

A photograph of two women in an art gallery. One woman is pointing at a large, colorful abstract painting on a wall. The painting features vibrant colors like orange, blue, green, and yellow, with stylized shapes and patterns. In the background, other art pieces are visible, including one with a cartoonish figure. A pink banner is overlaid on the top left of the image.

Affordable
Art Fair

AMSTERDAM APPLICATION FORM

1 – 5 NOVEMBER, 2017

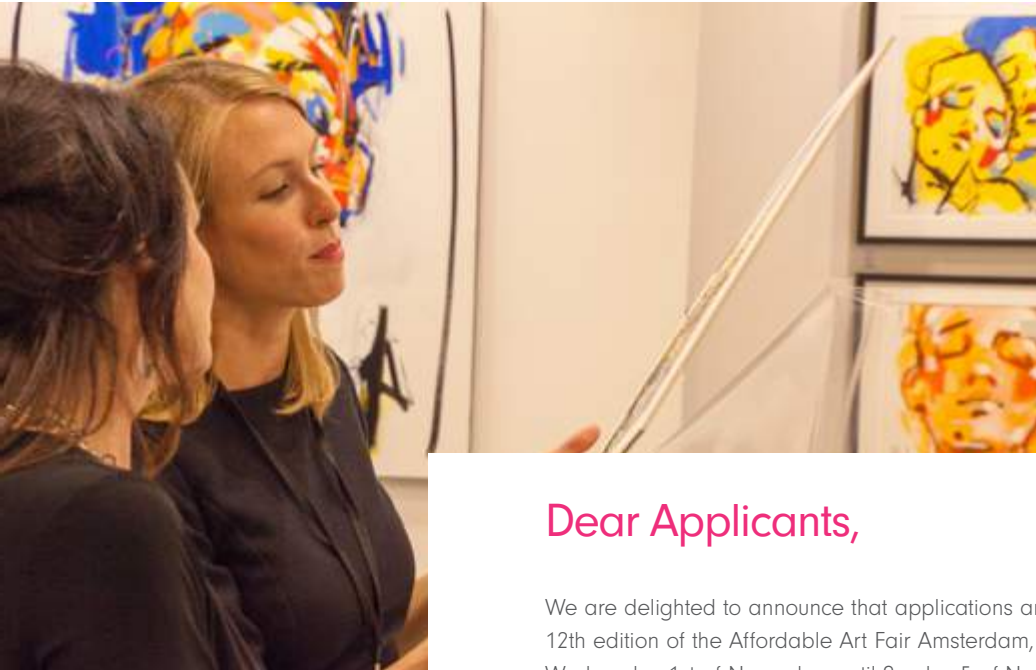
KROMHOUTHAL
GEDEMPTE HAMERKANAAL 231
1021 KP AMSTERDAM-NOORD

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#AFFORDABLEARTFAIR

#AAFAMS

AFFORDABLEARTFAIR.COM



Dear Applicants,

We are delighted to announce that applications are now open for the 12th edition of the Affordable Art Fair Amsterdam, which will be held from Wednesday 1st of November until Sunday 5 of November at the Kromhouthal, Amsterdam-Noord.

The Affordable Art Fair creates fun and inspiring events for people to fall in love with art and thousands of artworks find happy homes. Founded in 1999 in London, it has grown to be one of the world's leading and most popular contemporary art fairs, with editions in cities including Amsterdam, Brussels, New York, Milan, London, Singapore, Hamburg, Stockholm and Hong Kong. Globally, over 1.9 million people have visited an Affordable Art Fair and purchased over \$405 million worth of art.

Since 2006 the Affordable Art Fair Amsterdam has been established as an art and social event within the busy art calendar in the Netherlands. 2016 saw 13.000 visitors and €1.5 million in art sales. Showcasing 66 local and international exhibitors and thousands of artworks priced from €100 to €6000.

To keep our fair fresh, please note that we will be opening the application process to solo and two-artist presentations in 2017, allowing exhibitors to highlight one artist or two artists in their stands. We know that the ability to bring your strongest presentation is what makes our editions successful, therefore we hope that this change will provide you with more opportunities.

The 2017 fair will also have a different focus on artists and give the visitors a new experience with special projects, such as large scale installations as well as educational programming and tours for companies.

