

# LANDMARK ARTS CENTRE

## **Spring & Autumn Art Fairs 2024**

Twice a year – Spring and Autumn – the Landmark Art Fairs provide a unique setting for individual artists that make high quality fine art to exhibit and sell their work direct to the public. No galleries, no dealers, just the artists themselves with a stunning array of painting, sculpture, photography, mixed media, printmaking, ceramics and more. Visitors can browse from an array of over 75 stands with artists from the local area and beyond. From watercolour paintings to textural ceramic sculptures. The art fairs have established themselves as significant events in the visual arts calendar.



### **Criteria/Eligibility**

Our art fairs are open to individual artists that make high quality fine art, we also accept a limited number of jewellers and crafts people. Applicants need to fill out the application form having selected which type/size stand they'd prefer to exhibit in (based on the stand plan). No galleries or agents accepted. You must be based in the UK to apply. You do not have to be local to the Landmark to apply. If in doubt, please contact us before submitting.

## Stand Plan & Prices

Please see the current stand plan & prices

here: <https://www.landmarkartscentre.org/exhibitor-info/>

## Fair Publicity

- A printed colour catalogue including your details and a map of the building will be available on the door to visitors.
- A digital version of the catalogue will be emailed to our digital database and it will also be included on the Landmark website and sent to you. A digital invite emailed to you and to our digital database and available to download from our website.
- The fair will be featured in the Landmark's seasonal events leaflet with over 20,000 copies produced and distributed via direct mail, other venues etc. This listing will also appear on our website and be publicised via email to the Landmark's significant list of subscribers (6.8k).
- 30,000 event flyers distributed around greater London with specific reference to target markets, galleries etc., and door-to-door delivery within the local area.
- AA Road signs.
- Advertisements or editorials in local magazines and newspapers.
- Advertisements in a range of creative/textile specific magazines and periodicals.
- Posters, banners & flyers in the local vicinity.
- Online advertising/listings with known London and local services such as A-N, TimeOut, ArtRabbit, Arts News (Arts Council), Galleries, news outlets etc...
- A significant social media presence including Facebook, Twitter and Instagram.

**You, as an exhibitor, are also expected to publicise the event as much as possible. We can provide you with both physical and digital flyers and posters; plus, a variety of social media imagery to use in your own marketing and publicity.**

## Application Procedure

- Please refer to the stand plan in the images or link to select your preferred position within the fair. Then fill out the application form, having read all the terms and conditions below. If you are selected you will be informed shortly after the submission deadline, you will then be directed to make full payment. Please don't send any payment before you have been allocated a stand.
- Please itemise all types of products on the application form. For example, if your main discipline is ceramics then I need to know if you are going to be selling cards and/or jewellery as well. You will only be able to exhibit & sell items listed on your application form so please be thorough.
- **The Landmark will start to allocate stands for SPRING ART FAIR to successful applicants in the week starting 19<sup>th</sup> February 2024;** however the online application form will remain open until **5<sup>th</sup> April 2024. So, the sooner you apply, the better chance you will have of getting the stand you want!**
- **The Landmark will start to allocate stands for AUTUMN ART FAIR to successful applicants in the week starting 8<sup>th</sup> April 2024;** however the online application form will remain open until **3<sup>rd</sup> June 2024. So, the sooner you apply, the better chance you will have of getting the stand you want!**
- An 'exhibitors info' email will be sent to all successful applicants at least 6 weeks prior to the events. This will include more information and advice, digital versions of the flyers, invites and posters. We are always happy to supply exhibitors with physical flyers too and printed posters

on request, for which you will need to arrange collection or ask for them to be posted to you.

- You will also receive an 'on the door welcome' pack when you arrive to set up your stand which will include exhibitor badges, a free wine ticket, health&safety info, WiFi code and further instructions. Your stand will be labelled with its number and the business name you include in your application.
- Please ensure you have read **all of the terms and conditions** before filling out the application form.

We very much look forward to receiving your submission. Please don't hesitate to contact Abigail should you require further information or have any questions.



### **Terms & Conditions & any other info**

- **Please ONLY apply online;** we no longer accept paper based submissions unless there are special circumstances. This lessens the possibility of mistakes being made.
- **There is no on-site parking.** Exhibitors will be emailed a drop off time for which you will be allowed to keep your vehicle on site for half an hour while you unload. Please follow the instructions of the parking attendant at all times. You then remove your vehicle to the surrounding streets (where there is free parking). You can come back to your stand and spend the rest of the day setting up. More info on this will be provided when you are selected. You must be finished setting up by 3.30pm on the Friday.

- **You must be in the building, ready to sell to the public at 4pm Friday and for 10.00am on the weekend.** The front door will be closed until 10.00am so you can enter the building via the buzzer (please remember your badge!).

