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Strong start and international response: ART COLOGNE PALMA MALLORCA celebrates successful premiere

Mallorca impressively proves its reputation as a new art hot-spot in the Mediterranean region ++ 88 galleries from 20 countries ++ High visitor quality and good sales ++ Collector presence from Europe and the USA ++ Close integration of the local art scene ++ Second edition of ART COLOGNE PALMA MALLORCA takes place from 1 to 4 April 2027

With its first edition, ART COLOGNE PALMA MALLORCA 2026 has impressively demonstrated its role as a meeting point of the international art scene in the Mediterranean region. The event connects the decades of expertise of ART COLOGNE - the world's first fair for modern and contemporary art - with a new location in southern Europe, and in doing so creates a new format firmly anchored in the local art scene that combines networking and the selling of Art

From 9 to 12 April, 88 galleries from 20 countries, including 19 from the Balearic Islands, presented a carefully curated selection of artistic positions in the light-flooded Palau de Congressos. The premiere registered over 10k visitors and convinced with a strong international collector presence. Especially on Sunday, the demand was so high tickets were completely sold out. In addition to an art-savvy local public, many collectors from Germany, Austria, Switzerland, Scandinavia and the United States of America attended. The completely booked, multifaceted VIP accompanying programme drew premium guests from art, culture and society. The clear division of the art fair into the GRAN SALÓ and PARKOUR sections allowed for an intensive exchange between galleries, collectors and institutions.

"The first edition of ART COLOGNE PALMA MALLORCA was a very strong start with intensive conversations, a high degree of internationality and positive sales results", according to Daniel Hug, artistic Head and Director of ART COLOGNE PALMA MALLORCA. "The great readiness of the 88 galleries to participate in this premiere and the highly positive response of visitors demonstrate the great potential of Palma as a meeting point for the international art scene. We owe this success to the close and trusting cooperation with our partners on the Balearic Islands."

"Many of our expectations were met - some exceeding even our boldest hopes", according to Fran Reus, President of Art Palma Contemporani. "The local scene has perceived the fair as its own and that was clearly evident. There was real interest, a lot of movement and very good results for many galleries. One feels at home in this environment, and it is precisely in this way that art can be truly experienced", Reus added. In addition, "a central goal was achieved" with the event: "further reinforcing the association of the island with contemporary art and positioning Mallorca beyond



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www.artcologne.com/palma

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the classic image of sun and beach as a place with an independent cultural identity. This is because quality tourism isn't measured by purchasing power alone, but also by whether visitors appreciate the culture and the spirit of a place.“

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Mallorca's strong art ecosystem

The successful debut of ART COLOGNE PALMA MALLORCA made visible the growing importance of Mallorca as an international art destination. The island has in past years developed into an important meeting point for artists, galleries and collectors from throughout Europe and beyond. At the same time, Mallorca is also home to a well-developed network of galleries, initiatives and institutions, which makes contemporary art visible on the island and actively develops it further. This interplay of international collector public, local scene and institutional networking creates an environment with great potential for development and makes the Balearic Islands a lively European art ecosystem.

Strong partnerships and local networking

At the initiative of the Balearic Islands, ART COLOGNE PALMA MALLORCA was developed jointly by Koelnmesse and local institutions and partners, which include the government of the Balearic Islands, the Consell de Mallorca, the City of Palma as well as Art Palma Contemporani. The successful premiere of the art fair is the result of this close and trusting cooperation and shows what potential arises when regional initiative and international trade fair competence interlock.

The press conference organised in advance by the government of the Balearic Islands underlined the strong institutional support, the close integration of local partners as well as the relevance of the format for the location.

ART COLOGNE PALMA MALLORCA as a fixed date in the international art calendar

With the successful premiere of ART COLOGNE PALMA MALLORCA, the start for a new international trade fair format has been successful, and expands ART COLOGNE by a targeted location in the Mediterranean region. Together with the partners on location, the art fair will continue to develop in coming years and thus become anchored in the international art calendar over the long term.

The next ART COLOGNE PALMA MALLORCA takes place from 1 to 4 April 2027. ART COLOGNE already invites collectors to Cologne for its 59th edition from 5 to 8 November 2026.

