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**LONDON  
ART FAIR**



GBS Fine Art  
Works by Gill Rocca  
London Art Fair 2020

## About London Art Fair

Launching the artworld year since 1989, London Art Fair is a platform for discovery, connecting the best galleries from around the world with both seasoned and aspiring collectors. The Fair provides a unique opportunity to discover and buy exceptional Modern and Contemporary Art, from major works by internationally renowned artists to prints and editions.

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.

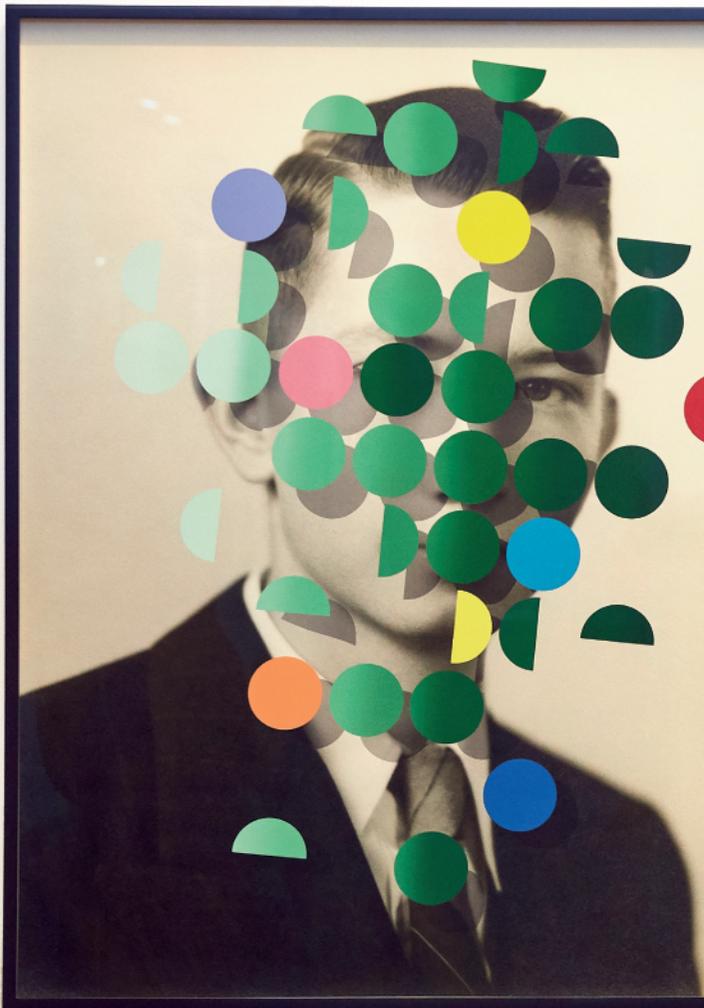
**Art Projects:** Young contemporary galleries presenting curated displays of emerging artists from across the globe. Including: solo shows, group displays and large-scale installations.

**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.

## London Art Fair 2021

Whilst we are unable to run London Art Fair in its usual format at the Business Design Centre in January, we remain focused on delivering a safe and compelling alternative format for us to bring our loyal Fair community together.

This year will be our 33rd edition and we will continue to lean on our strong heritage and resilience: to innovate and collaborate, offering a blended digital and physical Fair for 2021, connecting collectors and galleries to discover, learn and buy.



FLOWERS Gallery  
Work by Julie Cockburn  
London Art Fair 2020

## London Art Fair: Edit

This new format will offer a blend of digital and physical initiatives in the month of January; with the continuing aim of nurturing collecting at all levels, from major works by internationally renowned artists to prints and editions.

These are some of the digital and physical initiatives that London Art Fair: Edit will present:

### LAF Viewing Rooms

Online gallery profiles featuring 20 works per gallery, giving visitors the opportunity to discover, browse and enquire upon their selected works.

### LAF Dynamic Galleries

Presenting works with audio and written commentaries, giving visitors the chance to hear about the works on show from the galleries themselves.

### LAF Artsy Microsite

Extending LAF gallery profiles and Viewing Rooms to a global audience.

### LAF Selects

Invited experts and collectors present their own highlights from works available in LAF Viewing Rooms.

### LAF Editions

A selection of limited edition works from LAF galleries available for purchase exclusively through London Art Fair website.

### LAF Curates

Curated pop-up exhibition in a premium central London location, including selected works from galleries taking part in London Art Fair: Edit.

### LAF Week

To compliment a digital platform, we're launching two exciting hub destinations at Kings Cross and Mayfair, with the aim of creating a unique visitor experience.

The opportunity to visit one of our gallery partners, in addition to potential curated pop-up exhibition, outdoor activations, and collaborations with independent brand 'partners' creating art related events in-store. In addition to special LAF EDIT restaurants and hotels offerings, this will be a celebration of art across these areas and launch London's 2021 cultural calendar.

## How to Participate

As part of London Art Fair: Edit we are offering two levels of involvement:

### LAF Edit Digital

- Online gallery profile featuring 20 works as part of LAF Viewing Rooms
- Enquire now functionality to contact gallery to make a purchase or arrange an appointment
- LAF Dynamic Gallery featuring 20 works with audio and written commentaries
- Gallery listing in LAF Artsy Microsite
- Opportunity for inclusion in LAF Editions programme
- Marketing support for exhibitions in your gallery space as part of LAF Week
- Gallery inclusion in LAF Week digital map
- Benefit from extensive marketing and social media campaign

**Rate £1,000 + VAT**

There will be opportunities for your gallery to enhance your presence on our site via a range of marketing initiatives, including a filmed tour of your gallery space as a more interactive way of presenting your works.

To book and enquire further on the above packages please contact Ana Bruque at [ana.bruque@upperstreetevents.co.uk](mailto:ana.bruque@upperstreetevents.co.uk) or contact us directly at +44 (0) 207 150 5959.

### LAF Edit Digital Plus

- Online gallery profile featuring 20 works as part of LAF Viewing Rooms
- Enquire now functionality to contact gallery to make a purchase or arrange an appointment
- LAF Dynamic Gallery featuring 20 works with audio and written commentaries
- Gallery listing in LAF Artsy Microsite
- Opportunity for inclusion in LAF Editions programme
- Marketing support for exhibitions in your gallery space as part of LAF Week
- Gallery inclusion in LAF Week digital map
- Involvement in LAF Curates pop-up exhibition; each gallery can submit between one to three selected works.
- VIP tour & event visiting your gallery space
- Benefit from extensive marketing and social media campaign

**Rate £2,000 + VAT**



## Contact Us

If you have any questions regarding London Art Fair: Edit  
, please reach out to us:

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[londonartfair.co.uk](http://londonartfair.co.uk)

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