



## The Animal Art Fair Application Form 2013

We are delighted to announce that 2013 will see the Animal Art Fair returning to the Riverside Walkway on London's prestigious South Bank. The Fair will run from **26<sup>th</sup> to 29<sup>th</sup> September 2013**.

The Animal Art Fair continued its growth in the spring of 2012. Buoyant sales confirmed both the public's appetite for animal art and approval of our concept of direct accessibility to the art and the artist. We were delighted also to help raise much-needed funds for our charitable partner ALMT.

To view a video of this year's Animal Art Fair go to [www.animalartfair.com](http://www.animalartfair.com).

### TAAF 2013

Minutes from Tate Modern, the National Theatre and the Hayward Gallery, TAAF will erect a 600 sq metre single structure marquee with a further 100 sq metre sculpture garden by the Riverside Walkway. With 60,000 members of the public visiting this cultural centre on a weekly basis coupled with a dedicated PR and advertising campaign, The Animal Art Fair looks forward to welcoming substantial numbers through its doors.

- The Animal Art Fair 2013 will open from September 26<sup>th</sup> to 29<sup>th</sup> with the press and artists' clients preview night on 25<sup>th</sup> September 6.00pm – 8.30pm.
- We will open daily to the public from 11am to 6pm.
- We will host 3 late night viewings – Wednesday 25<sup>th</sup> September for press and the artists' clients and Thursday 26<sup>th</sup> September and Friday 27<sup>th</sup> September for our sponsors and charitable partner.

We will continue to act as a direct market place between artist and buyer. In line with this policy we charge no commission on artists' sales during the Fair. Additionally the stand rental fee will remain at 2012 prices.

The Animal Art Fair will create an online shop at [www.animalartfair.com](http://www.animalartfair.com). Exhibitors will receive a 12 month subscription at no additional cost although 35% will be taken as commission through any online sales.

If you would like to apply for a stand, please return the form by **15th March 2013**. Please do not hesitate to contact us if you have further queries on tel: 020 8144 5979 or via email: [jamie@animalartfair.com](mailto:jamie@animalartfair.com).



## ANIMAL ART FAIR 2013 ARTIST APPLICATION FORM

Name ..... Website .....

Tel no ..... Email .....

### EXHIBITION STAND SIZE REQUIRED

- [ ] 3m X 2m (6sq metres) £2500 + VAT  
 [ ] 2.5m X 2m (5sq metres) £2080 + VAT  
 [ ] 2m X 2m (4sq metres) £1664 + VAT  
 [ ] Larger (.....) £416 + VAT per sq metre

### ARTIST DESCRIPTION – please describe your vision, style and inspiration

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**PLEASE EMAIL 3 HIGH RESOLUTION IMAGES OF YOUR WORK FOR THE EVENT CATALOGUE.**  
 Whilst you maintain the property rights of your images, by completing this form you allow The Animal Art Fair the use of the images submitted for any marketing purposes.

Return Address: either scan and email to [Jamie@animalartfair.com](mailto:Jamie@animalartfair.com) or return by post to - Animal Art Fair, Flat 1, 158 Lavender Hill, London, SW11 5TF.

**Animal Art Fair Ltd**  
Flat 1, 158 Lavender Hill  
London SW11 5TF  
**w.** [www.animalartfair.com](http://www.animalartfair.com)  
**t.** 0208 144 5979



## Who visits the South Bank?

### Audiences & footfall (all venues within 10 minutes walk)

Residents 9,000  
Employees 55,000  
In transit – via Waterloo 1.1 million

### Current visitors - Number of visits annually (unless otherwise stated)

Riverside Walkway 60,000 per week  
South Bank Centre 3 million visits, 800,000 ticket buyers  
the.gallery@oxo 9000 per month  
Globe Theatre 60,000  
Tate Modern 4 million  
NFT 220,000 attendances  
BFI IMAX Cinema 380,000  
London Eye 3.7 million  
London Aquarium 1 million  
Old Vic 300,000  
Saatchi Gallery 800,000 (in first year)  
Hayward Gallery 200,000



