

CREACT4MED Mapping: Best Practices

Application Number: BP_100

1. Basic info*	
Email Address	laure.dhauteville@Menart-fair.com
Title of the Best Practice	Menart Fair
Name of the Applicant	Laure d'Hauteville
Is the BP a registered legal entity?	Yes, registered in Paris
Website	https://Menart-fair.com/
Country	France
Subsector	Arts and Culture
Category	Ecosystem enablement
Year of establishment and duration	2021 – Previously BEIRUT ART FAIR, in Lebanon, from 2020 until 2019
Target group of the BP	Menart Fair targets various stakeholders within the arts ecosystem, fostering engagement from artists, particularly women, arts galleries, museums, and international institutions spanning North Africa, the Middle East, Gulf countries, and Europe (mainly diaspora). This initiative aims to create a dynamic and inclusive platform for dialogue, collaboration, and exposure for artists from the Levant, Arab-Persian Gulf, and North Africa.
1. Best Practice Characteristics	
Problem Statement	Menart Fair tackles the constrained visibility and market access opportunities for artists in North Africa, the Middle East, and Gulf countries. Economic barriers, exacerbated by political instabilities prevalent in the Middle East, contribute to the limited exposure of these artists on the global stage. Beyond financial constraints, there exists a notable deficit in cultural dialogue, impeding mutual understanding and collaboration. The fair's commitment to overcoming such barriers aligns with its vision of using art as a tool for dialogue, cultural understanding, and, ultimately, the promotion of peace. Through this lens, Menart Fair aspires to facilitate connections between artists, institutions, and audiences, creating bridges that extend beyond the art world and contribute to a more profound appreciation of diverse cultures. In this way, the fair positions itself as a catalyst for positive change, addressing economic challenges while actively promoting a narrative of unity and shared understanding in regions where such dialogue is often hindered.
Mission Statement & Value proposition	By positioning itself as an experimental art fair, a didactic art fair, Menart Fair's mission is to create transformative art exhibitions that serve as "Aquariums of Ideas" to foster solutions to the challenges faced by artists in the region. Menart Fair envisions art not only as a visual spectacle but as a powerful tool for understanding, peace, and connection. By bringing together diverse cultures and fostering dialogue, the fair aims to transcend boundaries and create a space where diverse artistic expressions converge and form bridges for lasting peace.
Results and growth	Building upon Laure d'Hauteville's extensive experience in curating and directing art fairs (organization of 38 art fairs), Menart Fair stands as a culmination of her rich legacy in the MENA art ecosystem. With a robust foundation laid through ventures like Artuel and JABAL in Beirut and subsequent international fairs like Artparis-Abu Dhabi Fair (2007 and 2008), Beirut Art Fair (2010), and the Singapore Art Fair (2014), d'Hauteville has cultivated a vast and influential network over the years. The success of these ventures has not only shaped her expertise but has also contributed to the international recognition of Menart Fair.

	<p>The fair has effectively integrated collaborations with prestigious institutions such as Palais de Tokyo, Musée d'art moderne Paris, Goethe Institute, Royal Museum of Jordan, Mestresso Maroc, Musée Sursock Lebanon, and the Institut du Monde Arabe.</p> <p>After the success of its last three editions (2021 and 2022 in Paris, 2023 in Brussels), Menart Fair's expansion is a testament to the resonance of its mission to bring the diverse artistic expressions of the Middle East and North Africa to a global audience. The fair's participation in European Heritage Days at the Palais d'Iéna for its next edition, organized under the patronage of the Ministry of Culture, further underscores its growing stature. This trajectory positions Menart Fair as a pivotal player in fostering cross-cultural dialogue and promoting the rich artistic tapestry of the MENA region on an international stage.</p>
Strategy to be financially sustainable	<p>Menart Fair employs a multifaceted strategy for financial sustainability, including revenue from galleries booking exhibition spaces, sponsorship and cooperation with companies and institutions such as Christofle, the French Ministry of Culture, and the European Union. The fair also considers introducing entrance fees for future editions to ensure ongoing engagement.</p>

2. Impact (please complete at least 3 of the 6 sub-sections)	
Economic significance	
Replicability and upscaling	<p>Menart's methodology involves initiating contact through artists and establishing collaborations with local museums and galleries, ensuring a flexible and artist-centric approach. By understanding the nuances of each region's art scene and establishing relationships directly with the artists, Menart Fair has demonstrated a scalable model adaptable to various cultural contexts which has proven successful in diverse countries, including France, Morocco, Tunisia, Egypte, Jordan, Lebanon, Saudi Arabia, Singapore and the UAE.</p> <p>In addition, Laure d'Hauterville, the fair's founder and director, serves as a professor at the master's degree on MENA Arts at Sorbonne University in Paris, further contributing to the fair's growth and replicability potential.</p>
Employment generation	<p>Menart Fair has played a pivotal role in empowering over 800 artists and 100 art galleries from the MENA region by providing visibility, market access, networking and technical assistance opportunities. The initiative also has aided journalists and students in understanding the art ecosystem in the MENA region and the process for establishing art galleries, for example through initiatives such as the course "How to create an art gallery with 100€ in your pocket?", given by the fair's founder and vice-dean at Sorbonne University.</p>
Inclusiveness	<p>Since its inception, the fair has demonstrated a strong commitment to inclusivity by providing opportunities and visibility for underrepresented voices. With a team composed by 7 women, the fair's mission has always placed gender balance at its core, ensuring that women artists have a prominent voice in every edition. The fair's dedication to gender inclusivity takes a significant step forward with its plan to launch an edition in the next year exclusively featuring female artists from the region. This deliberate initiative underscores Menart Fair's ongoing efforts to amplify the voices of women in the arts, offering a platform that not only celebrates their contributions but also challenges the historical underrepresentation of women artists.</p>
Social impact	<p>Menart Fair's social impact extends beyond the realms of art, striving to impart a profound understanding of the history and culture of the MENA region through artistic expressions. By curating a diverse array of</p>

	<p>contemporary art, the fair becomes a vehicle for cultural exchange, fostering connections and understanding among global audiences and contributing to a shared narrative that transcends geographic and cultural boundaries. Additionally, the fair's commitment to providing opportunities for female artists is a notable social impact. By actively supporting and showcasing the work of women artists, Menart Fair addresses gender disparities in the art world, advocating for equality and empowering women in the creative sphere.</p> <p>Moreover, Menart Fair's goal to create bridges for peace is a proof of its belief in the transformative power of art. In regions marred by political complexities, the fair provides a platform for open exchange, emphasizing the universal language of art as a catalyst for positive change.</p>
Innovation	
Environmental sustainability	
3. Challenges and lessons learned	
Challenges	<p>The main challenges encountered are related to the economic and political instability in the region, which leads to several difficulties:</p> <ul style="list-style-type: none"> - Connecting institutions, art collectors, and media becomes complex amid geopolitical intricacies. - Ensuring a platform for open exchange without censorship is a delicate task given varying political climates. - Upholding freedom of expression and providing unrestricted artistic expression remains a vital concern, impacted by regional and global political situations.
Lessons learned	<p>One of the key takeaways from Menart Fair's journey is the realization that with honesty, unwavering focus, and a clear sense of purpose, achieving ambitious goals is not only feasible but transformative. Trust in the mission and dedication to the vision are the cornerstones that have propelled the fair forward, overcoming challenges and fostering meaningful connections in the world of contemporary art.</p>
4. Demographic Information	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	32