

A photograph of two women from behind, looking at a large framed artwork in a gallery. The woman on the left has long reddish-brown hair and is wearing a bright red coat. The woman on the right has long brown hair and is wearing a leopard-print jacket. The artwork they are viewing depicts a woman in a green dress standing in a room. The gallery walls are white and feature several other framed artworks, including a portrait of a man in a military uniform.

Affordable  
Art Fair

# STOCKHOLM APPLICATION FORM

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12 – 15 OCTOBER 2017

NACKA STRANSMÄSSAN  
STOCKHOLM

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Welcome to

## AFFORDABLE ART FAIR STOCKHOLM



AFFORDABLE  
ART FAIR  
STOCKHOLM

12 – 15 October 2017

We are delighted to announce that applications are now open for the 6th edition of Affordable Art Fair Stockholm, which will be held from 12 – 15 October 2017 (private view 11 October, public openings 12 – 15 October) at the fabulous Nacka Strandsmässan in Stockholm. The Affordable Art Fair continues to appeal to both existing art buyers and new collectors alike. Our aim is to provide a fun and exciting platform for people to gain access to, increase their knowledge of, fall in love with, and buy art.

### A winning concept

A large marketing budget and heavy investment in the promotion of the event will ensure high coverage in the Swedish press, along with strong public relations and targeted advertising to attract visitors. In conjunction with our targeted partner relationships, the Affordable Art Fair reaches a perfect group of affluent art lovers with high disposable incomes. These visitors are attracted to the fair by our relaxed and unstuffy environment, in which they can enjoy and buy a variety of original contemporary art.

This is an excellent opportunity to sell art and to increase turnover, but also a superb way to:

- Increase the profile, knowledge and public awareness of your artists
- Introduce new customers to your gallery
- Entertain existing customers at the Private View
- Build contacts with journalists, artists and other dealers.

The 5th edition of Affordable Art Fair Stockholm held in October 2016 welcomed 14,000 visitors and art to the value of 18m SEK was sold.

### Brief info to the fair in numbers:

Average sales / gallery: 321,000 SEK

Visitors per exhibitor: 250

Average spend on artwork per visitor: 1,285 SEK

Average price / art work sold: 8,000 SEK

We look forward to receiving your application. If you have any queries, please do not hesitate to contact us. We look forward to working with you in the coming months!

Yours sincerely,

**EMMA & SYLVIA**

# APPLICATION AND PRICING

## STOCKHOLM 12 – 15 OCTOBER 2017

Between 12 – 15 October around 60 exhibitors from Sweden, Europe and beyond will be given the opportunity to present their artists to both existing clients and new art buyers. Our ethos is to continuously broaden our customer base by being accessible, educational, affordable and helpful. The Affordable Art Fair is ideal for visitors who have never bought art before, as well as experienced art lovers looking to find new interesting artists and art to fall in love with. The focus is on original contemporary art retailing at between SEK 500 and SEK 50,000. Quality is always paramount and, as such, an advisory committee will review all applications.

### KEY DATES

- Application opens **31 January**
- First review of applications **31 March**
- Second review of applications **28 April**
- Third review of applications and application deadline **15 May**
- Deadline to send in images for PR **19 May**
- Deadline for forms **11 August**
- Final payment **1 September**

### FAIR

- Set up day **10 October**
- Preview **11 October**
- Art After Work **12 October**
- Fair opens to the public **12 – 15 October**
- Break down **15 October from 18.00 – 22:00**

### VENUE

The fair is held at Nacka Strandsmässan – just a few minutes from the city centre. Nacka Strandsmässan is a beautiful old factory located by the water, so you can easily take a boat from the city centre. We will also offer shuttle buses (which are free for all visitors to enjoy) from two central spots in Stockholm.

### APPLICATIONS AND PRICING

We require exhibitors to present original contemporary works under 50,000 SEK (including VAT and framing). The full price must be shown next to the artwork. An artist can only be represented by one gallery. 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 or two artists in their stand. We know that bringing your strongest presentations is what makes our editions successful, therefore we hope that this change will provide you with more opportunities. Stand price is 2,450 SEK / m<sup>2</sup>. Stand prices are all-inclusive – there's no admission or catalogue fee.

