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**LONDON  
ART FAIR**



IMT Gallery  
Works by Plastique Fantastique  
London Art Fair 2020

## About London Art Fair

Founded in 1989, London Art Fair is a platform for discovery known for connecting the best galleries from around the world with both seasoned and aspiring collectors. The Fair provides a unique opportunity to discover and champion the most outstanding Modern and Contemporary Art. London Art Fair is an established destination for collectors, nurturing collecting at all levels, from major works by internationally renowned artists to prints and editions.

Launching the art world year, the Fair welcomes some 23,000 visitors and 130 galleries from the UK, Europe and further afield including Singapore, Canada, Japan and Israel. London Art Fair will return to the Business Design Centre for its 33rd edition from 20 – 24 January 2021.

The Fair hosts three distinct exhibiting sections for both UK and international galleries:

**Galleries:** Featuring galleries displaying Modern and Contemporary Art; from established names to today's leading artists.

**Art Project Section:** Young contemporary galleries presenting curated displays of emerging artists from across the globe. Including: solo shows, group displays and large-scale installations.

**Platform:** Focusing on a single distinct theme every year, the section includes galleries presenting well-known, overlooked and emerging artists that align to the theme.

Year on year the Fair maintains its commitment to enable high quality engagement with art on show, through its highly regarded Talks and Tours Programme and curated presentations including:

**Photo50:** Our annual guest-curated exhibition of contemporary photography.

**Museum Partnership:** A showcase of key works from important regional collections.

**Screening Room:** A curated programme of collaborative film and new media initiatives.

Our well received VIP Programme provides a range of bespoke events and benefits during the Fair for key VIP clients, HNW Individuals and Patrons groups from the likes of: Barclays Premier, Citygroup, Linklaters, The Hepworth Wakefield, The Dulwich Picture Gallery, The Lightbox Gallery, The Photographers Gallery, and Quintessentially.



'Playtime' Installation  
Art Projects Screening Room  
London Art Fair 2020



ED CROSS FINE ART  
Work by Cesar Cornejo  
London Art Fair 2020

## About Art Projects

Art Projects is a subsidised platform for curation-focused and cutting-edge contemporary art from across the globe. The section encourages curated gallery presentations from solo shows, thematic group displays to large-scale installations. The section is supported by a performance programme, and collaborative film and new media initiatives hosted in the [Art Projects Screening Room](#).

Dedicated to cultivating a community of emerging international galleries and artists, Art Projects has established itself as one of the most exciting sections of London Art Fair, continuing to garner widespread critical acclaim and a distinct audience.

To learn more about past editions of Art Projects, please [click here](#).

## Why Participate

Art Projects offers galleries:

An important critical and commercial platform for contemporary art in London at the start of the year.

A destination for those looking to discover emerging talent.

An opportunity to showcase artists to our well-informed art buying audience of 23,000 visitors of which 6,000 are VIP individuals.

Networking and project opportunities with curators, public and private museums and gallery professionals.

Opportunity to participate in accompanying Fair programme of Talks, Tours, and Performances.

## Press Coverage

"The Fair provides a unique opportunity to discover exceptional modern and contemporary art whilst also focusing on the next generation of gallerists and artists".

BBC Radio London

"London Art Fair offers an antidote to the over-indulgence with Art Projects, a curated section where younger and more experimental artists are to be found, many of whom have never before exhibited in London".

Elephant

"Art Projects shows some excellent contemporary art. Some of today's best-known contemporary artists were shown early in their career at the London Art Fair".

Forbes



"With exciting compositions of our time, the fair roams fearlessly across a world of ideas, evoking complex topics and pushing boundaries".

Aesthetica

"Art Projects returns to London Art Fair, offering a platform for emerging galleries to showcase the freshest contemporary art from across the globe".

Artsy

## The Selection Committee

The 2020 Art Projects Selection Committee will include:

**Alistair Hicks**

Curator, Writer and Advisor.  
Former Senior Curator at Deutsche Bank.

**Pryle Behram**

Art journalist, curator and Senior Lecturer at  
Writtle University College.

**Sarah Monk**

Fair Director of London Art Fair



## How to Apply

### [Application Form Here](#)

After completing the Application Form (link above), please submit all [Supporting Information](#) via email or via WeTransfer to:

Giulia Ponzano  
giulia.ponzano@upperstreetevents.co.uk  
+44 (0) 207 688 6826

### Stand Rates

Stands are subsidised by London Art Fair in an effort to support contemporary cutting edge practice.

A single rate of £2,850 + VAT is applicable once a gallery is accepted.

Stand sizes range from 12.5m<sup>2</sup> to 22.5m<sup>2</sup>.  
For stand layout in the area, please [click here](#).

### Applications Deadline

Wednesday 15 July 2020



## Our Team

### **Sarah Monk**

Fair Director

Sarah became Director of London Art Fair in 2014 developing new initiatives such as the highly acclaimed Museum Partnership and Dialogues section encouraging new forms of presentation and exchange between international and UK emerging galleries. She has also sat on several Art Prize jury's including The Solo Artist Award and Art Prize CMB.

She studied Fine Art at the University of Ulster, Belfast and worked for the Serpentine Gallery and Hayward Gallery in their Public Programme's and National Touring Exhibition's, before moving to Upper Street Events in 2013 to launch a Fair for emerging artists.

### **Ana Bruque**

Gallery Relations and Projects Manager

Ana has five years' experience within the art industry with key emphasis on exhibitor recruitment, client liaison and management of curatorial projects. In 2018, she created the new initiative Platform for London Art Fair 2019.

Graduated in 2016 at Sotheby's Institute of Art with an MA in Art Business, Ana before joining London Art Fair, worked in the gallery sector and Museum Casa del Alabado (Ecuador.)

### **Giulia Ponzano**

Gallery Relations Executive

Giulia has over four years' experience working in various artistic institutions including the Serpentine Galleries. Supported by a background in PR & Communication, an MRes in Moving Image from CSM and an MA Curating from Chelsea College of Arts.

Her previous roles had a strong focus on communication, exhibitions and research, with reviews and articles published on CtC Curating the Contemporary, this is tomorrow and ATP Diary. Alongside the commitment within the London Art Fair, Giulia is a researcher in moving image, currently writing about Italian Avant-Garde films of the 60s and 70s.

## Contact Us

If you have any questions regarding the application process, please reach out to us:

**Ana Bruque**

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