

Media Announcement  
July 2016

# LAPADA

ART & ANTIQUES FAIR  
BERKELEY SQUARE

## LAPADA ANNOUNCES PARTNERSHIP WITH *HOMES & ANTIQUES*

LAPADA the Association of Art & Antiques Dealers has just confirmed a strategic partnership with specialist interiors magazine *Homes & Antiques*.

As part of the agreement, *Homes & Antiques* will be promoting the LAPADA Art & Antiques Fair, Berkeley Square, running from the 13th – 18th September 2016, as well as online marketplace Lapada.org. The magazine will also support LAPADA's 'Object of the Week' marketing initiative through its digital channels.

Rebecca Davies, Chief Executive of LAPADA, comments: "There is tremendous synergy in terms of our audiences. With the aim of capitalising on this, we have agreed on ways to work closely in order to drive content and expand our combined public reach. *Homes & Antiques* offers informative and inspiring editorial promoting multi-disciplines, which not only reflects those of our dealers but very often features them too. In this way the magazine has been a huge supporter and promoter of the trade and our LAPADA members throughout the years."

Samantha Scott-Jeffries, Editor of *Homes & Antiques*, adds: "We are thrilled to be working with LAPADA on this mutually beneficial opportunity. Bringing our readers the very best inspiration and advice is always our aim and we see a huge benefit in furthering our relationship with both LAPADA and its members for this reason. We also believe great traction can be gained from combining our resources to create a far-reaching partnership."

*Homes & Antiques* has a total of 56,000 mature, affluent readers who are active consumers with a deep love of antiques. This audience has an estimated annual antiques spend of £250 million, 76% of which agree that it's worth paying extra for quality. This antiques-buying audience cannot readily be reached elsewhere – 46% do not read any other home interest titles. This engagement is further deepened by the highest subscription rate in the sector.

Last year, the magazine underwent a rebrand and complete redesign. As a result, *Homes & Antiques* now features more antiques than ever before and presents them in a way that is relevant to how we live today. With in-depth and intelligent insights into antiques, the fascinating stories behind them, and fresh inspiration for ways to present them, *Homes & Antiques* delivers style and decorating ideas, examples of beautiful real homes and an engaging read. With the addition of practical guides, auction news and fair dates alongside expert advice, this title with a 22-year history is an invaluable sourcebook that readers turn to again and again.

Ends

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## Notes to Editors

Event: LAPADA Art & Antiques Fair 2016  
Dates: Tuesday 13<sup>th</sup> September – Sunday 18<sup>th</sup> September 2016  
Location: Berkeley Square, Mayfair, W1J 6EB  
Website: [lapadalondon.com](http://lapadalondon.com)  
Telephone: +44 (0) 20 7823 3511  
Opening Hours: Collectors' Preview: Monday 12<sup>th</sup> September 2016: 3pm – 9pm\*  
Tuesday 13<sup>th</sup> September 2016: 11am – 8pm  
Wednesday 14<sup>th</sup> September 2016: 11am – 5.30pm  
LAPADA Charity Party Reception: Wednesday 14<sup>th</sup> September: 6pm – 8.30pm  
Thursday 15<sup>th</sup> September 2016: 11am – 8pm  
Friday 16<sup>th</sup> September 2016: 11am – 8pm  
Saturday 17<sup>th</sup> September 2016: 11am – 7pm  
Sunday 18<sup>th</sup> September 2016: 11am – 5pm  
Admission: Entrance by ticket priced at £20 each or by invitation  
\*£65 each for Collectors' Preview invitation  
Underground: Green Park - Jubilee, Victoria & Piccadilly lines  
Bond Street - Central & Jubilee lines  
Major bus routes: via Piccadilly, Regent Street and Oxford Street

## LAPADA the Association of Art & Antiques Dealers



**LAPADA**  
THE ASSOCIATION OF  
ART & ANTIQUES DEALERS

LAPADA the Association of Art & Antiques Dealers is the largest society of professional art and antiques dealers in the UK. It is a trusted resource for private collectors and the art and antiques trade in the UK and 16 other countries around the world. Established in 1974 it boasts 550 worldwide members, who are experts in their fields, with specialities ranging from fine art, jewellery and furniture to contemporary works, sculpture and ceramics. Due to the Association's strict Code of Practice, clients are offered total reassurance when purchasing from a LAPADA member. LAPADA offers a referral service for any member of the public looking for a trusted dealer in a specific area, who is seeking quality and assurance of authenticity. It also offers industry advice and lobbies on issues affecting its members and good practice in the art and antiques trade. In 2015, LAPADA launched its newly developed website, which is the leading online marketplace for sourcing authentic art and antiques from trusted LAPADA-accredited dealers. [lapada.org](http://lapada.org)