

Affordable Art Fair

MILAN APPLICATION FORM

25 - 28 JANUARY 2018
SUPERSTUDIO PIU'
VIA TORTONA 27
MILANO

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We are delighted to announce that applications are now open for the 8th edition of the Affordable Art Fair Milan, which will take place from 26 – 28 January 2018 (opening night Thursday 25 January) and will be hosted at the Superstudio Più. This exceptional venue with its amazing post-industrial architecture is well-known and centrally-located within the design and fashion district of the city.

The aim of the Affordable Art Fair is to create fun and inspiring events, where visitors can increase their knowledge of, fall in love with, and buy art. This offering continues to appeal to and attract both newbie art lovers and established collectors to our fairs.

Founded in 1999 in London, the Affordable Art Fair has become one of the world's leading and most popular contemporary art fairs, with editions in cities across the world including Amsterdam, Brussels, New York, Milan, London, Singapore, Hamburg, Stockholm and Hong Kong.

Globally, over 2.1 million people have visited an Affordable Art Fair and purchased over €367 / \$408million worth of art. Since 2011, Affordable Art Fair Milan has been leading the way in creating a dynamic and unmissable event within the Italian arts calendar.

Our very successful 2017 Milan edition saw 13,000 art lovers step through our doors, and art sales were up by 10% on 2016, as our visitors took home €1,400,000 worth of art. So, we are thrilled to announce that Affordable Art Fair Milan will return for our 8th edition, and we hope you will join us as we continue to revolutionise art ownership!

We will select 80 local, national and international exhibitors who will have the opportunity to present a vast array of contemporary artists with all work priced between €100 and €6,000.

To keep our fair fresh, please note that we will be opening the application process to solo and two-artist presentations, allowing exhibitors to highlight one or two artists within their stands.

KEY DATES:

Application review deadlines

Round 1: July 2017

Round 2: November 2017

Application submission deadline

31 October 2017

Stand-up / installation date

24 January 2018

25 January 2018

3pm – 8.30pm

9am – 4pm

Opening night

25 January 2018

5pm – 10pm

Public Opening Dates

26 – 28 January 2018

Breakdown

28 January 2018

8pm – 12am



The 2018 fair will again showcase a range of special features to give all our visitors the opportunity to discover emerging talents as well as established artists.

All of the following sections will be highlighted as key components within our communication campaign.

If you are interested in taking part in any of the following sections, please let us know by marking the corresponding field in the main application form and we will provide you with full details.

1. YOUNG GALLERIES:

- A special section dedicated to young, emerging exhibitors which only present artists aged under 40.
- Galleries must showcase an exhibition project that involves a maximum of 3 artists.
- Each stand in this section will be a standard size of 12m² at the special rate of €220 / m² (instead of €240 / m²).

2. FOCUS PHOTOGRAPHY:

A special area at the fair will be reserved for exhibitors to present a selection of photography.

3. MILANO CONTEMPORARY:

A special section dedicated to Milanese galleries presenting emerging local artists as well as artworks dedicated to the city.

APPLICATION PROCESS

HOW TO APPLY

If you would like to participate in Affordable Art Fair Milan 2018, please read the following instructions carefully and provide all information outlined below to validate your application. An application will be considered incomplete if it does not meet the requirements below.

APPLICATION DEADLINE: 31 OCTOBER 2017

1. Application form

Please fill out the application form on the pages 4 - 7 and submit the completed document along with the supporting materials via email or post.

2. Exhibitor's biography, stating your exhibition programme

3. List of the artists you wish to present at Affordable Art Fair Milan

All living artists with all works priced between €100 and €6,000 (incl. VAT)

4. 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.

5. Deposit

A €1,000 refundable deposit is required along with your application documents. The deposit will be considered a down payment for the stand. If the application is accepted, the deposit will be deducted from the 1st instalment. If the application is not approved by our selection committee, the deposit will be refunded.

6. Affordable Art Fair General Conditions - Exhibitors Contract

You must read, agree and sign the terms and conditions on page 8 - 9 of this document. You may sign by digital signature, or you may print the page, sign, scan and return it via email or post.

