



Applications Market Art Fair 2022

Market Art Fair is now open for applications!

We are now accepting gallery applications to Market Art Fair 2022, taking place **April 28–May 1**, once again at Liljevalchs and their extension Liljevalchs+. Initiated in 2006 by galleries representing the Nordic countries, 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. 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.

Highlights from Market Art Fair 2021

Despite Covid-restrictions still in place during the 2021 edition, the fair welcomed one of its largest ever number of VIP guests from the Nordics and beyond, held two sold out public days and was overwhelmingly positively reviewed by press and visitors. The galleries reported very strong sales, consisting of private as well as institutional collectors. The extended VIP-program was fully booked upon launch and new initiatives such as a dedicated Professionals Breakfast aimed at institutional buyers and a preview reception with lead partner Goldman Sachs proved to be successful for the galleries for sales and connections, and will be further developed in 2022.

During 2022 Market Art Fair will partner with the Buffalo AKG Nordic Art and Culture Initiative

The groundbreaking North American initiative for artists in the Nordic region is powered by the support of philanthropists and foundations from each of the Nordic countries and will provide a generous endowment dedicated to supporting programs and exhibitions for at least sixty years, including the acquisition of Nordic artist's work for the museum's collection. The initiative's founding patrons (Nordic and North American), curators and board will participate in a dedicated week-long visit to Stockholm and Market Art Fair, which will provide exhibiting galleries with unique opportunities to connect with the museum as well as individual collectors who are specially dedicated to Nordic art.



General information

- The fair takes place **28 April–1 May 2022** at Liljevalchs Konsthall in Stockholm
- We accept applications from **5 October to 10 November, 2021**
- 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

Key dates

- Applications open from **5 October–10 November**
- Selection results communicated in end of November or early December
- Preliminary fair installation **27 April**
- Preliminary VIP Preview days **28–29 April**
- Preliminary public opening hours **30 April–1 May**
- De-installation starts **1 May, 18:00**

Pricing

- **Application fee** of 3 500 SEK excl. VAT (4 375 SEK incl VAT for galleries based in Sweden), to be paid when submitting your application
- **Participation fee** of 15 000 SEK excl. VAT + set price per sqm, to be paid after being selected

Small	16 –19 sqm	2 800 sek/sqm
Medium	20–26 sqm	2 750 sek/sqm
Large	27–34 sqm	2 650 sek/sqm
X-Large	35–40 sqm	2 500 sek/sqm

The participation fee includes:

- Exhibition space with lighting, an electrical outlet, internet connection and daily cleaning
- Invitations for your guests to the fair's **VIP Programme and VIP Preview days**
- 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, Sweden, Greenland or the Faroe Islands)
- 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
- be commercial ventures not financed by tax funds

Selection Committee 2022

The Selection Committee 2022 consists of the following members. Market Art Fair reserves the right to make minor changes in the committee without notice, such as adding a fifth member, or if an existing member needs to leave for reasons outside of Market Art Fair's control.

- 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 work dedicatedly in inviting international collectors, art professionals and press to Stockholm to promote Nordic art and to connect them with our exhibitors, but also to provide great opportunities for the local collector base to get introduced to new galleries. By invitation only, Market's VIP Programme during the fair includes lunches and evening receptions, visits to artists' studios and private collections, a luxury accommodation stay and car services. Exhibitors are encouraged to propose activities for the program, as well as invite your important guests.

How to apply

Our digital application process makes applying to Market Art Fair quick and easy. To start your application, login at marketartfair.com/applications with your personal login details. If you do not have login details already, email info@marketartfair.com. 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: the application form and the 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 application fee of:

- 3 500 SEK for all galleries not based in Sweden
- 4 375 SEK for all galleries based in Sweden (amount inclusive of VAT)

The payment must be made when 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 info@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 3 500 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.

Visit marketartfair.com/applications for more information and read carefully before submitting your application.