We look forward to receiving your application. If you have any queries, please do not hesitate to contact Anna Mesman, Fair Manager, and we look forward to working with you in the coming months!

Kris Clark
FAIR DIRECTOR

KEY DATES

Application

Review Deadlines

Round 1: May 2017

Round 2: July 2017

Installation Date

Tuesday 31 October 2017

Wednesday 1 November 2017

Private View

Wednesday 1 November 2017

Public Opening Dates

Thursday 2 – Sunday 5 November

Breakdown

Sunday 5 November from 18:00

APPLICATION PROCESS

Please note that stand sizes have limited availability and will be allocated by the fair team. Please ensure to submit your application as early as possible. The first Selection Committee takes place in May and the second one in July.

HOW TO APPLY

Please read the following instructions carefully and provide all information outlined below in 4 sections for a valid application. An application will be considered incomplete without meeting the requirements below.

1. Application form

Please fill out the application form on the pages 5 until 8 and submit the completed document along with the supporting materials via email or post.

2. Artwork Images and Art Fair Booth or Exhibitor Installation Images

You must provide us with at least three (3) artwork images for each artist you are proposing.

- Image files must be named in the following format: Exhibitor Name_Artist Name_Title_Year_Medium_Dimensions_Price
- Images must be JPGs and 300 DPI.
- Please also provide us with at least three (3) photos of art fair booths or exhibitor installation images, if applicable.

3. Deposit

A €1,000 refundable deposit is required along with your application materials. Please provide your billing information in the application form, so that we can return the deposit if the application has been rejected. Applications can

only be considered after the deposit has been successfully charged.

4. Terms and Conditions

You must read, agree and sign the terms and conditions on page 9 in this document. You may sign by digital signature, or you may print the page, sign, scan and return it to Anna Mesman, Fair Manager via email or post.

Affordable Art Fair Amsterdam will acknowledge the receipt of your application by email once we have received your valid application which includes the contents outlined above. If you are accepted to the fair, you will receive an acceptance notice via email and an invoice will be issued. Further details of the fair will be included in the exhibitor manual after confirmation of entry.

Send the application form and images to:

Anna Mesman, Fair Manager
annamesman@affordableartfair.com

Office:

Warmoesstraat 149, 1h achter
1012 JC Amsterdam
+31 (0)20-6227728

DISPLAY REGULATIONS



Affordable Art Fair with the help of an advisory committee will select all exhibitors for the fair. The advisory committee studies all applications for the Affordable Art Fair and reserves the right to approve or not approve the applicant. The committee also reserves the right to refuse some of the proposed artists.

- All work must be priced at under €6000. (this must include VAT and the full price must be shown next to the artwork)
- All art exhibited must be from living artists.
- Art must be original: reproductions are not allowed.
- No craft or functional items such as jewellery, clothing, tiles, mugs or clocks are allowed.
- Artworks must not be left on the floor at any time or leaning up against a wall.
- Artworks are not allowed to be displayed on an easel (as they are a tripping hazard).
- An artist can be presented by no more than two exhibitors. Two exhibitors bringing the same artist will be put in touch by the Fair Manager.
- All artists submitted must be approved by the committee before the fair. Affordable Art Fair reserves the right to have any unapproved works removed during the fair.
- We strongly recommend that our returning exhibitors bring at least one new artist to keep the fair vibrant for visitors who return each year.
- Please keep in mind that the average sales price is €1500 and make sure that you have work in price ranges appealing to both our new visitors, budding collectors and more established collectors.

