

Landmark Art Fairs 2018

Spring - 18th - 20th May

Autumn - 19th - 21st October



Housed in the magnificent gothic surroundings of the Landmark Arts Centre, the Spring and Autumn Art Fairs have established themselves as major events in the visual arts calendar. The unique setting and consistently high visitor numbers help to make the fairs enjoyable and profitable for the artists and makers that it continues to attract from the very highest end of the art market. We welcome applications from both new and returning exhibitors.



Criteria

Our art fairs are open to individual artists that make high quality fine art, we also accept a limited number of jewellers and crafts people. Applicants need to fill out the application forms having selected up to 4 stands that they would like to exhibit in (based on the stand plan). The application forms must be accompanied by three images of your work.

After the closing deadline, a selection panel, comprising of the art fairs curator, a Landmark Arts Centre trustee and an external, impartial creative individual, will review all applications. Applicants will then be informed of the panel's decision and which space is available to them; we will of course endeavour to accommodate your first choice. If your application is successful you will be sent an acceptance email in which you will be asked to send a cheque for the full amount of the stand. You may apply to **either** the Spring or the Autumn Art Fair, but not both.



Abigail Thomas, Gallery Curator - abigail@landmarkartscentre.org or 020 8977 7558, Ferry Road, Teddington, Middlesex, TW11 9NN. Registered Charity No: 1047080

Special Exhibition

During the fairs in the Bell Room, an area separate from the main hall, there will be a special exhibition. In the past this has been a celebrity / well known artist exhibition of works to raise money for a charity and we have also hosted several exhibitions of emerging artists. This serves to both support other aspects of the creative industries and also to attract more press and a wider variety of the public to see your work.

Fair Publicity

- A printed colour catalogue including your details (inclusion in this is optional) and a map of the building will be available on the door to visitors. This will also appear in 6,000 copies of 'Galleries Magazine', circulated in greater London. If you are admitted late to the fair inclusion into the printed version of the catalogue won't be possible around 6 weeks prior to the fair as it will have already gone to print, however the digital version can be amended with your details.
- A digital version of the catalogue will be emailed to our digital database and it will also be included on the Landmark website and sent to you.
- A digital invite emailed to you and to our digital database and available to download from our website.
- The fair will be featured in our season events leaflet with 25,000 copies produced and distributed via direct mail, other venues etc. This listing will also appear in the What's On section of our website.
- 30,000 glossy postcards distributed around greater London with specific reference to target markets, galleries etc.
- AA Road signs.
- Advertisements or editorials in an extended list of national and local newspapers.
- Advertisements in a range of creative magazines and periodicals.
- Posters and banners in the local vicinity.
- A significant social media profile including Facebook, Twitter and Instagram.

Procedure

Please refer to the floor plan to select your preferred position within the fair. Then fill out the application form, having read all of the terms and conditions below, and email me the application form with three images of your work attached to that email. I will confirm receipt of all applications forms.

If you are selected you will be informed shortly after the submission deadline, you will then be asked to send a cheque (**made payable to Landmark Arts Centre**) or bacs payment. Please don't send any payment before you have been allocated a stand. If you are transferring payment via our bank account, please request details and inform me when you have made the payment and I will confirm receipt by email (on a weekly basis).

An 'exhibitor pack' will be sent to all successful applicants at least 6 weeks prior to the events. This will include a number of invitations to both the private view (where admission is free) and 2 for 1 flyers. This will accompany more information and advice. We are always happy to supply exhibitors with additional postcards and posters on request until they run out for which you will need to arrange collection or send a self-addressed envelope with relevant postage.



You will receive an 'on the door' pack when you arrive to set up your stand which will include name badges, free wine tickets, an artist questionnaire and information about catering, sales tickets and further instructions. Your stand will be labelled with its number and the name you nominate in advance.

Please ensure you have read all of the terms and conditions before filling out the application form. Please don't hesitate to contact me at any time before returning the application form if you need clarification of any aspect of the art fairs.

Fair Timings

- Friday – 10.00am – 3.00pm – Artist arrival and set up
6.00pm – 8.30pm – Private View
- Saturday – 10.00am – 5.00pm – Open to the public
- Sunday – 10.00am – 5.00pm – Open to the public
5.00pm – 7.00pm – Artists' take down

Terms & Conditions

- Please **ONLY** send me a digital, Microsoft Word application form via email. We no longer accept paper application forms or scanned, handwritten PDF of JPEG forms. This lessens the possibility of mistakes being made in the catalogue etc.
- **There is no on-site parking.** Exhibitors will be emailed a drop off time for which you will be allowed to keep your vehicle on site for half an hour while you unload.
- You then remove your vehicle to the surrounding streets (where there is free parking). You can come back to your stand and spend the rest of the day setting up. You must be finished setting up by 5.00pm.
- You must be in the building, ready to sell to the public at the private view and for 10.00am on the weekend. The front door will be closed until 10.00am so you can enter the building from the rear. You must not begin to pack up until 5.00pm on the Sunday.
- Public admission charge will be £4 and £3 for seniors and students, free entry to Landmark members and subscribers to certain magazines. Children 16yrs and younger are admitted free.
- There are two types of invite, a digital one which you will be emailed and is available on the website and paper ones which you receive in the post.
- The digital invite (which can be printed and brought with visitors or shown on a device) will gain entry to the private view and can be used as a 2 for 1 over the whole weekend.
- Paper PV invite: Valid for private view only.
- Paper 2 for 1: Two visitors may get in for the price of one, there must be 2 people in attendance for this to be used.
- When a visitor comes over the weekend they will receive a catalogue, they can use this to come back to the show as many times as they wish.
- Take down will be from 5.00pm on the Sunday. You must not bring your vehicle on site until then. There are no allocated times, all the doors will be opened (see the floor plan). Please pack your work up **before** you bring your vehicle on site as this causes unnecessary congestion.
- **As we share the area surrounding the Landmark with residents it is VITAL you do not park in a marked bay. The doors to the rear of the building will be opened, this area is for loading ONLY, we have had instances of artists getting a ticket if it looks like your vehicle is parked, doors closed and vehicle unattended, to avoid this as soon as you have finished packing your vehicle you MUST move it away from the area.**

