

Expanded "Masterpiece London" Art, Antiques, and Contemporary Design Fair on Inaugural Success



Earclips by Van Cleef & Arpels. Photo: [Epoque Fine Jewels](#), Belgium.



LONDON.- The countdown has begun to [Masterpiece London](#), a fair showcasing the best of the best in art, antiques and collector's items such as classic cars, jewelry, fine wines, and contemporary design, on the South Grounds at [The Royal Hospital Chelsea](#), London from June 30 to July 5, 2011 (with a Preview on June 29). Now in its second year, Masterpiece London, which attracted over 18,000 visitors at its inaugural fair in 2010, will bring together more than 150 of the world's top exhibitors for its 2011 fair, to present a premium cultural experience for international visitors on an unprecedented scale.

Promising distinctive design and aesthetic excellence, from Bugatti to bronzes, Cartier to Cognac, Picasso to pink diamonds, Masterpiece London represents a new fair model. Distinguishing itself from other fairs, Masterpiece London will offer fine dining from London hotspots Le Caprice, Harry's Bar and the Mount Street Deli, courtesy of Urban Caprice, the prestigious event production and catering company. Further enhancing the visitor experience, the fair also will offer a full program of events including an educational lecture series from The Wallace Collection in London; a two-day introductory course to the Decorative Arts from Sotheby's Institute of Art; a series of lifestyle lectures on topics including Champagne and cognac, the luxury automotive industry, watch making, and the iconic London landmark The Savoy; guided tours of the Fair; an extraordinary chamber music soundscape by the new British chamber orchestra Manning Camerata; and the Masterpiece Midsummer Party on Thursday 30 June in aid of the UK charity CLIC Sargent.

"Since Masterpiece London unveiled its plans in July 2009, the response from dealers and exhibitors, collectors, and visitors to this pioneering fair concept has been overwhelmingly positive," said Nicola Winwood, Fair Director. "Building on the success of our inaugural fair, the range and quality of this year's exhibitors, our innovative programming, the enticing lecture series, and tempting culinary offerings, Masterpiece London 2011 has something for everyone."

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