Voices of the galleries

The strong market response to the premiere is also reflected in the feedback and sales success reported by the galleries. Aeneas Bastian from **Gallery BASTIAN** (Berlin) stated: “The premiere provided a valuable opportunity to strengthen our presence in the Spanish market while engaging with both local and international collectors in a pleasant setting on the island. The fair was successful in terms of both sales and establishing new contacts. A few collectors made quick decisions and

bought works by Picasso from us on the preview day, ranging from 10,000 - 70,000 EUR. The first edition of the fair is a success. It has brought Spanish and German collectors together.”

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Gerd Harry Lybke from Gallery **EIGEN + ART** (Berlin) also praised the premiere as a successful launch: “ART COLOGNE PALMA MALLORCA has made a fantastic start, the fair will become a fixed date in the art world’s calendar next year. The international flair is truly surprising.”

“We were not sure what to expect, but it confirmed that the fair business for us is heading more and more toward hyper-local fairs in luxury destinations. It has been an excellent fair for sales and new connections”, said Paul Henkel from **Palo Gallery** (New York City). “We sold to a great mix of existing and new clients from Germany, Spain and Belgium. I would say it has been an incredible success for us. We are very excited for the future of this fair”, Henkel continued.

Ana Area from **Gallery Ehrhardt Flórez** (Madrid) summed up the premiere: “It has allowed us to reach new collectors, provide our artists with visibility and get us closer to collectors that are already positioned and close to Mallorca. The quality of the collectors visiting on the first day was very good. The VIP programme was complete and successfully impacted Mallorca’s locals.”

Saskia Draxler und Christian Nagel from **Gallery Nagel Draxler** (Berlin/Cologne/Meseberg) aptly summarized the atmosphere of the fair: “The new hit in spring! Mallorca has great energy: good collectors, good sales in a beautiful, relaxed atmosphere.”

Madi Canals from **Gallery Florit/Florit** (Palma) particularly emphasised the importance of the fair for the local art scene: “As a Mallorca-based gallery, we welcome an international fair that highlights the island’s strong contemporary art scene. Its success, however, depends on maintaining a thoughtful selection and a consistent level of quality. We consider it a solid first edition with a good overall level.”

Pedro Carrasco from **Gallery CARRASCO** (Lisbon/Madrid) expressed his great satisfaction with his participation: “This is the most important fair we have joined so far. As an invitation-only first edition in 2026, it means major recognition for a young gallery like ours, reflecting years of work with artists and collectors while opening access to northern art markets aligned with our global vision. He also reported with regard to the quality of the visitors and concluded sales: “So far, the fair has been very successful in terms of sales and new contacts. We met new collectors, many impressed by the quality of our booth curation and the fresh proposals of our represented artists. It feels like a strong first step into a new market.”

For **Gallery Particular Ideas** (London), participation in ART COLOGNE PALMA MALLORCA also marked their debut art fair appearance. Charlie Nia Dunnery McCracken reflected positively: “As our first art fair, it has been a great opportunity to present our artist to a new audience, have interesting conversations and watch

people engage with the work. We have sold well to both new collectors and clients who are already familiar with Eva Dixon's work. We are delighted to have participated in this first edition and particularly pleased by the warmth of the galleries community we were welcomed into. We look forward to seeing how it develops.”

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“One of the most important new fairs we have participated in in the last couple of years!”, noted Frank Schleicher from **Gallery ANNA LAUDEL** (Düsseldorf/Istanbul/Bodrum). “Very successful in terms of turnover and contacts, even if we met many people we already knew. However the VIP preview day was incredibly strong and the crowd was A+. The great VIP programme with the utmost friendly and positive team - outstanding! The team did such a great job, especially when you take into account that there was no blueprint”, Schleicher added.

Several galleries also confirmed successful sales in the medium to higher price segment as well as a positive market dynamic on the whole.

Overview of participating Galleries: [Galleries](#) | [ART COLOGNE PALMA MALLORCA](#)

Note for editorial offices:

ART COLOGNE PALMA MALLORCA photos are available in our image database on the Internet at [Press images | ART COLOGNE PALMA MALLORCA](#).

Press information is available at: <https://www.artcologne.com/press/press-releases-of-art-cologne/>.

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