2)513.48.31 / GSM +32(0)476/399.579 / Email : b.nelis@brafa.be