

# Tefaf Maastricht's new direction

Christophe Van de Weghe, the fair's chairman of Modern, discusses the challenge of luring the next generation of buyers



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The Tefaf Maastricht art fair has long enjoyed a reputation as the most prestigious commercial gathering for lovers of fine and decorative art made well before the 20th century. At this year's 32nd edition, however, much of the energy among the 279 exhibitors will come instead from the unlikely corner of Modern and contemporary art, thanks to the efforts of the New York power dealer Christophe Van de Weghe. "Maastricht is the Mecca of art fairs but,

by international standards, the Modern section just wasn't good enough," Van de Weghe says.

[...]

Ringling the changes at an established art fair is never an easy task, but many of Tefaf's longer-standing exhibitors see the latest efforts as an enhancement rather than a dramatic adjustment. "Tefaf has always been a cross-collecting fair," says the maps and rare books dealer Daniel Crouch. Others, who themselves have a mixed category offering, see the move as part of a wider trend. "We are happy to see the fair embrace these new perspectives in collecting," says Ben Tomlinson of Robilant + Voena.

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