



## Applications Market Art Fair 2021

### **Market Art Fair now open for applications**

We are now accepting gallery applications to Market Art Fair 2021. Next spring the fair will take place once again, connecting the most prominent galleries, artists, collectors and institutions from the Nordic region and beyond. The fair will return to Liljevalchs Konsthall in Stockholm **23–25 April 2021** and is led by newly appointed Managing Director Sara Berner Bengtsson and Artistic Director Josephine Van De Walle.

### **About**

Market Art Fair is the leading contemporary art fair in the Nordic region. Initiated in 2006 by galleries representing the Nordic countries: Denmark, Finland, Iceland, Norway and Sweden, the fair has become a trusted meeting and market place in the heart of the Nordic art industry.

During the fair, selected galleries showcase an exclusive selection of the most interesting art on the Nordic scene, focusing on solo projects as well as carefully curated presentations. Each year we connect international collectors, institutions, art professionals, press and other guests. Market Art Fair also features an ambitious programme; Market Talks, collateral events and projects throughout Stockholm, including an extensive VIP Programme for international collectors and art professionals.

### **General information**

- The fair takes place **23–25 April** at Liljevalchs Konsthall in Stockholm
- We accept applications from **24 September to 21 October, 2020**
- Galleries can apply with a **solo or duo presentation**, or a presentation with more than 2 artists if within an innovative and clearly defined curatorial concept
- All artworks exhibited at Market Art Fair must be original
- The selection of exhibitors is carried out by the Selection Committee



### Special conditions Market Art Fair 2021

Because of the exceptional circumstances provoked by the Covid-19 pandemic and as a support measure to the participating exhibitors, Market Art Fair implements this year special economic measures. The booth prices, as well as the participation and application fees, will remain the same as in 2019 and 2020. In addition, if, due to the Covid-19 pandemic and its aftermath, Market Art Fair has to cancel the 2021 fair, the exhibitors shall be refunded all amounts paid.

### Key dates

- Applications open from 24 September–21 October
- Selection results communicated in November
- Fair installation 21 April
- VIP Preview 22 April
- Public opening hours 23–25 April
- De-installation 25 April, 18:00

### Pricing

- **Application fee** of 2 000 SEK excl. VAT (2 500 SEK for galleries based in Sweden), to be paid when submitting your application
- **Participation fee** of 10 500 SEK excl. VAT + set price per square meter, to be paid after being selected

Small	16 - 18 sqm	2 450 sek/sqm
Medium	20 - 23 sqm	2 400 sek/sqm
Large	27 - 30 sqm	2 300 sek/sqm
X-Large	36 - 40 sqm	2 150 sek/sqm

### The participation fee includes:

- Exhibition space with lighting, an electrical outlet and internet connection
- Daily cleaning
- Invitations for your guests to the fair's **VIP Programme, VIP Previews and Vernissage**
- Year-round marketing, promotional activities and events undertaken by the fair's management



- Special hotel and shipping offers
- Inclusion in the online exclusive preview of Market Art Fair on **Artsy**, also for exhibitors who are not a customer of Artsy

### **Requirements**

All galleries eligible to apply ...

- ... must submit an application with at least one **Nordic artist**/artist with a strong connection to the Nordic region (Denmark, Finland, Iceland, Norway and Sweden)
- ... regularly stage public exhibitions on its own premises
- ... work in close collaboration and arrange exhibitions with living artists, market and sell their artwork and work in accordance with the basic principle of divided risk
- ... are commercial ventures not financed by tax funds

### **Selection Committee**

- Pilvi Kalhama, Director EMMA Espoo Museum of Art (FI)
- Magnus af Petersens, Independent curator (SE)
- Marianne Torp, Chief Curator Contemporary Art SMK (DK)
- Lars Nittve (Chairman), Museum director emeritus (SE)

### **VIP Programme**

Market Art Fair offers our guests a great VIP experience during the fair. We connect international collectors, art professionals and institutions with our exhibitors. Spring 2021 might look different than before, but we will celebrate in a safe way the human exchanges and connections we have missed so dearly in 2020. Our aim is to reconnect and engage with our audiences throughout the year as well as during the fair. By invitation only, Market's VIP Programme during the fair includes the **VIP Preview and Vernissage**, lunches and evening receptions, visits to artists' studios and private collections, a luxury accommodation stay, concierge services.