### THE PRICE INCLUDES

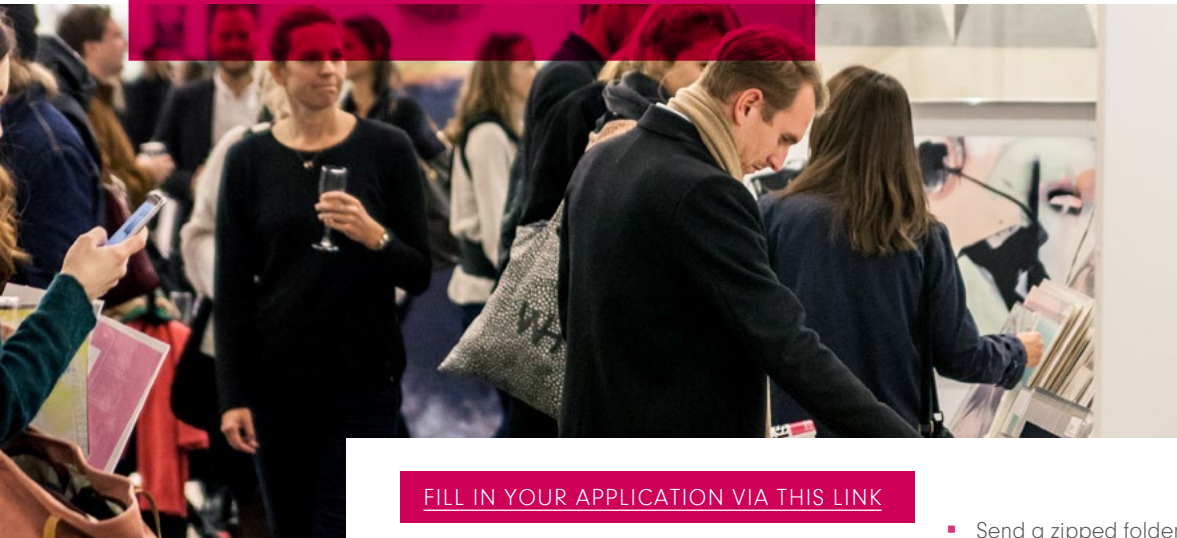
- U-shaped stand (3 walls) – 2.85 metre high walls painted white with an 20 w LED spotlight every 2 m
- Presence in the catalogue (image and gallery name)
- Signage with gallery name
- Gallery name and website link on [affordableartfair.com/stockholm](http://affordableartfair.com/stockholm)
- Double invitations to the Private view / Thursday night Art After Work, and general invitations (a total of 300 invitations for 500 people, featuring your gallery name – a combined ticket value of over SEK 100,000) and unlimited digital 2-for-1 invitations
- Complementary shuttle buses during opening hours from two central spots in Stockholm
- Year-round marketing by Affordable Art Fair, through social media and brand activation activities (for all participating galleries).

Size	Price (+ VAT**)	Deposit	Payment 1 upon acceptance (+ VAT**)	Final payment (+ VAT**)
15 m <sup>2</sup>	36,750 SEK	7,600 SEK	10,775 SEK	18,375 SEK

\*If your application is declined the deposit will be returned

\*\*Swedish galleries and European galleries without a valid European VAT number will be charged 25% Swedish VAT  
European galleries in possession of a valid European VAT number will be subject to the EU reverse charge mechanism (zero VAT charge on Affordable Art Fair invoices). Galleries outside the European Union are not subject to VAT charges.

# HOW TO APPLY



## FILL IN YOUR APPLICATION VIA THIS LINK

- Pay the deposit of 7,600 SEK\*\* (SE galleries and all EU galleries without a valid VAT number are subject to Swedish VAT. Deposit incl. VAT 9,500 SEK)
- Return a signed copy of the terms and conditions to: Affordable Art Fair, Box 5084, S-10241, Stockholm, Sweden, or a scanned version to [sylvia@affordableartfair.com](mailto:sylvia@affordableartfair.com)
- Send a zipped folder or USB stick containing:
  - a minimum of 2 images of artworks per artist (high resolution pictures, 300 dpi min.) Please name the files: Gallery\_artist\_title\_media\_size\_price\_(edition). Please ensure that the images are valid for PR use
  - a CV for each artist
  - background information about your gallery
  - the contract.

## PAYMENT / BANK REFERENCES

Please quote Stockholm 2017 and your gallery name as reference. If you are sending funds from a foreign country, you must use the IBAN and BIC codes.

### RAMSAY FAIRS LTD SWEDEN FILIAL

**IBAN:**

SE03 9500 0099 6026 0079 8975

**BIC / SWIFT:**

NDEASESS

**Address:**

Affordable Art Fair Stockholm, Box 5084, S-102 42 Stockholm, Sweden

**Bank address:**

Nordea Bank AB, Smålandsgatan 17, S-105 71 Stockholm, Sweden

If you would like to apply for a stand, please return the application as soon as possible. You will be notified of the outcome of your application after the selection committee review. We will send your stand allocation upon approval, at which point you will need to submit the first payment. Please note, stands will be allocated on a first come first served basis, the sooner you apply, the better!

