

A photograph of two men in an art gallery. The man on the left is seen from the back, wearing a light blue and white striped shirt. The man on the right is seen in profile, wearing a dark brown jacket, with his hand near his chin as if in thought. They are looking at several framed artworks on the wall. One large painting on the right depicts a tree with bright yellow flowers. Another painting on the left shows a landscape with trees and a small animal in the distance. The gallery has white walls and wooden frames for the art.

Affordable Art Fair

**CLIENT HOSPITALITY
AND PRIVATE EVENTS**

OUR STORY

Our fairs are a place for people to discover the joy of collecting art.

Celebrating its 25th year in 2024, Affordable Art Fair has revolutionised and democratised the art market with its fun and welcoming approach.

Our three UK fairs in Battersea Park and Hampstead Heath attract an annual audience of over 60,000 art lovers, keen to discover a huge variety of contemporary art from local and international galleries – priced between £50 to £10,000.

By giving visitors the confidence to trust their own taste and style, we help people fall in love with art. And by buying art, our visitors enable thousands of living artists to continue creating – fuelling over £575 million of sales since our first fair in 1999.



UK DATES 2026

Battersea Spring

4 – 8 March

Hampstead Summer

6 – 10 May

Battersea Autumn

14 – 18 October

GLOBAL REACH & RECOGNITION



With a global reputation, the Affordable Art Fair offers unparalleled access to an affluent and ever-growing audience.

ANNUALLY:

19 FAIRS

4 CONTINENTS

15 CITIES

10 COUNTRIES

285,000 VISITORS

£52.9M ART SALES

2026 CALENDAR

Brussels	5 - 8 February
London, Battersea	4 - 8 March
New York, Spring	19 - 22 March
Berlin	17 - 18 April
London, Hampstead	6 - 10 May
Brisbane	7 - 10 May
Austin	15 - 17 May
Hong Kong	15- 17 May
Vienna	29 - 31 May
Melbourne	27 - 30 August
New York, Fall	17 - 20 September
Stockholm	1 - 4 October
London, Battersea	14 - 18 October
Houston	16 - 18 October
Boston	23 - 25 October
Amsterdam	26 - 29 November
Sydney	5 - 8 November
Singapore	27 - 29 November
Hamburg	26 - 29 November



YOUR EVENT

HOSTING GUESTS AT AFFORDABLE ART FAIR

Our fairs are lively, welcoming spaces full of colour and creativity – perfect for bringing people together.

With different energies at different times of day, our team will work with you to create the perfect experience – whether that's a calm and private pre-opening visit, a buzzy daytime get-together, or an Art After Dark evening with DJs, drinks and workshops.

A range of spaces are available, from the Central Bar at the heart of the fair to the more intimate Collectors Club Lounge. Larger groups can be comfortably hosted on the Battersea Mezzanine or at Hampstead's Treetop Café.

From drinks and tours to full catering, we'll help you create an effortless, memorable event for your guests.

Typical Public Opening Hours

Wednesday, 5 – 9pm
Thursday, 11am – 9pm
Friday, 11am – 9pm
Saturday, 10am – 6pm
Sunday, 10am – 6pm



ART AFTER DARK

Late openings on the Thursday and Friday of each fair; two nights of artist-led workshops, DJs, food stalls and drinks.



A large crowd of people is walking through an art fair. The fair is held in a large, bright space with high ceilings and large windows. The crowd is diverse in age and appearance. The stalls are arranged in a grid-like pattern, with various art pieces and information displayed. A prominent pink sign hangs from the ceiling, reading "Affordable Art Fair". The overall atmosphere is busy and vibrant.

Affordable Art Fair

EVENT SPACES

CENTRAL BAR

Situated in the middle of the fair, surrounded by art, the Central Bar provides a fantastic spot for pre-opening breakfast receptions.

Capacity:

Up to 150 guests standing

Up to 100 guests mixed standing/seated

Available:

Pre-fair opening (8 - 11am)



COLLECTORS' CLUB LOUNGE

A private space filled with art and contemporary design, the Collectors' Club Lounge offers a more intimate and exclusive experience for your guests.

Capacity:

Up to 50 guests standing
Up to 40 guests seated

Available:

Pre-fair opening (8 - 11am)
During core fair hours (11am - 5pm)
Late events (5 - 9pm)



MEZZANINE

(Battersea only)

A semi-private space overlooking the exhibitor floor, the Mezzanine allows you to be connected to the buzz of the fair while enjoying a generous-sized private space.

Capacity:

50 - 250 guests standing

50 - 100 guests seated

Available:

Pre-fair opening (8 - 11am)

Late events (5 - 9pm)



TREETOP CAFÉ

(Hampstead only)

Accessed through the Galleries, the Treetop Café provides a semi-private, light-filled space, with the option to extend to an outdoor terrace in good weather.