DISPLAY REGULATIONS

	ARTWORK ALLOWED	ARTWORK NOT ALLOWED
PRINTS	<p>Prints made by the hand of the artist (i.e. etching, screen print, monoprint, drypoint, lithographs, mezzotint).</p> <p>Prints made with the artist's close involvement and overseeing of the printing process; the artist would usually have made the plates.</p> <p>Print editions no larger than 200.</p>	<p>Offset lithographs</p> <p>Prints run off a commercial printing press using a transparency of an original work, even if signed and dated by the artist, typically in editions of 200 or more.</p> <p>Giclées, although they will be permitted if the original work is created by computer (i.e. digital art) or it was the original medium intended by the artist.</p>
SCULPTURE	<p>One-off pieces or sculptures in editions of 25 or less.</p>	<p>Sculptures that are commercial and mass-produced with pieces of more than 25 editions.</p>
PHOTOGRAPHY	<p>Original fine art photograph prints such as high quality controlled print process usually overseen and authenticated by the photographer and in most cases signed and strictly limited.</p> <p>Photography editions no larger than 150 from one image regardless of printed size.</p>	<p>Photography that is commercial and mass-produced, 150 or more editions.</p>
DIGITALLY GENERATED ARTWORK	<p>Any artwork created digitally will be considered on a case by case basis, taking into account the artistic merit of the work itself, the quality of the production method and the edition size.</p>	<p>Color reproductions of original works are not allowed.</p>

APPLICATION FORM

CONTACT DETAILS

Name of applicant	
Director	
Contact for the Fair	
Creation date	

GALLERY ADDRESS

Address			
City		ZIP	
Country			
Phone Number			
Mobile Number			
Email address			
Website			

BILLING INFORMATION

Invoice addressed to (if different from above name)	
Invoice address (if different from above address)	
ZIP code & City	
Country	
VAT-number	
Chamber of Commerce no.	
Account name	
IBAN + BIC	

APPLICATION FORM

Please list the names of the artist you wish to exhibit.

ARTISTS NAME	MEDIUM	COUNTRY OF ORIGIN
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

Will you present work under €500? **NO** IF YES, NAME ARTIST(S)

Will you present work under €1000? **NO** IF YES, NAME ARTIST(S)



BOOTH SELECTION

The square meter price is €235 excluding 21% VAT (Dutch exhibitors and all EU exhibitors without a valid VAT number are subject to Dutch VAT).

Find enclosed the stand plan for your preferences. Please list your top 3 stand preferences here. If we cannot allocate you one of your preferences, we will contact you by phone to discuss stand options.

1. Stand no.	<input type="text"/>	Stand size	<input type="text"/>	Price ex VAT	<input type="text"/>
2. Stand no.	<input type="text"/>	Stand size	<input type="text"/>	Price ex VAT	<input type="text"/>
3. Stand no.	<input type="text"/>	Stand size	<input type="text"/>	Price ex VAT	<input type="text"/>

INCLUDED IN YOUR EXHIBITOR PACKAGE

- 2,75-meter-high white walls and including basic lighting (1 per 2 linear meters)
- Booth signage
- Wrapping station (for works sold to clients only)
- free 1sqm storage
- 24h security
- Exhibitor listing in our printed Fair Guide
- Name of your exhibitor and link to your website on [affordableartfair.com / fairs / amsterdam](http://affordableartfair.com/fairs/amsterdam)
- An allocation of digital Private View invitations, digital general access invitations, and re-admission passes
- Professional advertising and marketing handled by Fair Management at no extra cost
- Support of the Affordable Art Fair's experienced staff, production team and PR agency

ADDITIONAL CHARGES

Any additional lights, wall structures, furniture, power sockets, etc. will be at extra cost to the exhibitor. A detailed booth extras order form will be available upon official acceptance.

PAYMENTS

Deposit due with submission – €1000, please quote 'applicant name + deposit Amsterdam 2017' as reference. (this will be refunded if the Advisory committee does not approve your application).

The deposit is a key part of the application and we are unable to process your application without it

Invoice for first payment – 50% of stand price (minus deposit paid), due with your stand allocation.

Invoice for final payment – 50% of stand price, received by 1st September 2017 at the latest. Please quote your exhibitor name as reference with all your payments.

Once an exhibitor has been accepted and allocated, all subsequent payments need to be paid before the fair and are non-refundable (see general conditions, article 5)

It is imperative that you stick to the payment terms of the offer and as we expect to have more applications than space, we won't hold stands any longer for exhibitors that do not pay on time. Therefore if we do not receive your first 50% by the due day date (one week from stand allocation), your allocated stand will be offered to another applicant.

