

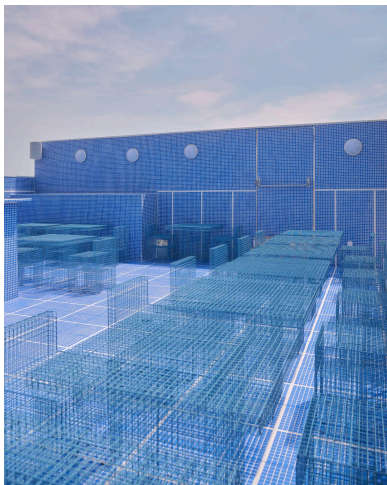


FOR IMMEDIATE RELEASE

74th Arts announces Second, Annual Nomadic Pop Up Art Fair on the Cote D’Azur

***Le Végétal*, curated by Armelle Dakouo, will take over
Hotel Présent in Arles from July 3-6, 2026**

**Members of the media are invited to learn more at a special
event, panel and cocktail in Paris on October 21, 2025 titled
*Where Art Finds A Home: Conversation with Artist Residency Founders***



[74th Arts](#), the international arts organization founded by art industry veteran and Antibes resident Becca Hoffman, announces the second in a series of nomadic pop-up art fairs on the Cote D’Azur. *Le Végétal*, curated by returning independent curator Armelle Dakouo, will take place July 3–6, 2026, in Arles, France. It follows the success of *La Mer*, 74th Arts’ 2025 pop-up art fair at the coastal hotel Les Bords de Mer, Marseille.

Reimagining the traditional art fair model in host cities known for their rich, cultural fabric, *Le Végétal* will take over Hôtel Présent, Arles, transforming the historic setting into an immersive artistic experience where contemporary creation meets the living world. Bringing together regional and international galleries alongside emerging and established artists, the exhibition aims to highlight the vitality, fragility, and symbolism of the vegetal world. Through installations, paintings, sculptures, and performances, the program will unfold as a poetic and sensory journey that will encourage visitors to reconsider their relationship with the living environment.

Le Végétal continues 74th Arts' commitment to connect and engage local and global audiences through contemporary art and culture.

Le Végétal is presented in partnership with Josette Sayers, Marie Laffont, and Jessica Hodin Lévy.

More details will be unveiled at a special 74th Arts event at J.K Place Paris on October 21, 2025, where a panel of leading international artist residency founders—Christine Mack, Sophie Sofer, and Michaela Spiegel—will join moderator Jérôme Sans for a lively roundtable conversation titled *Where Art Finds a Home: Conversations With Artist Residency Founders* followed by a cocktail reception.



Left to right: Christine Mack, Mack Art Foundation, Sophie Sofer, The Fores Project, Michaela Spiegel, Centre Pompadour Feminist Laboratory, and Jérôme Sans

Members of the media are invited to attend and cover the event. Please confirm your RSVP to 74tharts@lynwinter.com by Friday, October 17 as capacity is limited.



ABOUT 74TH ARTS

Founded by Becca Hoffman, also Director of the Aspen Art Fair, 74th Arts is an international art organization that is redefining the traditional art fair model by producing pop up, nomadic art and cultural events around the world that explore culture, connectivity, and commerce in host cities known for their rich, cultural fabric. Launched in 2023, 74th Arts' goal is to re-think, re-examine, re-engage, and re-invigorate, connecting creative communities worldwide. In 2026, 74th Arts' destinations will be in Arles, France; Manila, Philippines, and Aspen, Colorado, where the third edition of the Aspen Art Fair will take place.

Website

www.74thArts.com

Social Media

Instagram: [@74thArts](https://www.instagram.com/74thArts) | #74thArts

Communications and Media Relations

Lyn Winter, Inc. | + 1 213 446 0788

Lyn Winter, lyn@lynwinter.com; Jennifer Gross, jenn@lynwinter.com;

Isabelle Alfonso, isabelle@lynwinter.com