Capacity:

50 - 200 guests standing

50 - 100 guests seated

Available:

Pre-fair opening (8 - 11am)

Late events (5 - 9pm)





EVENT PACKAGES

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Our most popular event packages

The following packages can be tailored to suit your group, with plenty of creative add-ons to make the occasion feel extra special.

Alternatively, if you'd like to discuss a bespoke quote, please contact events@affordableartfair.com.

All our event packages include All Access Passes for your guests – a unique, invitation-only benefit not available to purchase online. These passes offer unlimited entry to the fair for the full duration, and a 'plus one' so they can return with a guest.



PACKAGE 1	PACKAGE 2
£85pp Minimum spend of £2,500 +VAT	From £140pp Minimum spend of £4,500 +VAT
All-Access Pass (repeat entry throughout fair dates)	
Exclusive use of the Collectors Club Lounge for 2 hours	Private reception area for 3 hours
Private VIP entrance, allowing guests to skip the queue	
Complimentary cloakroom passes for your guests	
Option A: Teas, coffees, pastries Option B: 2x drinks (prosecco, wine, beer, soft drinks)	5 x canapés per person 2 x drinks (prosecco, wine, beer, soft drinks)
Additional drinks charged on consumption basis	

ADDITIONAL EXPERIENCES

Make your event truly special with a private guided tour, an exclusive out-of-hours visit, or a pop-up creative experience.

OUT-OF-HOURS FEE

£250 per hour

Pre-Fair opening between 8 – 11am

Other small groups may be present but the fair will be closed to members of the public.

TOUR GUIDE

£150 per guide

Max. 12 people per group, 40-minute tour

MAKE IT MEMORABLE

From ice-cream trucks and cocktail carts to photobooths, portrait artists, or hands-on workshops, we can help make your event truly unforgettable – just ask us how!



BESPOKE QUOTES

With space for up to 250 guests, we're always happy to create bespoke proposals for events that need extra catering or special experiences, brought to life in partnership with our fantastic network of external suppliers.

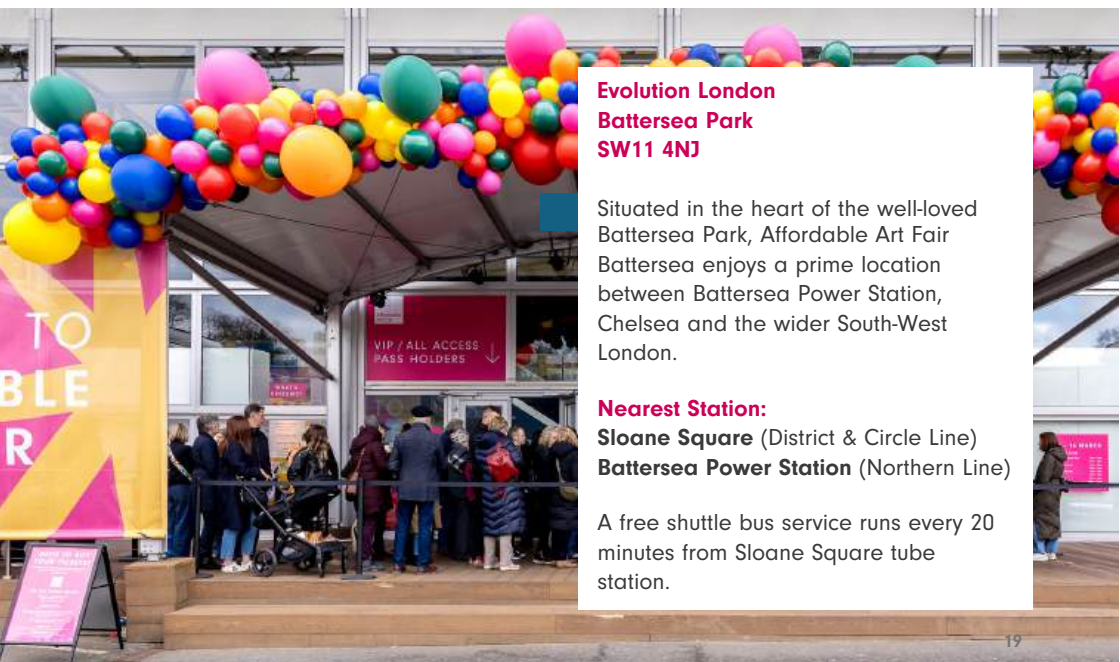
Contact events@affordableartfair.com to discuss your tailored proposal.





