# LONDON ARTFAIR



## **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 34th edition from 19 – 23 January 2022.

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 contemporay 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 Srceening Room London Art Fair 2020

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# **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 4,000 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".

Gibbons and Nicholas Works by Eithne Jordan London Art Fair 2020

# **The Selection Committee**

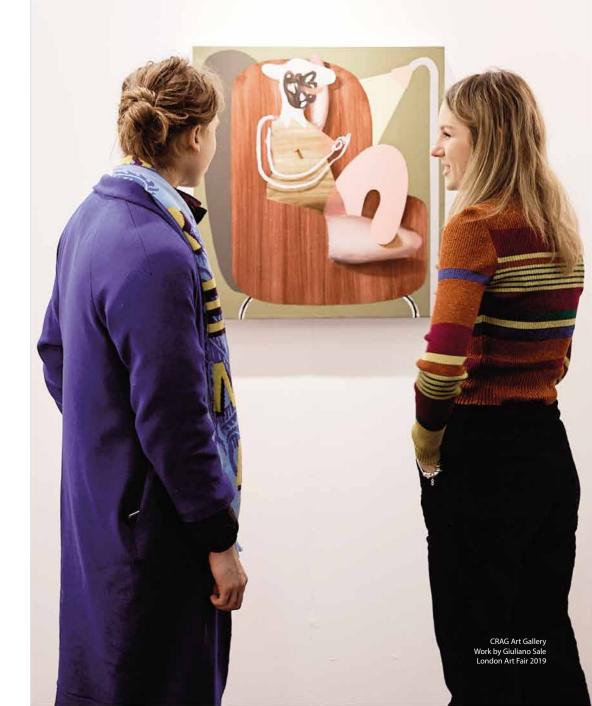
The 2022 Art Projects Selection Committee will include:

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

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

**Domo Baal** Director of DOMOBAAL Gallery

**Sarah Monk** Fair Director of London Art Fair



# 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 <u>Supporting Information</u> via email or via WeTransfer to:

Hugo Barclay applications@londonartfair.co.uk +44 (0) 207 150 5958

### **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 <u>click here</u>.

#### **Applications Deadline**

Friday 23 July 2022



## **Contact Us**

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

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