

01
Bethan
Laura Wood
*Trellis collection,
four arch wall
lamps, 2017.*
Courtesy of
Nilufar Gallery

Art in a new light

PAD London has rapidly become one of the most highly anticipated art and design shows of the year

N°
10
ART



INTRODUCING:

Patrick Perrin

Founder of PAD

PAD is unlike any other art fair in the world. It combines an eclectic portfolio of art and design to attract a select group of people: those with a keen eye for the beautiful and unusual. It sets out to shock and awe, and challenge people's artistic tastebuds – it begs the question: do I love or hate this? It is the chilli in a garden of lavender. And founder Patrick Perrin, a fourth generation dealer in 18th-century French furniture, painting and sculpture, wouldn't have it any other way.

"We never want to be seen to be boring," he says. "We want people to be surprised every year."

PAD is a fair built on passion, a reflection of Patrick's adoration of art, in all its various forms and mediums. "I am excited by everything and everything interests me – art is in my blood and from a young age I knew I would never do anything else." He strayed from the world of art once, when his father pushed him to study law in Paris – "it was the most boring thing I've done. I did my three years and had no interest at all." It is quite the opposite when the topic of conversation swings around to the upcoming fair this October.

"It's become such an important event on the calendar," Patrick begins. "We started 11 years ago now, in Hanover Square in Westminster, and it went so well that in the second year we were moved to Berkeley Square. That was huge for us – Berkeley Square is not only the centre of London, but the centre of the world, too."

The fair started with 10 exhibitors, and steadily grew year on year, to 35, 45, and eventually 67, where the number has remained. The plateau is due to the lack of space – interest

in being part of the exclusive line-up is at an all-time high, and acceptance is through strict committee selection only. The committee, comprising reputed dealers such as Gabrielle Ammann, Tim Jefferies, David Gill and Nazanin Yachar, examines each new candidacy, and certain criteria must be met. Three years is the maximum a dealer can sign onto the fair before having to reapply for a space.

"It's important to have new exhibitors every year," Patrick says – this year, 11 new dealers are featured. "It's important to show change. In 2017, for example, we have decided to limit the amount of painting dealers. The main trunk is really historical, modern and contemporary design, but it's important to feature drawing, painting, sculpture, art from the 20th and 21st century, too. We are all about eclecticism. I like to show the mix between old contemporary paintings, primitive art, Colombian art, Japanese art, Chinese art, etc. and how it can fit together." It is this daring stance within the art scene that makes PAD such a unique event.

"PAD distinguishes itself by its bold mixture of exhibitors," agrees Vertes gallery director Quirine Verlinde – the Zurich-based gallery specialises in fauvism, German expressionism, surrealism, École de Paris, pop art and contemporary art. "You can expect to find a Günther Uecker nail sculpture hanging opposite a nail fetish from Africa." At PAD, visitors are encouraged to expect the unexpected.

"We don't go as far as cars and boats, like some other fairs do," Patrick continues. "We want to show a way of life, but a precise way of life; how to collect, how to fill your environment with



02

Le Corbusier, Charles Edouard Jeanneret.
Femme au mannequin et au chat, 1928.
Courtesy of Aktis Gallery



02



03



04



05

03
Borge Mogensen
Library table,
 1954. *Courtesy*
of Modernity
Stockholm

04
Pia Maria Raeder
Wall mirror, 2017.
Courtesy of Galerie
BSL

05
Armand Albert
Rateau
Butterfly Ashtray,
 circa 1920. *Courtesy*
of Galerie Marcilhac

quality and luxury. We want people to unearth a personal attachment to pieces of art."

Patrick has a wealth of experience in organising and curating art shows – his first, the Salon du Dessin in Paris in 1991, is the biggest Art on Paper show in the world today. PAD Paris followed in 1997, to huge international acclaim – the assemblage of such renowned gallery owners and upcoming young dealers, whose expertise spanned three centuries, was unrivalled. It remains so. Ten years later he brought the fair to London, and has since inspired a unique approach to collecting. And as enthusiastic as Patrick is about conducting such a special annual event, so too those within the orchestra eagerly await the opening in early October.

06

Christopher Duffy

*Abyss coffee table.
Courtesy of Sarah
Myerscough Gallery*

"PAD London is a visual feast for the discerning collector," says Sarah Myerscough, a contemporary wood dealer who will be showing at the fair for a second time. "It is utterly unique and characterful, and well suited to London, where the art scene is a voyage of discovery."

Patrick also wants to combat certain trends emerging in the way art is viewed and purchased. "One of the problems with art now," he says, "especially when it comes to interior design, is that a lot of people want the same thing, usually something they have seen before. And when you look in magazines, most of the time, not always, you see almost the same house, which I don't think is a good thing. That's what we're trying to avoid – we want to introduce people to new art

and new talent. We find many of the dealers in the flea market in Paris."

The key to PAD's rising success is Patrick's refusal to bow to the industry norm. "I started PAD to show my own tastes, and I want to keep it that way. I can never do something just for the money – it's not in my DNA. I need everything to look the way I want it to look. It has to be glamorous, with plenty of quality and luxury. If it's not, I'm not interested. I don't think there's another dealer in the world who has such a personal involvement with what he does and how he does it."

As I said, PAD is unlike any other art fair in the world. 

This year's PAD London runs from 2 – 8 October in Berkeley Square, W1. Visit www.pad-fairs.com for tickets