LOCATIONS

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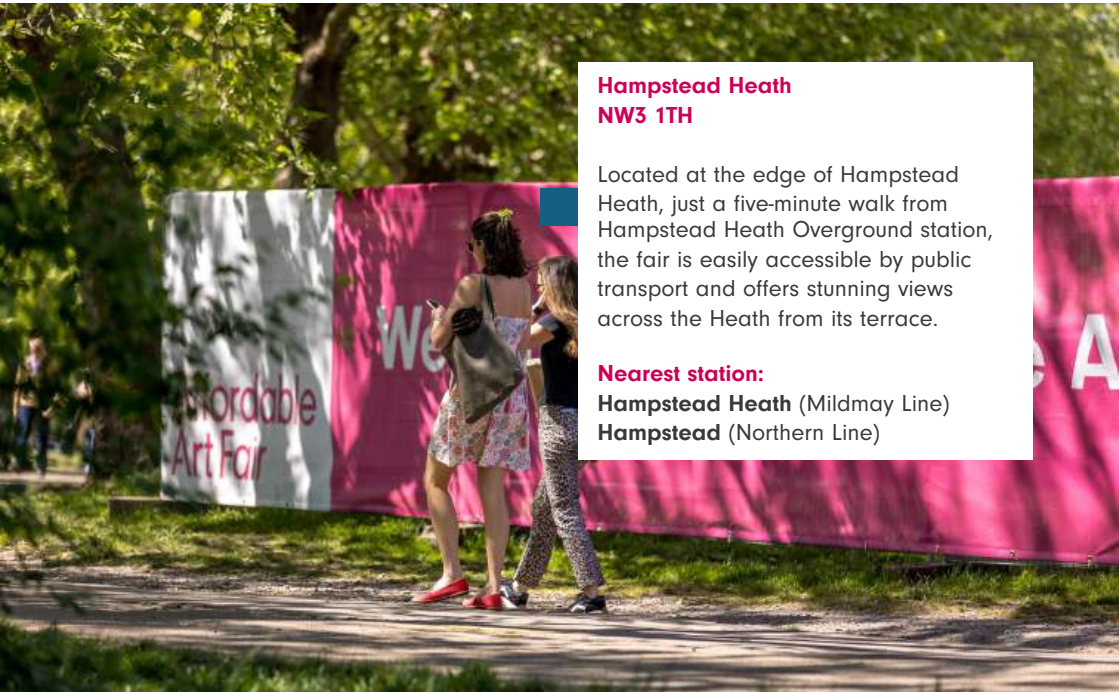
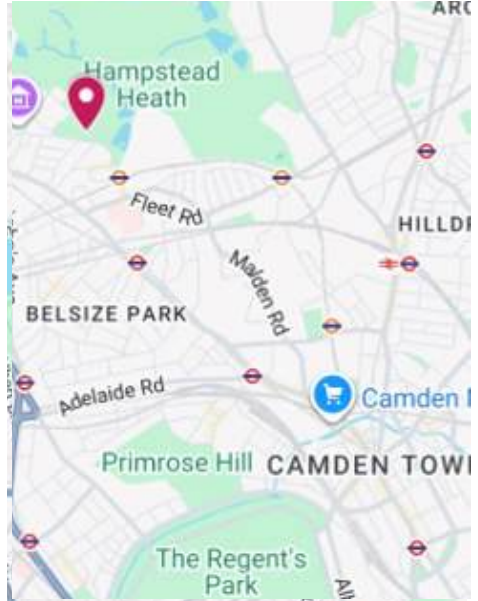
Evolution London Battersea Park SW11 4NJ

Situated in the heart of the well-loved Battersea Park, Affordable Art Fair Battersea enjoys a prime location between Battersea Power Station, Chelsea and the wider South-West London.

Nearest Station:
Sloane Square (District & Circle Line)
Battersea Power Station (Northern Line)

A free shuttle bus service runs every 20 minutes from Sloane Square tube station.

LOCATIONS



Hampstead Heath **NW3 1TH**

Located at the edge of Hampstead Heath, just a five-minute walk from Hampstead Heath Overground station, the fair is easily accessible by public transport and offers stunning views across the Heath from its terrace.

Nearest station:
Hampstead Heath (Mildmay Line)
Hampstead (Northern Line)

Affordable Art Fair

A woman with short blonde hair, wearing a bright pink sleeveless dress, is seen from behind, looking at a large framed artwork. The artwork depicts a pack of wolves in a snowy, mountainous landscape with red-tinted grass. The scene is lit with soft, warm light, and the woman's reflection is visible in the glass of the artwork.

THANK YOU!

To discuss your event, please contact
events@affordableartfair.com