### How to apply

Our digital application process makes applying to Market Art Fair quick and easy. To start your application, please send an email to [gallery@marketartfair.com](mailto:gallery@marketartfair.com) with your name, gallery name, and email address. An account on our website will be created for you and we will provide you with personal login details within 24 hours (during office hours).

Applications have two components: your actual application form and your gallery information form. To apply for Market Art Fair both forms need to be completed. In order to be considered by the Selection Committee, all applicants must pay the following amount:

- 2 000 SEK for all galleries not based in Sweden
- 2 500 SEK (2 000 SEK + 25% VAT) for all galleries based in Sweden

The payment must be made before submitting your application to:

Konstmässan Market AB  
Jakobsgatan 27c  
SE-111 52 Stockholm  
Bankgiro 5098-8120  
SWEDBANK  
IBAN: SE33 8000 0842 0293 4744 7881  
BIC/SWIFT: SWEDSESS

A proof of payment of the application fee needs to be included in your application form.

Please read our terms and conditions carefully before starting your application. Should you have any questions contact us at [gallery@marketartfair.com](mailto:gallery@marketartfair.com).



## Terms & Conditions

1. Qualifications for participation
  - 1.1. Primary market galleries regularly staging public exhibitions in their own premises are eligible to apply. Market Art Fair is the Nordic fair for contemporary art. All galleries seeking to participate must submit an application with at least one Nordic artist, or an artist with a strong connection to the Nordic region (Denmark, Finland, Iceland, Norway and Sweden). Galleries can apply with a solo or duo presentation, or, if within an innovative and clearly defined curatorial concept, a presentation with more than 2 artists.
  - 1.2. Gallery means a company which has as its primary business the arrangement of art exhibits showing the works of living artists, in close collaboration with these artists, and which responsibly market and sell the works of these artists. Sales of other art or art-related objects may be made as well.
  - 1.3. The business or owner may not be financed, in whole or in part, by tax funds.
  - 1.4. An exhibiting gallery is referred to herein as an "Exhibitor".
2. Application procedure
  - 2.1. Applications must be accompanied by the application fee of 2 000 sek excl. vat. The Exhibitor guarantees that information submitted in the application is correct.
3. Participation
  - 3.1. Market selects Exhibitors by means of a Selection Committee which is appointed by Market's board of directors.
4. Payment
  - 4.1. The application fee shall not be reimbursed in any case, to selected or non-selected applicants.
5. Booth placement and size
  - 5.1. Market shall determine the size and location of the booths. Market does not guarantee that the Exhibitor's booth has the desired size specified by the applicant on the application form.
6. Exhibited artwork and booth presentation
  - 6.1. Only artworks on the first-hand market and which the Exhibitor owns or in respect of which the Exhibitor holds a right of disposition may be exhibited at Market. The Exhibitor shall follow the programme set forth in the application. Significant changes to the fair



presentation shall be notified to Market not later than one month prior to the opening of Market. The Exhibitor's participation shall thereupon be subject to renewed consideration.

7. Press work & marketing
  - 7.1. The Exhibitor grants Market the right to use submitted materials such as press photographs and text for publication in various types of media. Market shall not be responsible for any errors in the information submitted by the Exhibitor.
8. Force Majeure
  - 8.1. Market disclaims any liability to reimburse all or part of the fees paid pursuant to this Agreement in the event Market is cancelled, or the scope or schedule of Market is altered, as a consequence of fires, action of state or municipal authorities, strikes, lockouts, wars or other similar circumstances beyond the arranger's control.
9. Miscellaneous events
  - 9.1. The Exhibitor shall not be entitled to reimbursement of any fees paid or any damages in the event heating, electricity or water supply are restricted as a consequence of circumstances beyond Market's control.
10. Special conditions Market Art Fair 2021
  - 10.1. If, due to the Covid-19 pandemic and its aftermath, Market has to cancel the 2021 fair, the Exhibitors shall be refunded all amounts paid.

See [marketartfair.com/applications](https://marketartfair.com/applications) for the full Terms & Conditions and read carefully before submitting your application.