



TEFAF UNVEILS DESIGN PLANS FOR TEFAF NEW YORK FALL

Dutch firm Tom Postma Design to transform the Park Avenue Armory for the U.S. fair's debut

(New York) September 22, 2016 – The international art fair **TEFAF New York Fall**, a joint venture between TEFAF (The European Fine Art Foundation) and Artvest Partners, has engaged Tom Postma Design to transform the historic Park Avenue Armory in New York City from October 22-26, 2016, for its inaugural edition. **TEFAF New York Fall** will feature 94 of the world's most illustrious dealers of fine art, design, furniture, and jewelry from antiquity through the early 20th century. The fair will carry the signature visual identity of TEFAF Maastricht, Europe's biggest and most prestigious art and antiques fair, giving visitors a taste of the world-renowned Dutch event that takes place annually in March.

"I added a second skin. It's a complete turnaround situation, from dark to light," said Tom Postma, founder of the eponymous design firm. "People who've been going there for years and years, even those who live around the corner, will see something different than they've ever seen before. It is also the first time that the public is allowed to visit the beautifully restored rooms."

Upon entering the double doors of the Park Avenue Armory, visitors will be immersed in the distinct TEFAF experience—a combination of clean architectural forms with an awe-inspiring floral presentation. The design, which builds on Tom Postma's presentation commissioned for TEFAF Maastricht, creates a dramatic platform for exhibiting and viewing the museum-quality works of art.

Tom Postma's designs for TEFAF New York Fall will encompass most of the Park Avenue Armory. The elegant treatment will carry through the period rooms on the 1st and 2nd floor, the Armory's public areas, the loan exhibition, restaurant space, as well as the main exhibition space in the Drill Hall.

Bathed in light, neutral tones and translucent fabric, Tom Postma will deftly balance the historical integrity of the landmark building with a more modern architectural approach. The Armory was built as both a military facility and social club in 1861 by the prestigious Seventh Regiment of the National Guard. TEFAF New York is the first art fair to utilize the reception rooms on the first floor and the company rooms on the second floor in addition to the 55,000 square foot Drill Hall as exhibition space. This is the first time that several of the historical period rooms on the second floor of the Armory will be open to the public.

To learn more about Tom Postma Design, visit www.tompostma.nl. To learn more about TEFAF New York Fall, visit www.tefaf.com.

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About TEFAF New York

A joint venture between TEFAF and Artvest Partners, TEFAF New York was founded in early 2016 to host two annual art fairs in New York at the Park Avenue Armory, TEFAF New York Fall and TEFAF New York Spring. Each fair will comprise over 90 leading exhibitors from the around the globe. Tom Postma Design, celebrated for its innovative work with leading museums, galleries, and art fairs, has developed designs for the fair that interplay with the spectacular spaces while giving them a lighter, contemporary look and feel. Exhibitor stands will flow throughout the Armory's landmark building encompassing the Wade Thompson Drill Hall and extending to both the first and second floors of the Armory's period rooms, creating a fair of unprecedented depth and impact in New York City.

About TEFAF Maastricht

TEFAF Maastricht, the world's leading art and antiques fair, is unequalled in the quality of its offering, championing the finest art dealers and experts from around the world. TEFAF is a not-for-profit foundation acting as an expert guide for both private and institutional collectors in a global art marketplace, which inspires lovers and buyers of art everywhere. The 30th edition of TEFAF Maastricht will be held in the MECC Maastricht from 10-19 March 2017.

TEFAF. Your Art Community

The TEFAF Museum Restoration Fund contributes to the conservation of objects that are in museum collections and supports the sharing of knowledge about conservation with other museums and the general public.

Since 2005, **TEFAF** has been supporting research and international collaboration by means of a special Chair of Oncology at the research institute GROW, the School for Oncology and Developmental Biology at the Maastricht University Medical Centre.

About Artvest

Artvest Partners LLC is an independent art advisory firm that counsels private clients, museums, foundations, and Fortune 500 companies on valuations, market projections, acquisitions, dispositions, and business strategies related to art. Additionally, Artvest arranges art financing for private collectors and dealers. Since its founding in 2009 by Michael Plummer and Jeff Rabin, Artvest has guided clients from around the globe on projects in the billions of dollars. In 2014, Artvest was named as an Expert Witness for the Detroit Institute of Arts and the City of Detroit in the City's Chapter 9 bankruptcy trial. From 2014 to 2016, Artvest has owned and managed Spring Masters, an art fair held annually in May at the historic Park Avenue Armory.

About Tom Postma

Tom Postma Design is an international leader in art exhibition design and renowned for their contemporary style. Specializing in the design of high-end temporary and permanent interiors for various art and culture related spaces, such as art fairs, museum exhibitions, galleries, events and private residences. <http://www.tompostma.nl/>

NOTE FOR EDITORS:

Go to www.tefaf.com/press for press releases and high-resolution images

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