RAMSAY FAIRS LTD

RABOBANK, AMSTERDAM

IBAN: NL78RABO0128135166

BIC: RABONL2U

TERMS AND CONDITIONS

AFFORDABLE ART FAIR AMSTERDAM



ARTICLE 1 - GENERAL TERMS

The organiser (Ramsay Fairs Ltd. - Affordable Art Fair Amsterdam) sets the General Conditions, such as the place, the duration, the dates, the opening hours, and the ticket price of the Affordable Art Fair Amsterdam and if necessary reserves the right to modify them.

ARTICLE 2 - TERMS OF PARTICIPATION

The organiser, with the help of an advisory committee, will select all exhibitors for the show. The advisory committee reviews all applications for the Affordable Art Fair and reserves the right to approve or not approve the applicant. The committee also reserves the right to refuse some of the proposed artists and, if these artists are exhibited during the fair, to remove the non-valid works of art.

ARTICLE 3 - EXHIBITING CRITERIA

- All work must be priced under €6000, VAT and frame included. The full price must be shown next to the artwork.
- All art exhibited must be by living artists.
- An artist can only be presented by no more than two exhibitors. Two exhibitors bringing the same artist will be put in touch by the fair manager.

Not allowed at Affordable Art Fair Amsterdam:

- Offset lithographs
- Giclées (although we will allow giclées when the original work is created by computer i.e. digital art)
- Prints run off a commercial printing press using a transparency of an original work, even if they might be signed and dated by the artist, typically in editions of 200 or more.
- Commercial, mass-produced photographs, in edition of 150 or higher.
- Commercial, mass-produced sculptures. Pieces of more than 25 editions.

- Artworks must not be left on the floor at any time or leaning up against a wall.
- Artworks are not allowed to be displayed on an easel (as they are a tripping hazard).

Allowed at Affordable Art Fair Amsterdam:

- Original prints made by the hand of the artist (etchings, screen prints, mono prints, dry point, lithographs, mezzotint etc.)
- Those prints made with the artist's close involvement and overseeing of the printing process; the artist would usually have made the plates; edition size no larger than 200.
- One-off pieces or sculptures of 25 editions or less.
- Original, fine art photographic prints rather than commercial, mass-produced photographs are allowed at Affordable Art Fair Amsterdam. This means a high quality, controlled print process, usually overseen and authenticated by the photographer, in most cases signed and strictly limited. No more than 150 from one image regardless of printed size, but frequently much smaller edition sizes.

ARTICLE 4 - CODE OF PRACTICE

The stand must be occupied by the exhibitor during the whole opening hours, from the first day to the last day of the fair. Unless the organizer has agreed to this before, it is totally prohibited for an exhibitor to let, sublet or share a part or the totality of his booth to another person, should it be for free or not.

ARTICLE 5 - PAYMENT CONDITIONS

Deposit due with submission - €1000 (this will be refunded if the Advisory committee does not approve your application). Invoice for first payment - 50% of stand price (minus deposit paid), after

you have been allocated a stand. Invoice for final payment - 50% of stand price, received by September 1st 2017.

If payments are not received by the due dates, your stand may be offered to another exhibitor, and you will forfeit all payments received to date.

Sending your application constitutes a strong and irrevocable commitment to pay the whole rental price for your stand. Once an applicant has been accepted by the advisory committee, all subsequent payments are non-refundable.

