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# LONDON ART FAIR

## Hanging Guidelines

We request that all exhibiting galleries follow these guidelines when planning and hanging their stand. Full Conditions of Participation can be found in the exhibiting section of the website [www.londonartfair.co.uk](http://www.londonartfair.co.uk)

1. All stands should suitably reflect our position as the premier UK Art Fair for Modern and Contemporary Art. The London Art Fair committee and management team advocate a minimal hang policy and all stands should be clear and visually uncluttered.
2. Should the Fair Committee deem a stand to be over-hung, poorly presented, or cluttered it reserves the right to ask the gallery to remove works and re-hang with immediate effect. The Fair Committee will consider the nature of the work, specifically where a series is being shown and a double hang or grid might be appropriate. Wall-based works should, where possible and appropriate to the scale of the work, be hung to a central line and to the same central height (155cm to centre is recommended). Plinths should be kept to a minimum and be in a good state of repair.
3. All stands will be reviewed prior to the Fair opening to the public and photographed for future record (see below).
4. All works will be displayed on white painted stock panels. However, exhibitors may be permitted to dress their stands with alternative wall and floor coverings, provided they are in a neutral shade. Any exhibitor wishing to make a bolder statement may do so only with written consent from the Fair Management team.
5. Apart from sculptural works, all artworks on display must be hung on the panels provided and will not be allowed to remain resting on the floor of the stand unless hidden from view in a purpose-built storage area. Additionally print racks are only permitted on a stand if they can be accommodated in a storage area.
6. All works of art on display may be checked by the London Art Fair committee for authenticity, however, it is a condition of exhibiting that galleries accept full responsibility for the authenticity of all works on display.
7. The exhibitor is obliged to provide all works exhibited with a brief description (artist, title, year, technique, number of copies and price); and vintage photography is required to be clearly labelled with both the negative date and print date. The declaration of prices may be replaced by a price list displayed on the stand. In the case of cast sculptures, numbering and name of caster must also be declared. Posthumous casts must be expressly declared as such.
8. The Fair Committee reserves the right to ask an exhibiting gallery to remove works, at the gallery's cost, by artists not previously approved for inclusion in the Fair by the Fair Committee during the application process.
9. Large vinyl wall texts are discouraged, and any vinyls should be approved by the Fair before installation. The Fair reserves the right to remove vinyl text that has not been pre-approved.

## Onsite Review by the Fair Management

1. The Fair Management shall review all stands onsite both during set-up and for the duration of the Fair itself, supervising and monitoring:
  - a) the authorship and description, as well as quality of the works exhibited.

- b) whether the design and layout of the exhibition stands are in accordance with the approach and objectives of LONDON ART FAIR and its international standards and conform to the hanging guidelines as set out above.
  - c) whether the programme exhibited conforms with those registered by applicants and selected for admission.
  - d) exhibitors must allow photography of their stand for future record.
2. The exhibitor is obliged to comply with instructions and rectify complaints made by the Fair Committee without delay. Should the exhibitor refuse, admission can be revoked, and the stand closed with immediate effect (such a decision by the Fair Committee or USE Ltd's management being final). If doubts about the authenticity or condition of one exhibit are voiced by a member of the Fair Committee, the object must be removed immediately from the exhibition stand and held in the storage area for the duration of the Fair.
  3. Non-compliance with an instruction of the Fair Committee is also grounds for exclusion from subsequent editions of London Art Fair.

## **London Art Fair 2024**