Cancellations

Following receipt of your payment after allocation of stands:

- 8 weeks or more before set-up day – full refund, if stand can be re-sold, less 10% admin charge.
- 4-8 weeks before set-up day – 75% refund, if stand can be re-sold.
- 4 weeks or less before set-up day – 50% refund, if stand can be re-sold.
- If your stand cannot be re-sold you will not receive a refund.

Hanging

- Screens supplied will be shell scheme grey polyweave fabric. 25mm thick. They have a groove running through the middle of the top elevation for hooks.
- Recommended method of hanging is using traditional picture hooks. From that comes a cord with an adjustable bottom hook. There are a wide range of products on the market see www.picturehangingssystems.co.uk Artists are requested to use aesthetically appropriate hanging equipment, which will take at least 80lbs of strain.
- You will be emailed detailed information about hanging systems.



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- You need to have all your work with cord on the back.
- You may also use male Velcro but **MUST** secure this to the back of your work using a staple gun or suitable alternative. Experience has shown that the Velcro stays on the screens but can peel off the work especially over the night which results in damage. Do not use Velcro for any glazed or particularly heavy work.
- We do not supply any other hanging systems apart from Velcro which you can buy from us at £2 per metre.
- Please note you mustn't under any circumstances use nails or screws, Blu-Tack or any other direct adhesives as these cause damage to the fabric of the screens.

Additional Terms and Conditions

- The event will be insured against public liability but the organisers **cannot** be held responsible for any loss, theft or damage to artist's work or personal possessions.
- Non-UK resident artists please note: if you do not have a UK bank account we will deduct any bank transfer fees payable by us for sending payments to a non-UK bank account. You are advised to ask that your buyer goes out (they will get back in for free) and gets cash.
- Artists are strongly advised to make their own insurance arrangements.
- We accept no responsibility for stolen work during the fair as you are deemed responsible for it for the entirety of the fair.
- There is an area for you to store tools, extra work etc. (see the floor plan). However, this is in an unlocked room (as it needs to remain accessible by yourselves). You therefore leave anything here entirely at your own risk.
- We will take it that you accept all of the terms and conditions on receipt of your emailed or posted application form.
- The building has been totally adapted for wheelchair access except for the studio space (which is only used during the fair for storage). However please notify us in advance of any special needs and we will endeavour to help. We have reserved parking spaces for disabled visitors, if you know of someone that is coming that this applies to please tell me in advance, I will need their registration plate details and I will reserve them a space very close to the ramp to the front door.
- Exhibitors must not bring wine to the private view. In your artists pack you will receive a 'free glass of wine' ticket, further glasses for yourselves and clients will be available at discounted prices from the bar which is in operation throughout the event.
- The building has good natural light. Each stand will be individually lit with a minimum of 1 x 150w halogen exhibition light (depending on size of stand)
- All 2mtr and 2.4mtr wide fair stands are supplied with one 150watt exhibition light. Larger stands over 2.4mtrs wide are supplied with two 150watt exhibition lights.
- Extra power sockets are available on request and for a nominal cost. The electricity supply restrictions for power usage within the building is limited. If a power socket is agreed for your stand, it will be sufficient to power a laptop, your own credit card machine or additional low wattage lighting up to 150watts only. You **must** inform the Landmark Arts Centre what you will be intending on using the power socket for.
- The Landmark Arts Centre will check all power sockets supplied for extra lighting, and reserves the right to remove any lighting which it deems unsuitable for the centre.
- There are **no** extra lights to be borrowed.
- If you want a table you must book and pay for this in advance (£5).
- There will be enough chairs available to you over the exhibition period if you require them just ask.
- There will be an adequate amount of bubble wrap supplied for you to wrap your sold work in a designated area for your clients. This is operated with an honest box, we respectfully recommend £1 per wrap.
- You may collaborate with another artist if you wish to show in a group.
- Stands are non-transferable.
- No dealers or agents or galleries.
- A 5% administration charge applies to all credit / debit card sales during the art fairs if you use our card machine at reception to sell your work. You will be posted a cheque shortly after the fair.
- You are welcome to use your own card machines to take payment, there is no change or commission taken by the Landmark on this. There is WIFI in the building but given its size this can be intermittent, please don't rely entirely on this for sales.
- All work must be for sale or on commission basis, clearly priced, and displayed in a professional manner.
- Please don't lower your prices towards the end of the fair.
- Purchase passes supplied by us must be completed for any work sold on the day and given to the art fair team.
- You may fill your space with whatever you wish (furniture, display cabinets, browsers, easels etc.), however you must not bring anything that will spill out beyond the boundaries, cause a health and safety hazard or be deemed inappropriate at a professional fair such as very inexpensive work, 'bargain bins'



etc. Cordial collaboration between your neighbours is recommended, please show consideration for the other exhibitors. You will be asked to remove anything that contradicts the above.

- On the application form you will request 4 stands you would be happy to accept if the selection panel selects your work. Given the specific needs of many artists it may be that you aren't offered one of those 4 if it's a stand that is in high demand. It may be that you are offered an alternative, please inform the curator ASAP if you don't wish to take that stand so it can be reallocated.

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Art Fairs Curator



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