- **Take down will be from 5.00pm on the Sunday.** You must not begin to pack up until 5pm nor bring your vehicle on site until you are ready to load up. Please pack your work up before you bring your vehicle on site as this causes unnecessary congestion. There are no allocated times, all the doors will be opened (see the floor plan). **As we share the area surrounding the Landmark with residents it is VITAL you do not park in a marked bay.** The doors to the rear of the building will be opened, this area is for loading ONLY, we have had instances of artists getting a ticket if it looks like your vehicle is parked, doors closed and vehicle unattended, to avoid this as soon as you have finished packing your vehicle you **MUST** move it away from the area and follow the instructions of the parking attendant at all times.

- **Public admission charge** will be £5 and £4 for seniors and students, free entry to Landmark Friends. Children 16yrs and younger are admitted free.

- **There are two types of invite**, a digital one which you will be emailed and is available on the website and paper ones which you receive in the post, or can collect from the Landmark itself for your own distribution.

- When a visitor comes over the weekend they will receive a catalogue, they can use this to come back to the show as many times as they wish over the whole weekend.

- The event will be insured against public liability but the Landmark cannot be held responsible for any loss, theft or damage to artist's work or personal possessions. **Exhibitors are strongly advised to make their own insurance arrangements.** We accept no responsibility for stolen work during the fair as you are deemed responsible for it for the entirety of the fair.

- Please note there is no storage other than on, or behind (if against a wall or column) your stand.

- The building has been totally adapted for wheelchair access except for the studio space (which is only used during the fair for workshops). However please notify us in advance of any access requirements and we will endeavour to help. We have reserved parking spaces for disabled visitors, if you know of someone that is coming that this applies to please tell me in advance, I will need their registration plate details and I will reserve them a space very close to the ramp to the front door.

- Exhibitors must not bring wine to the opening night. In your artists pack you will receive a 'free glass of wine' ticket, further glasses for yourselves and clients will be available at full price from the bar which is in operation throughout the event.
- The building has good natural light in most places. Each STAND will be individually lit with a minimum of 1 LED exhibition light. All TABLES will have general house-lighting but not their own light.
- Tables & extra power sockets are available on request and for a nominal cost; but must be booked in advance. The electricity supply within the building is limited. If a power socket is agreed for your stand, it will be sufficient to power a laptop, your own credit card machine or additional low wattage or LED lighting up to 150watts only. You must inform the Landmark Arts Centre what you intend to use the power socket for.
- There will be enough chairs available to you over the exhibition period if you require another one just ask at reception.
- You may collaborate with another artist if you wish to show in a group; please state this in both your application forms.
- Stands are non-transferable.
- No dealers or agents or galleries.

### **Cancellations Policy**

Following receipt of your payment after allocation of stands:

- 8 weeks or more before set-up day – full refund, if stand can be re-sold, less 20% admin charge.
- 4-8 weeks before set-up day – 75% refund, if stand can be re-sold, less 20% admin charge.
- 4 weeks or less before set-up day – 50% refund, if stand can be re-sold, less 20% admin charge.
- If your stand cannot be re-sold you will not receive a refund.

- **The Landmark does not take any commission on sales.** However, a 10% charge is levied by the bank on the use of the card machine at reception, which can be used to take customers money from sales; please note this service also incurs a VAT cost. We are VAT registered therefore we have to charge 20% VAT on the 10% commission. We will issue a VAT invoice for the commission. You

are strongly advised to keep your own records of sales. You will be paid by BACS shortly after the fair.

- You are welcome to use your own card machines to take payment, there is no change or commission taken by the Landmark on this. There is WIFI in the building but given its size this can be intermittent on busy days, please don't rely entirely on this for sales.
- All work must be for sale or on commission basis, clearly priced, and displayed in a professional manner. Please don't lower your prices towards the end of the fair.
- You may fill your space with whatever you wish (furniture, display cabinets, browsers, easels etc.), however you must not bring anything that will spill out beyond the boundaries, cause a health and safety hazard or be deemed inappropriate at a professional fair such as very inexpensive work, 'bargain bins', etc. Cordial collaboration between your neighbours is recommended, please show consideration for the other exhibitors. You will be asked to remove anything that contradicts the above.
- On the application form you will be choosing the type/size of the stand you'd prefer, if you have a specific number you'd prefer please tell us, we will try to accommodate you.

## **Set Up**

- Screens supplied will be shell scheme grey polyweave fabric. 25mm thick. They have a groove running through the middle of the top elevation for hooks.
- Recommended method of hanging 2D framed artworks is using traditional picture hooks. From that comes a cord with an adjustable bottom hook. See separate 'hanging your work' PDF for more info.

Artists are requested to use aesthetically appropriate hanging equipment, which will take at least 80lbs of strain. You need to have all your work with cord on the back. You may also use Velcro but **MUST** secure this to the back of your work using a staple gun or suitable alternative. Experience has shown that the Velcro stays on the screens but can peel off the work especially over the night which results in damage. Do not use Velcro for any glazed or particularly heavy work.

- We do not supply any other hanging systems; unless agreed in advance. Velcro can be bought from us during set up at £2 per metre.

- Please note you mustn't under any circumstances use nails or screws, Blu-Tack or any other direct adhesives as these cause damage to the fabric of the screens.

**Abigail Thomas**

**Visual Arts Curator, Landmark Arts Centre**