

MARKET ART FAIR

Announcing the SEB Discovery Award

The SEB Discovery Award is a new initiative created in partnership with Lead Partner SEB, launching at Market Art Fair 2027. It supports ambitious artistic presentations that reimagine the possibilities of the art fair format and is open to galleries and artists worldwide, regardless of nationality.

The award **offers one selected gallery a fully sponsored booth** dedicated to a solo presentation by a single artist or artist collective. The presentation should be centred on a **single artwork or cohesive artistic project** that challenges the conventions of the art fair booth. Whether realised through **sculpture, installation, site-specific work or another immersive format**, the selected presentation should transform the space into a singular artistic experience.

While the selected artist may be at any stage of their career, the aim of the presentation is **discovery**: introducing audiences to a practice that deserves wider recognition within the Nordic art scene and offering a perspective that challenges and pushes the boundaries of the traditional art fair booth.

Beyond the presentation at the fair, the selected project will become part of a dedicated **Discovery Programme**, designed to amplify its visibility and long-term impact. This includes introductions to leading Nordic curators, institutions and private collectors, inclusion in the fair's public programme and editorial coverage across Market Art Fair's communication channels and press releases.

Applications

Applications for the SEB Discovery Award **open on 26 August and close 21 October 2026**. Galleries of all nationalities are welcome to apply, and there is **no application fee**. The award is open to both first-time applicants and returning exhibitors. It is possible to apply to both the SEB Discovery Award and to the main fair, but note that two separate applications must then be submitted. The application includes information on the gallery, the artist and the idea for the presentation.

Selection Process

The SEB Discovery Award will be selected by Market Art Fair's Selection Committee, in collaboration with representatives from SEB. The committee is chaired by Lars Nittve, founding Director of Tate Modern and former Director of Louisiana Museum of Modern Art, M+ and Moderna Museet. The committee members are Tone Hansen, Director of Moderna Museet and former Director of the Munch Museum; Marie Nipper, former Director of ARKEN Museum of Contemporary Art; independent curator Magnus af Petersens, formerly of Whitechapel Gallery and Bonniers Konsthall; Pilvi Kalhama, Director of the Museum of Architecture and Design in Helsinki; and Sara Berner Bengtsson, Director of Market Art Fair.

About SEB and the Partnership

The SEB Discovery Award reflects the long-standing partnership between Market Art Fair and SEB, built on a shared commitment to supporting artistic excellence and strengthening the Nordic art ecosystem. As one of the leading financial institutions in the Nordic region, SEB has a long history of engaging with art and culture, recognising the vital role that creativity, innovation and new perspectives play in society. Through the Discovery Award, SEB and Market Art Fair aim to create new opportunities for artists and galleries while bringing outstanding artistic practices to new audiences.

Booth Specifications SEB Discovery Award Booth

Booth dimensions: 1.5×6 m, with the possibility of extending the presentation slightly beyond the booth's premise if desired. The two 1.5 m side walls may be reduced to 1 m in length if this better suits the proposed presentation. The left exterior wall faces a service passage, while the right exterior wall will display information about the SEB Discovery Award and the presentation. Walls may be painted, after prior consultation with the Market Art Fair production team.

Wall height: 3 m

Lighting: Four high-quality spotlights are included. Additional spotlights are available at the standard Market Art Fair rate.

Ceiling-mounted works are possible, subject to weight restrictions and prior consultation with the Market Art Fair production team.

If the presentation includes particularly heavy wall-mounted works, please consult the Market Art Fair production team and Art Fair Services in advance.

The floor is concrete and cannot be painted, but it may be covered with carpet or other non-damaging materials.

Costs covered by the gallery:

The selected gallery is responsible for the costs related to the presentation that are not expressly included in the award, including:

- Production of the artwork.
- Packing, shipping, customs clearance (if applicable), and art handling.
- Installation and deinstallation.
- Insurance for the artwork and transport.
- Travel and accommodation for gallery representatives and the artist (the artist's presence is not mandatory, but welcomed).
- Any additional technical equipment, booth modifications, or services beyond the standard booth specifications.

Market Art Fair is happy to assist with practical arrangements where possible. Participating galleries have access to preferential rates at our partner hotels, and we are pleased to provide recommendations and introductions to trusted local suppliers for installation, art handling, and other production-related services.

Communication and Promotion

By accepting the SEB Discovery Award, the selected gallery agrees that the awarded presentation may be promoted by Market Art Fair and SEB in connection with the award. This may include, but is not limited to:

- Market Art Fair's website, social media channels, newsletters, and other communication platforms.
- Information displayed at the fair, including booth signage and the fair folder.
- Market Art Fair press releases, media outreach, and other PR activities.
- SEB's internal and external communication channels.

The selected gallery agrees to provide Market Art Fair with all necessary communication materials by the deadlines specified by Market Art Fair. Such materials may include:

- A description of the presentation.
- The artist's biography and CV.
- Images of the artwork, artist and/or installation, together with all necessary rights and permissions allowing Market Art Fair and SEB to use these materials for promotional and editorial purposes relating to the SEB Discovery Award and Market Art Fair.
- Any other information reasonably required for communication, marketing, or press purposes.

Failure to provide the requested materials by the specified deadlines may limit Market Art Fair's ability to promote the awarded presentation.