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 a gallery on the waiting list, and you will forfeit all payments received to date. Further details follow in 'general conditions'.

## We look forward to seeing you in Stockholm!

If you have any questions, please do not hesitate to contact us:

**Fair Director****Emma Weinerhall**

[emma@affordableartfair.com](mailto:emma@affordableartfair.com) +46 (0) 737389768

**Fair Manager****Sylvia Rynell**

[sylvia@affordableartfair.com](mailto:sylvia@affordableartfair.com) +46 (0) 708449292

Please visit [affordableartfair.com/stockholm](http://affordableartfair.com/stockholm) for more information.

# AFFORDABLE ART FAIR EXHIBITOR CONTRACT



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

**Return to:** Affordable Art Fair, Box 5084, S-10242 Stockholm, Sweden  
or email a scanned version to [sylvia@affordableartfair.com](mailto:sylvia@affordableartfair.com)

Company name:

Contact person:

I have read the application and the attached terms and conditions and understand that by submitting this agreement, I, the applicant am bound by the specified terms and conditions. If there are any contradictions between the invitation and the general terms and conditions, the invitation shall prevail.

Signature:

City and date:

# GENERAL TERMS AND CONDITIONS

## AFFORDABLE ART FAIR STOCKHOLM 2017



### Article 1 – General Terms

The organiser (Affordable Art Fair Stockholm) sets the General Conditions, such as location, duration, dates, opening hours, and ticket prices, 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 studies all applications for the Affordable Art Fair and reserves the right to approve or not approve the gallery. 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 invalid works of art.

### Article 3 – Exhibiting criteria

Our key exhibiting criteria are:

- All work must be priced under SEK 50,000 – VAT 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 one (1) gallery
- All art must be original; colour reproductions of original work are not allowed.

### Allowed at Affordable Art Fair

- Prints made by the hand of the artist (etchings, screen prints, mono prints, dry print, 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 normally no larger than 275

- Photography: original, fine art photographic prints rather than commercial, mass-produced photographs are allowed at the 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)
- Sculpture: one-off pieces or editions of 25 or less.

### 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 are signed and dated by the artist, typically in editions of 250 or more.

### Article 4 – Code of Practice

The exhibitor must occupy the stand during the opening hours, from the first day to the last day of the fair. Unless the organiser 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.

The exhibitor shall observe and comply with the Exhibitor's manual at all times, with particular attention paid to the Code of Practice and on-site Fire Regulations.

Each exhibitor agrees to respect and ensure that all staff also respect the General Conditions of the Affordable Art Fair. If the exhibitor fails to comply with the Code of Practice or any other regulations, the organiser may terminate the contract and exclude the exhibitor from the Fair.

### Article 5 – Payment conditions

Deposit due with submission: 7,600 SEK. Refunded if the advisory committee does not approve your application.

Invoice for first payment – 50% of stand price (minus deposit of 7,600 SEK), received upon approval.

Invoice for final payment – 50% of stand price, received by 1 September 2017. If payments are not received by the due dates, your stand may be offered to another gallery, and you will forfeit all payments received to date. Once the advisory committee has accepted an exhibitor, all subsequent payments are non-refundable. Nevertheless, if the selected gallery withdraws before 11 August 2017, and provided the stand can be rented to another exhibitor, the organiser will refund the payments made by the gallery (apart from the deposit of 7,600 SEK. After this deadline no payments will be refunded).

### Article 6 – Liability and insurance

It is the responsibility of the exhibitor to ensure they hold the appropriate insurances. It is mandatory that the exhibitor insure against any public liability incurred in respect of injury or damage to property belonging to third parties

for a minimum limit of 10,000,000 SEK. On demand, the exhibitor shall provide sufficient evidence of insurance to the organiser.

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.

The organisers liability is limited to direct damages and to an amount corresponding to invoiced amount to the exhibitor.

### Article 7 – Cancellation

In the event of cancellation or abandonment of the fair, under whatever circumstances, the organiser 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. The organiser recommends the exhibitor arrange abandonment and cancellation insurance.

### Article 8 – Objections

In case of a dispute regarding the interpretation or execution of the General Conditions, the organiser and the exhibitor will give their best efforts to solve the dispute amicably and communicate all necessary information. If the dispute cannot be resolved within two weeks, the dispute shall be finally settled by an arbitrator according to Stockholm's Chamber of Commerce rules for Expedited Arbitration. Swedish law will apply.