

Geneva, May 1st, 2018

The Prix Off *artmonte-carlo* - F.P.Journe awarded to the Institution Magic of Persia, Londres for the best curated exhibition “Contemporary Iran”

Partner of *artgenève* since 2014, F.P.Journe pursues its commitment in the Art world by partnering with *artmonte-carlo*, the salon of contemporary Art. Under the high patronage of his H.S.H. the Prince Albert II of Monaco, *artmonte-carlo* establishes a leading artistic platform on the Côte d'Azur, honoring the requirements of the collectors and art-lovers.



This third edition took place at the Grimaldi Forum in Monaco from 27 to 29 April, 2018, during which F.P.Journe presented its prestigious collection of haute horology watches in the “Ephemeral Boutique” located at the Espace Indigo in the Grimaldi Forum.

The *Prix Off artmonte-carlo* - F.P.Journe which rewards the best “Curated Exhibition” from an Institution was awarded Friday April 27 to Magic of Persia, London, for the exhibition Contemporary Iran. Financed by F.P.Journe, this Prize will allow to develop and sustain an upcoming project with Magic of Persia at the Villa Croce in Genova.



Left image : François-Paul Journe, Thomas Hug and the 3 members of Jury awarding the Prix OFF *artmonte-carlo*-F.P.Journe to the Institution Magic of Persia. / Right image: The exhibition from Magic of Persia “Contemporary Iran”.

The jury of the *Prix Off artmonte-carlo* - F.P.Journe is composed of three major figures of the international Art scene: Samuel Gross (Head Curator of the Istituto Svizzero di Roma, Roma, Italy), Sarina Tang (Director and Founder of Currents Art and Music, New York, USA) and Clément Minighetti (Chief Curator of the Mudam Luxembourg, Musée d'Art Moderne Grand-Duc Jean).

artmonte-carlo 2018 was rich of over 40 international exhibiting galleries and enhanced by the presence of 15 non-commercial Institutions such as the Nouveau Musée National de Monaco, the Chagall, Fernand Léger and Pablo Picasso Museums, the Villa Croce Genova, the Magasin de Grenoble or the Rockbund Museum from Shanghai with a project from Asad Raza presented under the glass ceiling of the Grimaldi Forum.

Rendez-vous in April for the 2019 edition.

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