RETURN YOUR APPLICATION TO:

E. Laura Gabellotto - laurag@affordableartfair.com

P: AAF - Affordable Art Fair Milano, via San Biagio,
8 35121 Padova - Italy



AFFORDABLE ART FAIR EXHIBITING CRITERIA

- All art exhibited must be from living artists
- All work must be priced between €100 and €6,000 (VAT included)
- The full price must be clearly marked next to the artwork
- Art must be original: reproductions are not allowed. Sculpture, original prints and photography must be strictly editioned (details in the general contract conditions)
- An artist cannot be presented by more than two exhibitors. Exhibitors wishing to exhibit the same artist should discuss and resolve this matter together
- All artists submitted must be approved by the selection committee before the fair
- If you are planning to bring any additional artist(s) you must submit them for approval prior to the fair so they can be reviewed against our ongoing artist database to ensure that every fair has a fresh and diverse group of artists. Affordable Art Fair reserves the right to have any unapproved works removed during the fair.
- Overhanging is not permitted and regulations require that at least 1/3 of the booth's walls are visible / empty after artwork has been installed. Please note that this policy will be strictly enforced by fair management.
- If you have exhibited with us previously, we highly recommend bringing some new artists to keep the fair fresh and interesting for our returning visitors.

We also recommend a good price mix in the selection you bring to the fair, ranging from low-budget teasers to high-end pieces to appeal to both our new visitors, budding collectors and more established collectors.

You will be notified of the success of your application once the selection committee has reviewed it. Once approved, we will send out a stand plan with your placement. If the committee does not approve your application, the deposit will be refunded.

If you have any queries, please do not hesitate to get in touch with us on +39.049.657401, or email us at:
Laura Gabellotto: laurag@affordableartfair.com
Manuela Porcu: manuela@affordableartfair.com

We look forward to welcoming you to the next edition in Milan!

Yours faithfully,

Manuela Porcu, Fair Director
Laura Gabellotto, Fair Manager



APPLICATION FORM

EXHIBITOR INFO

Name of gallery / exhibitor

Director

Contact name

Creation date

ADDRESS (FOR CATALOGUE)

Address

ZIP code

City

Country

Phone number

Cellphone number

Email address

Website

POSTAL ADDRESS (FOR INVITATIONS)

Address

ZIP code

City / Country

INVOICE DETAILS

Bill to

Invoice address

ZIP code

City / Country

European Union VAT number (compulsory)

City / Country

Foreign exhibitors, EU and Extra EU, in possession of a regular VAT in their country do not have to pay VAT according to the Italian law ex art.2, comma 3, lettera a) del DPR 26 / 10 / 1972 n. 633 and changes. Foreign exhibitors - EU and Extra EU - not in possession of a valid VAT number in their country are required to pay Italian VAT. Foreign exhibitors can claim a refund of VAT paid in accordance with Italian decree ex art. 38-ter DPR 633/72

ARTISTS

Please list the artists you wish to present on your stand.

All the artists presented must be living and all artworks must be priced between €100 and €6,000 inc. VAT.

Don't forget to send us 3 images per artist (at least): so they can be used by our PR agency.

Artist name	Medium	Country
1.		
2.		
3.		
4.		
5.		
6.		

Files to be named as **Exhibitor-Name_Artist-Name_Title_Year_Medium_Dimensions_Price**

SPECIAL SECTIONS

Please mark the section you would like to take part in:

MAIN SECTION

YOUNG GALLERIES

FOCUS PHOTOGRAPHY

MILANO CONTEMPORARY

STAND

Rental prices are specified below.

Please check below and select three stand sizes in your order of preference (1, 2, 3 – 1 being your preferred stand size).

Please note that stand sizes have limited availability and will be allocated by the fair team once your application is accepted.

Prices are 'all inclusive' – there are no additional admission or catalogue fees.

