

Autumn Art Fair 2021 – 15-17 October

Twice a year – Spring and Autumn – the Landmark Art Fairs provide a unique setting for individual artists that make high quality fine art to exhibit and sell their work direct to the public. No galleries, no dealers, just the artists themselves with a stunning array of painting, sculpture, photography, mixed media, printmaking, ceramics and more. Visitors are able to browse from an array of over 75 stands with artists from the local area and beyond. From watercolour paintings to textural ceramic sculptures. The art fairs have established themselves as significant events in the visual arts calendar.

The unique setting and consistently high visitor numbers help to make the fairs enjoyable for visitors, collectors and artists alike. A catalogue is produced for each fair; you can see them on our website: <http://landmarkartscentre.org/about-fairs/art-fair.php>

This will be our first ‘normal’ post-COVID fair, and as such we have put in place a few changes to make the transition back to normal a little easier for both artists and visitors. If you’d like to discuss these before applying, please call us.

Post-COVID transition changes

For this fair we are putting in place some changes to our usual set up. These include:

- A one-way system for visitors to follow around the building (see stand plan for info)
- We are removing approx. ten to twelve stands in the side aisles to make space for those exhibitors to have somewhere to sit/stand safely away from their small stands and other exhibitors; plus provide easier access for visitors.
- The Private View will work slightly differently to usual. We anticipate needing to restrict numbers and asking those you wish to invite to the PV to RSVP ahead of time. We will limit the number equally amongst all exhibitors should we go ahead with this plan.
- We are also considering offering a staggered set up; for those more local to the Landmark they can set up during Thursday afternoon. Those from further away will set up as usual on the Friday daytime.
- It might be that we will need to implement other restrictions such as social distancing and mask wearing, we will adjust as needed and follow Government guidelines at the time of the fair. You may also be asked to have hand sanitiser on your stand for visitors to use before they touch anything.
- We are also thinking ahead to possible event restrictions that may require us to ask both yourselves and visitors for proof of having had the vaccine, and/or a recent negative COVID test. We have no information on this yet but we will keep you informed as things develop.
- **If we have to cancel your booking due to new Government COVID restrictions you will receive a full refund, or the choice to carry forward your booking to another future event.**

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

form having selected which type/size stand they'd prefer to exhibit in (based on the stand plan). No galleries or agents accepted. You must be based in the UK to apply.

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.
- 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 the Landmark's seasonal events leaflet with 12,000 copies produced and distributed via direct mail, other venues etc. This listing will also appear in the What's On section of our website and be publicised via email to the Landmark's significant list of subscribers (3.4k).
- 30,000 flyers distributed around greater London with specific reference to target markets, galleries etc., and door-to-door delivery within the local area.
- AA Road signs.
- Advertisements or editorials in local magazines and newspapers.
- Advertisements in a range of creative magazines and periodicals.
- Posters, banners & flyers in the local vicinity.
- Online advertising/listings with known London and local services such as A-N, TimeOut, ArtRabbit, Arts News (Arts Council), Galleries, news outlets etc...
- A significant social media presence including Facebook, Twitter and Instagram.

Application Procedure

Please refer to the floor plan to select your preferred position within the fair. Then fill out the application form, having read all the terms and conditions below. If you are selected you will be informed shortly after the submission deadline, you will then be directed to make full payment via cheque or BACS. 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).

Apply here:

<https://www.curatorspace.com/opportunities/detail/landmark-autumn-art-fair/5497>

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 flyers 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 also receive an 'on the door' pack when you arrive to set up your stand which will include exhibitor badges, a free wine ticket, 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 us at any time before returning the application form if you need clarification of any aspect of the art fairs.

Fair Timings

Thursday

3.00pm – 5.00pm - Artist arrival and set up (locals)

Friday

9.30am – 5.00pm – 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

We very much look forward to receiving your submission. Please don't hesitate to contact Abigail should you require further information or have any questions.

Terms & Conditions & any other info

- **Please ONLY apply online;** we no longer accept paper based submissions unless there are special circumstances. This lessens the possibility of mistakes being made
- **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. Please follow the instructions of the parking attendant at all times. 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 on Friday.
- **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 via the buzzer.
- **Take down will be from 5.00pm on the Sunday.** You must not begin to pack up until 5pm nor bring your vehicle on site until you are ready to load up. Please pack your work up before you bring your vehicle on site as this causes unnecessary congestion. There are no allocated times, all the doors will be opened (see the floor plan). 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 and follow the instructions of the parking attendant at all times.
- **Public admission charge** will be £5 and £4 for seniors and students, free entry to Landmark members. 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, or can collect from the Landmark itself.
- 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.
- 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.
- **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.
- Please note there is no storage other than on, or behind (if against a wall or column) your stand.
- The building has been totally adapted for wheelchair access except for the studio space (which is only used during the fair for workshops). However please notify us in advance of any access requirements 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 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.
- Tables & extra power sockets are available on request and for a nominal cost; but must be booked in advance. The electricity supply 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 intend to use 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 will be enough chairs available to you over the exhibition period if you require them just ask at reception.
- There will be an adequate amount of bubble wrap supplied for you to wrap your sold work in a designated wrapping area for your clients. This is operated with an honesty box, we respectfully recommend 50p/£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.
- **The Landmark does not take any commission on sales.** However, a 5% charge is levied by the bank on the use of the card machine at reception, which can be used to take customers money from sales; please note this service also incurs a VAT cost. We are VAT registered therefore we have to charge 20% VAT on the 5% commission. For example: £1000 total card payments – 5% = £50 + 20% VAT = £60 total deducted. We will issue a VAT invoice for the commission. You are strongly advised to keep your own records of sales. 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.
- 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 be choosing the type/size of the stand you'd prefer, if you have a specific number you'd prefer please tell us, we will try to accommodate you.

Cancellations Policy

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.

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Hanging/Set Up

- 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.picturehangingsystems.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 once you have been selected. 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 during set up 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.

Abigail Thomas
Art Fairs Curator