

New fair exhibitor list revealed for The Treasure House Fair

The Treasure House Fair, the new June event in Chelsea, has released its initial exhibitor list.



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📍 The Royal Hospital Chelsea is the venue for The Treasure House Fair. Image: Vladimir Woodham-Smith.

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Names announced include Wartski, Butchoff Antiques, S Franses, Sydney L Moss, Michael Goedhuis, Howard Walwyn, MacConnal-Mason and Richard Green.

Running at the Royal Hospital Chelsea from June 21-26 (including a collectors and preview day), the fair was launched by Harry Van der Hoorn and Thomas Woodham-Smith.

It fills a void in the calendar left by the closure of *Masterpiece London*, where the same pair were part of the founding team when it launched in 2010.



📍 Thomas Woodham-Smith, co-founder of The Treasure House Fair, pictured outside the Royal Hospital Chelsea.

However, the new *Treasure House* aims to be a different affair with a smaller group of exhibitors.

Mix of exhibitors

Of the 45 names released so far, 10 are international and 40 are previous *Masterpiece* exhibitors, while others are fresh to the London summer fair scene.

The majority are British dealers.

Van der Hoorn said: “*The Treasure House Fair* has been generated by dealers in the UK. It’s very important for London to have a key multi-disciplinary event for art and antiques in June.”

The overseas dealers signed up to the fair so far include Galerie Gmurzynska from Zurich, Univers Du Bronze from Paris and Galerie Cahn of Basel.

From the US are SJ Shrubsole, Geoffrey Diner Gallery and Michele Beiny.

Fitting location

Also signing on are dealers such as Rountree Tryon Gallery of the UK, which was not a *Masterpiece* regular.

Dealer Jamie Rountree said: “I was excited to hear about the new fair, as I feel we should be taking part in two fairs a year in London [he is also standing at LAPADA], feeding into our St James’s presence.

“The fair location also seems to suit our slightly more traditional client base, similar to the *New York Winter Show* and the old BADA fair. It appeared to me to be relatively low risk to take part in a fair in the same location and at the same time as a previously successful fair format.”