

# MASTERPIECE

## **Masterpiece Online, 22-28 June 2020**

Masterpiece is pleased to launch 'Masterpiece Online' - a week long programme of content-led activity that will provide a platform for Masterpiece exhibitors to share their knowledge and expertise and to initiate conversations with as wide an audience as possible. It will launch on 22nd June to Patron and Preview Day guests and then to the wider public on 24th June, coinciding with when Masterpiece London would have taken place. Royal Bank of Canada continue their support as Principal Partner of Masterpiece for the 7<sup>th</sup> year.

Designed to reflect the ethos of the fair and best support its galleries, Masterpiece Online will encourage viewers not just to view and buy works of art, but to join the conversation by engaging with 138 exhibitors who are leading experts from the fields of art, design, furniture and jewellery, from antiquity to the present day.

On a newly re-designed website, guests will be able to view works for sale on exhibitors' profiles, as well as watch engaging video introductions from the participating dealers, gallerists and designers. To emulate the social aspect of the fair and help bring the stories behind the works of art to life, visitors will also be able to book private views, where experts from different fields will take them on a curated journey of Masterpiece Online through a range of themes and visual highlights.

During the week a number of panel discussions will take place with leading institutions around the world including the Metropolitan Museum of Art, V&A Museum, National Gallery (London) and Hong Kong Museum of Art taking part. Masterpiece is inviting those attending the talks, which are otherwise free to attend, to donate to the museums participating in this programme, in order to support its cultural partners during this challenging time.

On Sunday 28 June, the fair will continue its collaboration with Oppidan Education for Masterpiece's Family Day, inviting children to learn from the vast array of objects presented online. Masterpiece will also hold its annual Symposium, now in its third year, virtually. Taking place on 30 June and 1 July, the Symposium will be attended by art industry professionals, including art historians, curators and conservationists, and will take the form of a series of online panel discussions and seminar-style discussion groups.

Masterpiece is continuing its partnership with Artsy to host the fair's online viewing room, which will provide opportunities for exhibitors to connect with new collectors. The Masterpiece microsite, which will run from 24th June - 8th July (preview access on 22nd and 23rd June) will echo the breadth of works of art usually on display at the fair, bringing Masterpiece's cross-collecting ethos to the Artsy platform. All artworks for sale have been reviewed by Masterpiece's Vetting Committee.

Masterpiece exhibitors are invited to participate in Masterpiece Online at no additional cost.

A list of participating exhibitors can be found here:

<https://www.masterpiecefair.com/en/exhibitors>



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