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# LONDON ART FAIR



GBS Fine Art  
Works by Gill Rocca  
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 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.

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.



## Press Coverage

"As always, there's an impressive selection of works on offer, from the big names - Andy Warhol, Joan Miro, Henry Moore and Frank Auerbach - to lesser known contemporary artists such as Holly Zandbergen".

Apollo

"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



"One of London's real strengths as a global powerhouse for culture and art is our diversity, which is showcased at this year's London Art Fair, the most international yet,"

Justine Simons  
Deputy Mayor for Culture and Creative

Artnet

"A showcase of contemporary pieces from around the world, the London Art Fair is a fine place to buy if you're in the market for eye-catching modern art."

Conde Nast

"An unmissable opening to the international art calendar".

Artlyst



FLOWERS Gallery  
Work by Julie Cockburn  
London Art Fair 2020

## The Selection Committee

London Art Fair's Selection Committee for the Galleries Section will include:

**Robert Travers**

Founder and Executive Chairman of Piano Nobile Gallery.

**Zavier Ellis**

Founder and Director of CHARLIE SMITH LONDON.

**Candida Stevens**

Founder and Director of Candida Stevens Gallery.

**Nicola Shane**

Director of Purdy Hicks Gallery.

## How to Apply

### [Click here to start application](#)

A mandatory, non-refundable application fee of £99 + VAT will be requested prior completion of the application form.

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

Sally Bent  
sally.bent@upperstreetevents.co.uk  
+44 (0) 207 150 5958

### Stand Rates

Stand sizes range from 16 to 53 sqm and rates are as follow:

Ground Floor & Mezzanine sqm. rate is £376 + VAT.  
Gallery Level sqm. rate is £364 + VAT.

For stand layout in each area, please [click here](#).

### Applications Deadline

Friday 28 May 2021



Waterhouse & Dodd  
Work by Richard Eurich  
London Art Fair 2020

## Contact Us

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

Sally Bent  
[sally.bent@upperstreetevents.co.uk](mailto:sally.bent@upperstreetevents.co.uk)  
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[londonartfair.co.uk](http://londonartfair.co.uk)

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