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Sell In May & Walk Away: 6 Stocks to Dump

Futuristic Design Meets Modern Art at TEFAF New York Spring

Nel-Olivia Waga

For the first time, TEFAF New York Spring opened their doors at the historic Park Avenue Armory in Manhattan. The inauguration was celebrated with a splendid VIP Opening on Wednesday, attracting the world's art elite. The fair that runs through Monday, May 8th, 2017 exhibits renowned modern and contemporary art and hosts the world's top galleries.



Futuristic Booth Design by Bureau Betak for Galerie Gmurzynska at TEFAF New York

One of these galleries is Galerie Gmurzynska, which is known for its specially curated art presentations and for being a highlight at the world's best art shows. The gallery has collaborated with top artists and designers, including Karl Lagerfeld, Christo and the late Zaha Hadid, just to mention a few.



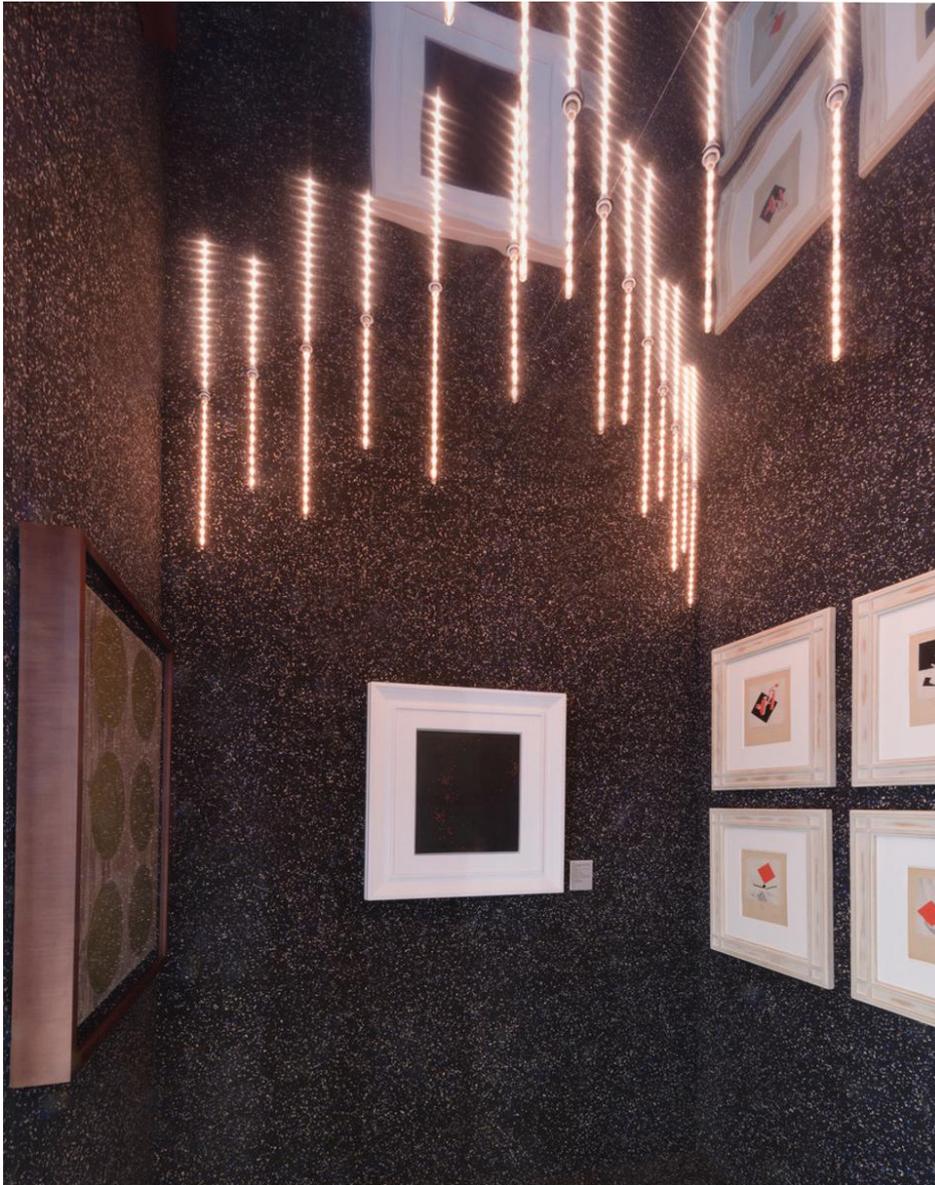
Futuristic Design meets Modern Art at TEFAF New York Spring

This year, Isabelle Bscher, who is the 3rd generation to lead Galerie Gmurzynska, brought on board yet another celebrated designer, the scenographer and creative director Alexandre de Betak.



Modern Art meets Futuristic Design. Galerie Gmurzynska meets Bureau Betak.

The artist created a futuristic, LED-design inspired booth for presenting important art pieces by the modern avant-gardes, including Alexander Rodchenko, Kazimir Malevich and Joan Miró. Alexandre de Betak, who has envisioned shows for fashion's greatest such as Dior, Celine, Hermes or Calvin Klein, calls it "a brutalist yet minimalist and futuristic setting for a powerful art selection..."



A hidden art cabinet inside Galerie Gmurzynska's futuristic booth at TEFAF New York Spring

For this new vision of artistic experience, Galerie Gmurzynska, which was founded and led by powerful women across three generations, received a special position at the "Colonel's Room" at the TEFAF New York Spring art fair.



Light and Design Concept by Alexandre de Betak

“TEFAF has a great tradition of bringing together the best of design, antiques and art. So to have a fair of this caliber in New York City is very exciting”, says Isabelle Bscher. “Alexandre de Betak is an iconic stage designer who has created the most amazing environments, especially in the world of fashion. We always find it fascinating to have creative geniuses from other fields construct great surroundings for art. Alexandre has designed a compelling light grid, which juxtaposes modern and contemporary art.”