### Registered Address

Harben House, Harben Parade, Finchley Road, London, NW3 6LH. Registered no. 6601916



## Contractual terms and conditions for participation

### The Animal Art Fair

Riverside Walkway, South Bank, London, SE1 9ZR

26<sup>th</sup> – 29<sup>th</sup> September 2013

### General Terms

These terms and conditions govern artist ("the Exhibitor") participation in THE ANIMAL ART FAIR ("The Animal Art Fair" or "the Fair"). The Animal Art Fair reserves the right at any time to amend these terms and conditions (provided these amendments are reasonable and necessary changes relating to the details for exhibiting at the Fair), the Fair exhibition hours or logistical arrangements.

### Exhibiting Criteria

- All prices must include VAT (if applicable) and full price must be displayed next to the art work.
- All art exhibited must be by living artists and all exhibiting artists must have read, agreed and signed the Terms and Conditions.
- All art exhibited must be animal related (i.e. sporting, wildlife, safari, agricultural, domestic, birdlife etc.)
- Exhibitors may exhibit figurative or abstract works in all mediums including painting, prints, photography, sculpture, video and installation.
- The Animal Art Fair reserves the right to request re-hanging if a stand is over-crowded or unsuitable works are displayed.
- High quality signed limited edition prints are permitted, editions up to 250.
- Images of the artist's work are to be permitted to be used on all The Animal Art Fair marketing material.

### Exhibitor package

**The cost of exhibiting at The Animal Art Fair 2013 is £2,500 plus VAT.** This price is for the 3m by 2m (6 sq metres) wood-panelled stand, stand lighting and signage, unlimited complimentary entry tickets, full listing on The Animal Art Fair website, limited storage space, use of The Animal Art Fair credit card facilities and complimentary wrapping service. ***Stands of varying size are available. Please see application form for details.***

Exhibitors will receive a 12 month subscription to the online shop at [www.animalartfair.com](http://www.animalartfair.com) at no additional cost although 35% will be taken as commission through any online sales.



## **VAT**

It is the responsibility of the Exhibitor to make the appropriate charges, payments and filings. The Animal Art Fair bears no responsibility for the failure of the Exhibitor to comply with legal requirements.

## **Insurance**

The Exhibitor must arrange their own insurance cover for art work, equipment and fittings, both in transit and on site for the duration of the Fair.

The organisers will not be responsible for any losses, costs or expenses incurred as a result of any under insurance.

## **Cancellation**

In the event of cancellation or abandonment of the Fair under whatever circumstances, The Animal Art Fair will return monies paid for stands but accepts no responsibility for any further losses or expenses incurred the Exhibitor. The Animal Art Fair recommends that the Exhibitor arranges abandonment and cancellation insurance.

## **Conditions of payment**

The Animal Art Fair will allocate space to the Exhibitor based on the choices requested to the best of its ability, but cannot provide any guarantees as to artists receiving requested stands. Once the Exhibitor has been accepted, payment for the stand rental is due in 2 instalments. 50% is due within 7 days of the agreement, 50% is due by the 21<sup>st</sup> August 2013. Should the Exhibitor fail to pay their invoices by the due dates, as stated on the invoices, The Animal Art Fair reserves the right to cancel this agreement and reallocate the stand. Under these circumstances there will be no repayment by The Animal Art Fair of any stand rental monies already received.

## **Exhibitor Agreement Cancellation**

If the Exhibitor cancels this agreement before June 1<sup>st</sup> 2013, the Exhibitor will be liable for 50% of the stand rental, and if cancelled after this date the Exhibitor will be liable for 100% of the stand rental.

**I have read and accept all the terms above regarding my participation in The Animal Art Fair, London 2013.**

**Exhibitor Name**

**Signature**

**Date**