



Apply to Market Art Fair & Market Debut 2024

Market Art Fair is now open for applications!

We are now accepting gallery applications to Market Art Fair and Market Debut 2024, taking place May 16–19, at Liljevalchs Konsthall and Spritmuseum in Stockholm. 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 the most interesting contemporary art on the Nordic scene, focusing on solo projects as well as carefully curated presentations. Our section Market Extended offers the opportunity to galleries to show artworks that goes beyond the regular booth context. Sculptures and large installations are placed outdoors around Liljevalchs and in the shared garden with restaurant Blå Porten and the garden at Spritmuseum. Market Art Fair also features an ambitious programme; Market Talks, collateral events and projects throughout Stockholm, including an extensive VIP Programme for collectors and art professionals. Market Art Fair is open to presentations of all artistic mediums presented by regional and international galleries. Market Art Fair accepts applications from 5 September to 17 October, 2023.

Market Debut

Market Debut, launched in 2023, and it's held at its own dedicated venue, Spritmuseum, next to Liljevalchs Konsthall, in the beautiful surroundings of the Djurgården in central Stockholm. As part of Market Art Fair's aim to support the art market and to foster future generations of galleries and artists, the booth fee for Market Debut at Spritmuseum is offered at a reduced rate to encourage participation from younger galleries.

Market Debut welcomes applications from emerging galleries that have primarily been established for five years or less. Market Debut is also open for applications from more established galleries applying to showcase an emerging artist who has never presented a solo exhibition with the gallery.

A gallery may apply for both Market Art Fair at Liljevalchs and Market Debut at Spritmuseum with the final allocation up to the selection committee's discretion. If a gallery applies with different



presentations for Market Debut at Spritmuseum and Market Art Fair at Liljevalchs, two separate applications must be submitted.

Requirements

Market Art Fair prioritises applications from galleries who represent Nordic artists, applies with one or more Nordic artists, or international artists with a strong connection to the Nordic region; through their origin, residency or artistic theme.

Eligible galleries

- Galleries whose primary business is the arrangement of art exhibitions, showing the works of living artists, in close collaboration with these artists, and which responsibly market and sell the works of these artists.
- The gallery must be open to the public with regularly staged exhibitions in the gallery's own premises.
- Galleries may combine representing living artists with estate representation, art advisory, or other art-related sales.
- The gallery is operated in accordance with the basic principle of divided risk with the artist.
- The gallery practices long-term representations of artists and operates in a professional and responsible manner towards its stakeholders.
- The gallery may not be financed in larger parts by public funding or be primarily artist-run.

Eligible presentations



- The application should include a Nordic artist, or an international artist with a strong connection to the Nordic region (Denmark, Finland, Iceland, Norway and Sweden, Greenland, Sápmi and the Faroe Islands).
- All artistic media are eligible for exhibition at Market Art Fair, with the selection made based upon the quality of presentation.
- Artworks exhibited at Market Art Fair must be original and the artists must consent to the exhibition of their works.
- Galleries are encouraged to apply with solo and duo-presentations.
- Galleries may apply with two or more artists if the presentation has a clearly defined curatorial concept.

How to apply

Our digital application process makes applying to Market Art Fair easy. You will find the form [here](#). If you have any questions about your application, the selection process or fair participation, please contact josefine@marketartfair.com.

Fees and pricing

In order to be considered by the Selection Committee, all applicants must pay the application fee of:

- 3 800 SEK for all galleries outside of Sweden
- 4 750 SEK for all galleries based in Sweden (amount inclusive of 25% VAT)

The payment must be made when submitting your application via credit card directly in the application form or via bank transfer 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 josefine@marketartfair.com

Booth fees Market Art Fair at Liljevalchs

| | |
|-------------------|-------------|
| 16 m ² | 60,000 SEK |
| 22 m ² | 82,500 SEK |
| 26 m ² | 97,500 SEK |
| 30 m ² | 112,500 SEK |
| 35 m ² | 131,250 SEK |

All fees are exclusive of VAT.

Please note that the allocated booth may differ +/- 2–5 m² in size and the price will be adjusted accordingly.

Booth fees Market Debut at Spritmuseum

| | |
|-------------------|------------|
| 16 m ² | 44,000 SEK |
| 22 m ² | 60,500 SEK |
| 26 m ² | 71,500 SEK |
| 30 m ² | 82,500 SEK |

The booth fee at Market Debut at Spritmuseum is discounted to allow for emerging and young galleries to participate. The same services and booth equipment as for Liljevalchs is included.

The booth fee includes:



- Exhibition space with basic lighting, an electrical outlet, internet connection and daily cleaning of the booth.
- All booths have original and high-quality temporary walls.
- Free access to the exhibitor lounge.
- Invitations for gallery's 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 from Market Art Fairs partners.

Selection Committee 2024

The Selection Committee 2024 consists of the following members:

- Lars Nittve (Chairman), Museum director emeritus (founding director of Tate Modern, and former director of Moderna Museet, Louisiana Museum of Modern Art and M+, is today an independent advisor to museums worldwide) (SE)
- Marie Nipper, Director ARKEN (DK)
- Pilvi Kalhama, Director EMMA Espoo Museum of Art (FI)
- Magnus af Petersens, Independent curator (SE)

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.

Key dates

- Applications open from 5 September–17 October
- Selection results are communicated in early November
- Fair installation 14–15 May
- VIP Preview days 16–17 May
- Public days 17–19 May
- De-installation 19 May



Installation and VIP days can be subject to minor changes and final days will be communicated when selection results are confirmed.

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.