CHOICE (1, 2, 3)	SIZE / m ²	STANDARD RATE / € TOTAL PRICE excl. VAT Rental price: €240 before VAT / m ²
	15	3,600
	18	4,320
	21	5,040
	24	5,760
	27	6,480
	30	7,200
	36	8,640

YOUNG SECTION – SPECIAL RATE €220 / m²

	12 m ²	€2,640
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€1000 deposit is due when the application form is submitted. The deposit will be considered a down payment for the stand.

First instalment (50% of entire rate, minus deposit) is due when accepted and with your stand allocation.

Second instalment is due by 15 December 2017.

Foreign exhibitors, EU and Extra EU, in possession of a regular VAT in their country do not have to pay VAT according to the Italian law ex art.2, comma 3, lettera a) del DPR 26 / 10 / 1972 n. 633 and changes. Foreign exhibitors – EU and Extra EU – not in possession of a valid VAT number in their country are required to pay Italian VAT. Foreign exhibitors can claim a refund of VAT paid in accordance with Italian decree ex art. 38-ter DPR 633/72.

WHAT'S INCLUDED IN MY EXHIBITOR PACKAGE?

- 2.65 m high white walls (U-shape)
- basic lighting
- booth signage
- 1 m² extra storage in common area
- gallery name and website link at affordableartfair.com/milan
- printed and online catalogue
- 100 digital invitations for the Private View on Thursday
- 100 digital single tickets for free entrance during the fair's public opening hours
- 2 for 1 digital invitations valid during the fair's public opening hours, that can be emailed out to your clients, upon request.
- professional advertising, marketing and social media handled by fair management, at no additional cost

You will be able to order additional lighting, power sockets, furnishings and supplementary walls via the exhibitor manual, which will be sent to participating galleries at a later date.

PAYMENT PLANS

STAND / m ²	DEPOSIT / €	FIRST INSTALMENT / € (50% of entire rate, minus deposit) is due with your stand allocation	FINAL INSTALMENT / € DUE BY 15 DEC 2017	TOTAL / €
15	1,000	800	1,800	3,600
18	1,000	1,160	2,160	4,320
21	1,000	1,520	2,520	5,040
24	1,000	1,880	2,880	5,760
27	1,000	2,240	3,240	6,480
30	1,000	2,600	3,600	7,200
36	1,000	3,320	4,320	8,640
YOUNG SECTION - SPECIAL RATE €220 / m²				
12	1,000	320	1,320	2,640

DEPOSIT DUE WITH SUBMISSION

€1,000

The deposit will be considered a down payment for the stand. If the application is accepted, the deposit will be deducted from the 1st instalment. If the application is not approved by the selection committee, the deposit will be refunded.

INVOICE FOR FIRST PAYMENT

50% of stand price (minus deposit) due when accepted and with allocation

INVOICE FOR FINAL PAYMENT

50% of stand price, received by 15 December 2017

Preferred payment method: bank transfers. Cheques are not accepted. Please contact us if you have any questions.

ACCOUNT HOLDER

RAMSAY FAIRS LIMITED

IBAN: IT 27 I 02008 12100 000100945143

BIC / SWIFT: UNCRITM 1920

UNICREDIT BANK: Padova

Once an exhibitor has been accepted, all subsequent payments are non-refundable. If payments are not received by the due dates, your place may be offered to an exhibitor on the waiting list and you will forfeit all payments received to date. More details in the general conditions below.

PLEASE NOTE:

Applications cannot be processed until we receive the appropriate deposit (down payment) in the designated Affordable Art Fair bank account. Please pay according to the 15 day payment terms indicated on the invoice. In all cases, both stand and extras must be fully paid before the fair starts (exhibitors will not be permitted to hang artworks in their stand if they have outstanding balances with Affordable Art Fair). Preferred payment method: bank transfers. Cheques are not accepted. If an outstanding balance is paid by credit card, Affordable Art Fair will charge an extra 6% for administration and credit card fees on top of the outstanding balance. Please contact us if you have any questions regarding this.

