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Art Market

## Swiss Fair Art Genève Makes a Compelling Counterpoint to Art Basel

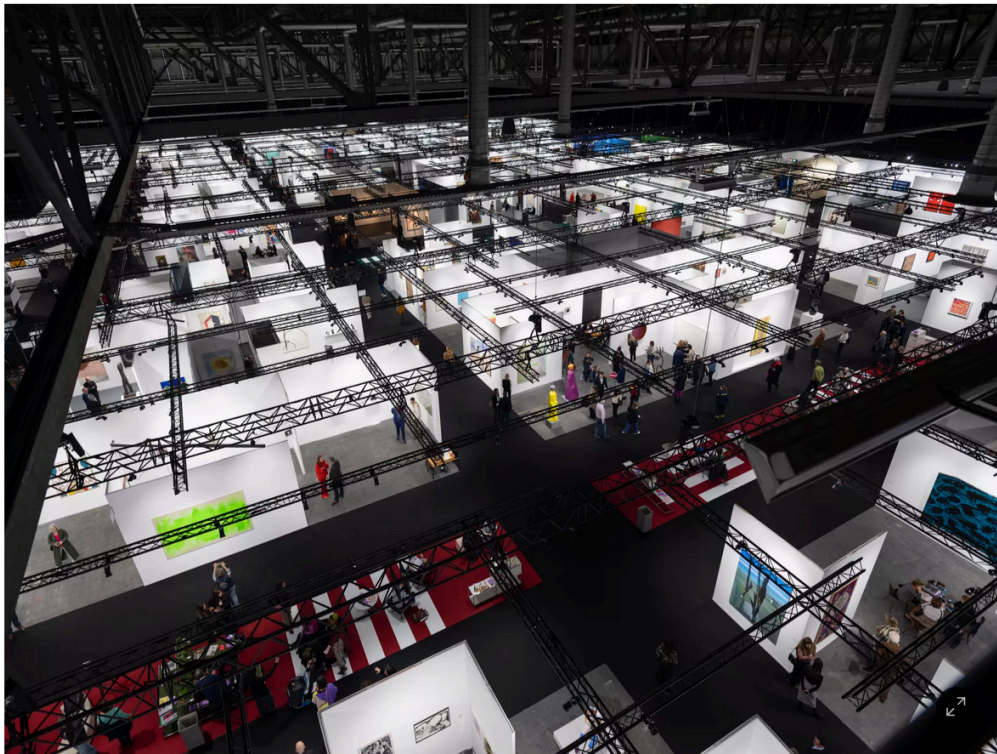


Installation view of von Bartha's booth at Art Genève 2025. Photo by Julien Gremaud. Courtesy of Art Genève 2025.

Returning to the Palexpo for its 13th iteration, Art Genève is carving out its own niche in a crowded European art fair circuit. This year was the second edition of the fair under director Charlotte Diwan, and her first with a full year to plan—her predecessor, Thomas Hug, was ousted three months before last year’s edition over allegations of fraud and theft.

Diwan has put the fair through a makeover: There is a new logo, a more modern graphic design, and the fair’s name is a more sensible two words (it used to be called artgenève).

Last year, Diwan slashed the number of galleries down to around 80 from 100 or so. “It is very important to have a more restrained selection so that the quality level is more regular,” Diwan told Artsy. “We had a large turnover of international galleries, so we felt like the program lacked stability in terms of quality.” That’s what attracted Anne-Sarah Bénichou, founder and director of her eponymous Paris gallery, to come for the first time this year. “The new direction has reoriented the quality of booths and gallery selection,” Bénichou said.



Exterior view of Art Genève 2025. Photo by Julien Gremaud. Courtesy of Art Genève 2025.