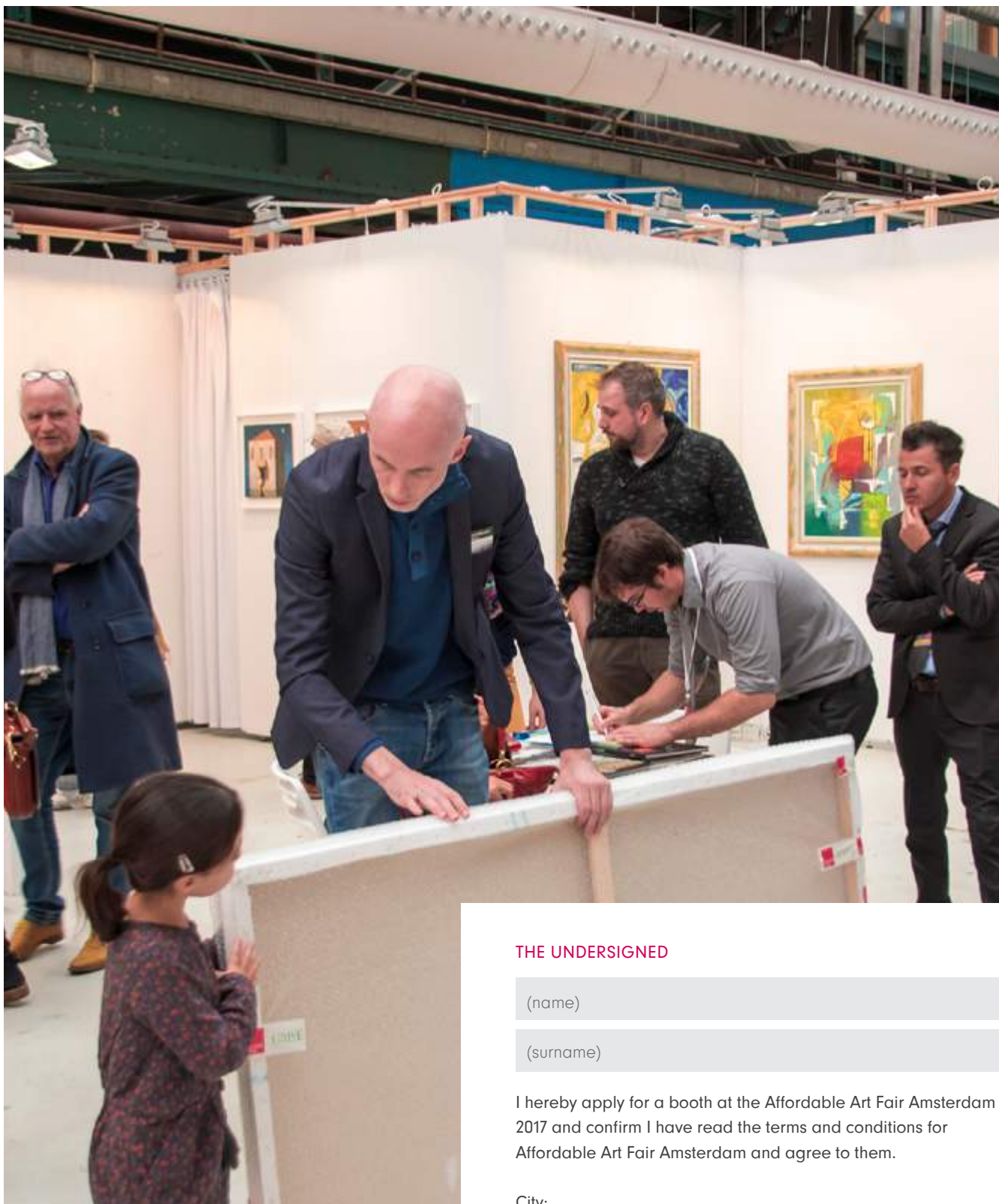
Nevertheless, if the selected exhibitor withdraws more than 60 days before the event opening, and provided the stand can be rented to another exhibitor, the organiser will refund the payments already made by the exhibitor apart from the deposit of €1000. After this deadline, the payments will not be refunded.

ARTICLE 6 - OBJECTIONS

In case of a dispute regarding the interpretation or execution of the General Conditions, the organiser and the exhibitor will do their best efforts to solve the dispute amicably and communicate all necessary information. If the dispute cannot be resolved within two weeks, the organisers can apply to courts. Dutch law will apply.

ARTICLE 7 - FORCE MAJEURE

In case of force majeure or if, for any other unforeseeable reason, the Affordable Art Fair Amsterdam cannot take place, the submissions will be cancelled and the payments, after expenses, refunded pro rata the payments made by the exhibitors. Each exhibitor agrees to respect and make sure that all staff will respect the General Conditions of the Affordable Art Fair Amsterdam.



CONTACT

Kris Clark – Fair Director
kris@affordableartfair.com

Anna Mesman – Fair Manager
annamesman@affordableartfair.com

+31 (0)20-6227728

THE UNDERSIGNED

(name)

(surname)

I hereby apply for a booth at the Affordable Art Fair Amsterdam 2017 and confirm I have read the terms and conditions for Affordable Art Fair Amsterdam and agree to them.

City:

Date:

SIGNATURE