



## Apply to Market Art Fair 2025

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

We are now accepting gallery applications to Market Art Fair 2025, taking place May 15–18, at Liljevalchs Konsthall 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, focusing on solo projects as well as carefully curated group 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. 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 until 1 November 2024.

### **Requirements**

Market Art Fair invites applications from galleries representing both Nordic and international artists. The application is open to all eligible galleries and is not limited to Nordic galleries or the representation of Nordic artists. Applicants may propose either Nordic artists, international artists, or a combination of both, provided the submission clearly outlines the proposed presentation. The selection committee prioritises solo, duo, or group presentations with a well-defined curatorial concept.

The proposed presentation must meet the eligibility criteria and adhere to the program guidelines outlined in the application. If accepted, any significant changes to the proposal must be communicated to Market Art Fair for approval. Failure to do so, or making substantial alterations without approval, may result in the gallery's removal from the fair.

Please note, if a gallery is not initially invited to participate, it will not have the opportunity to reapply for the 2025 fair with a different presentation.



#### 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 practises 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

- 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](mailto: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](mailto:josefine@marketartfair.com)

### Booth fees Market Art Fair at Liljevalchs

16 m <sup>2</sup>	60,000 SEK
22 m <sup>2</sup>	82,500 SEK
26 m <sup>2</sup>	97,500 SEK



30 m <sup>2</sup>	112,500 SEK
35 m <sup>2</sup>	131,250 SEK
40 m <sup>2</sup>	150,000 SEK
45 m <sup>2</sup>	168,750 SEK
50 m <sup>2</sup>	187,500 SEK

All fees are exclusive of VAT.

Please note that the allocated booth may differ +/- 2–6 m<sup>2</sup> in size and the price will be adjusted accordingly.

**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 2025**

The Selection Committee 2025 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 until 1 November
- Selection results are communicated in mid-November
- Fair installation 13–14 May
- VIP Preview days 15–16 May
- Public days 17–18 May
- De-installation 18 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.