



## Olympia In London: Three Rs — Regroup, Reflection & Relief

Jul 22nd, 2008

By Marion Harris, Photos By Jerry Rosenfeld

Fair: a landmark event on the London art and antiques calendar for 35 years, has seen and survived many changes over the decades. Since its start in 1973, it has grown, shrunk, reinvented itself, expanded and retreated, changed names, management and ownership, while always managing to remain an admired and hugely popular fixture in the antiques world.

This year's fair, which ran from June 5 to 15, exemplified its ability to change, and — perhaps more importantly, predicting the need for it — ensured Olympia's continued success. The spring show, which stood alone for years before being joined by the February and November events, is without doubt a premier event again. Next year, after a drawn out display of survival of the fittest, will bring only two Olympia fairs. The June fair will return to its flagship status, on a par with major world-wide shows, and the exit of the February fair positions the November event for a more traditional role.

Now renamed Olympia International Art and Antiques Fair, it is smaller than in previous years, with 260 top dealers in a stunning layout and a new patron in Sir Timothy Clifford. This most recent incarnation garnered high praise from exhibitors and visitors alike.

Fair director Freya Simms spoke on behalf of the organizers, Clarion Events, and echoed the feelings of both dealers and buyers, commenting, "We are really proud of what has been achieved at Olympia. This year the fair looks spectacular and is a testament to the hard work and creative flair of the exhibitors in designing the stands and bringing such quality stock. Our visitor numbers are up and we are building for 2009."



A Nineteenth Century Noah's Ark with more than 100 animals was displayed in the booth of Robert Young, London dealer and New York Winter show exhibitor.