GENERAL CONDITIONS

AFFORDABLE ART FAIR EXHIBITOR CONTRACT

You must complete and return this contract IMMEDIATELY to confirm your participation.
If we do not receive your signed contract, we will withdraw your application and you will lose your deposit.

RETURN TO:

E: laurag@affordableartfair.com

P: AAF Affordable Art Fair, via San Biagio,
8 35121 Padova – Italy

ARTICLE 1 – GENERAL TERMS

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

ARTICLE 2 – TERMS OF PARTICIPATION

The organizer, with the help of a selection committee, will select all exhibitors for the show. The selection 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 and, if these artists are exhibited during the fair, to remove any non-valid works of art.

ARTICLE 3 – EXHIBITING CRITERIA

Our key exhibiting criteria are:

- All work must be priced between €100 and €6,000 VAT included.
The full price must be shown next to the artwork.
- All art exhibited must be by living artists.
- An individual artist may not be shown by more than two galleries.
Exhibitors wishing to exhibit the same artist should discuss this together.
- All art must be original; colour reproductions of work are not allowed
- **Not allowed at Affordable Art Fair:**
 - 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 250 or more.
- **Allowed at Affordable Art Fair**
 - Original prints made by the hand of the artist (etchings, screen prints, mono prints, dry point, lithographs, mezzotint etc.)
 - 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
 - Photography: original, fine art photographic prints rather than commercial, mass-produced photographs are allowed at Affordable Art Fair. 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 at all times during opening hours, from the first day to the last day of the fair. Unless the organizer has agreed to this beforehand, it is entirely prohibited for an exhibitor to let, sublet, or share a part or totality of his booth to another person, should it be for free or not.

ARTICLE 5 – PAYMENT CONDITIONS

Deposit due with submission: €1,000.

The deposit will be considered a down payment for the stand. If the exhibitor is accepted, the deposit will be deducted from the 1st instalment. If the exhibitor is not approved by the selection committee, the deposit will be refunded to the applicant.

Invoice for first payment – 50% of stand price (minus deposit of €1,000) due with your stand allocation.

Invoice for final payment – 50% of stand price received by 15 December 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 exhibitor has been accepted by the selection committee, all subsequent payments are non-refundable. Nevertheless, if the selected exhibitor withdraws more than 60 days before the event opening, and if the stand can be rented to another exhibitor, the organizer will refund the payments already made (apart from the deposit). After this deadline, the payments will not be refunded.

PLEASE NOTE applications cannot be processed until we receive the appropriate deposit (down payment) in the designated Affordable Art Fair bank account. Please pay according to the 15 day payment terms indicated on the invoice. In all cases stand and extras must be fully paid before the fair starts (exhibitors will not be permitted to assemble their stands if there are outstanding balances with Affordable Art Fair). Preferred payment method: bank transfers. Cheques are not accepted. If an outstanding balance is paid by credit card terminals, Affordable Art Fair will charge an extra 6% for administration and credit card fees on top of the outstanding balance.



ARTICLE 6 - LIABILITY AND INSURANCE

It is the responsibility of the exhibitor to ensure they hold the appropriate insurances. The exhibitor must arrange their own insurance cover for artwork, equipment and fittings, both in transit and on site for the duration of the fair.

ARTICLE 7 - OBJECTIONS

In case of a dispute regarding the interpretation or execution of the General Conditions, the organizer 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 organizers can apply to courts. Italian law will apply.

ARTICLE 8 - FORCE MAJEURE

In the event of cancellation or abandonment of the fair, under whatever circumstances, Affordable Art Fair accepts no responsibility for any losses incurred by the exhibitor, including any payments made for the stand, or any other cost associated with their presence at the fair. Affordable Art Fair recommends the exhibitor arrange abandonment and cancellation insurance. The organisers will not be responsible for any losses, costs or expenses incurred as a result of any underinsurance.

THE UNDERSIGNED

(Name)

(Surname)

I confirm I have read the general conditions for Affordable Art Fair Milan and agree to them.

City:

Date:

Signature:



Please sign with a digital signature
or print, sign, scan and return by email to:
laurag@affordableartfair.com