



Application Form 2019

Important Dates

START VIP Preview Day:

Wednesday 25th September 2019

START Public Days:

Thursday 26th September – Sunday, 29th September 2019

START focuses on emerging artists and new art scenes with a strong balance of gallery presentations, solo artists and curatorial projects.

START offers each exhibitor museum quality exhibition space at Saatchi Gallery in London. Situated on the King's Road, Chelsea, the gallery is perfectly located for London's collector-base which is predominantly situated in the surrounding areas.

START provides a high profile platform for collectors, curators, critics and art enthusiasts to discover new work by emerging contemporary artists from around the globe. Visitor figures have exceeded 15,000 across the four days, 2018's Private View attracted 2000 invited guests. In the space of five editions, START has put itself on the map as a dynamic and vibrant art fair that successfully brings in the collectors who have made London one of the art world's key hubs.

START this year will present;

START *Galleries* - will be a START first inviting established galleries to present their young, emerging and up and coming artists;

START *Young Galleries*- for galleries established within the last decade;

START *Solo*-for individual presentations by the artist or through a gallery;

START *Curated Projects*- every year START focuses on curated projects. Past editions have included Japanese digital interactive art collective teamLab at the launch of their career, the "Invisible Man" himself, Chinese performance artist Liu Bolin and China Academy of Art project 'Will to Faith'.

Critical reaction to START has included:

PRESS:

"Emergers and acquisitions: scout this fair for work by up-and-coming artists to add to your collection."- The World of Interiors

"If you're thinking about getting into this art collecting lark then START is the place to, erm, start." – Metro

"Is there room for another art fair in London? In the case of START, the answer has to be a

START

resounding YES!" - Louisa Buck, The Art Newspaper

"The intimate scale of the fair, which is also peppered with a number of non-commercial exhibitions as part of its Projects section, makes for accessible and pleasurable viewing." – Artnet

2018 EXHIBITORS:

"We had four firm offers on the main piece after the opening night and they were all desperate to buy the works. We are very pleased with the show and had a decent amount of visitors every day and are completely satisfied with START Art Fair and everyone involved." Hanah Louise Shahnava, Artist

"I found START art fair at Saatchi gallery to be a great platform for galleries at different points in their career. As the artists were selected by a committee I felt lucky to be chosen, there was a high quality of art work selected. It was amazing to work with a professional team and to be surrounded by art galleries and art collectors and professional artists." Sam Shendi, sculptor

"I had fruitful exchanges with other artists and visitors. I am really happy with the show!" -Tomonori Nishimura, artist

"For an artist like me START is very important Serenella and David {START co-Founders} support artists and we need more people like them". -Elisabeth Lecourt, artist

"I wanted to say a big thank you to you and the rest of the team. I had a great time and really enjoyed showing my work at Saatchi and being part of START Art Fair." -Talia Golchin, artist

"This week was a really good chance that we could meet the audience of U.K. and I am happy with it ."-Yang Ok Kyung ,Artist, Jade Flower Gallery

VISITORS to START 2018:

"The fair was great - so many pieces! I was surprised by the scale of it. Must have been a nightmare to organise but the end result was amazing." -Alistair McCallum

"Really interesting and exciting. Loved this show. Beautiful, inspiring and thought evoking." -Lucy Clement

"I recently received the VIP Start Art Fair VIP Card as I have done for several years as the Co-Founder of Spears. I went last night and thought the Start Art Fair was splendid".- Wendy Coumantaros

START welcomes all forms of artistic production.

Booth Fees:

Booth fees are as follows:

Large Booth (c.60 sqm area space, wall height 3.5m*)	£14,000* Limited availability
Medium Booth 1 (c.40 sqm area space, wall height 3.5m*),	£10,000* Limited availability
Medium Booth 2 (c.35 sqm area space, wall height 3m*)	£8,000*
Solo Booth 1 (c.20 sqm area space, wall height 3.5m*)	£5,500*
Solo Booth 2 (c.20 sqm area space, wall height 3m*)	£4,500* SOLD OUT

*(*Please note that these measurements are estimates of the space, more accurately defined floor plans will be provided upon confirmation. *VAT is applicable to UK based galleries at the normal 20% rate. VAT is not applicable to galleries located outside the UK. For EU exhibitors the reverse charge will apply.)*

To be paid upon receipt of an invoice to:

Coutts & Co Bank
440 Strand London WC2R 0QS
Account Name: START (2013) Limited
Account No: 00280356
Sort Code: 18 00 02
IBAN: GB38COUT18000200280356
Swift/ Bic: COUTGB22

For any questions in relation to your application please contact:

applications@startartfair.com

START Application Form

Booth Location

Please mark your preferred booth location and, upon confirmation of participation, START will endeavour to accommodate your request, subject to availability:

Large Booth
Medium Booth 1
Medium Booth 2
Solo Booth 1
Solo Booth 2

Please note that the Selection Panel recommends that no more than four (4) artists be shown on a Large Booth and no more than three (3) artists be shown on a Medium Booth. Exceptions will be considered if the proposed presentation is artistically excellent.

Please note that the Selection Panel recommends that no more than four (4) artists be shown on a Large Booth and no more than three (3) artists be shown on a Medium Booth. Exceptions will be considered if the proposed presentation is artistically excellent.

START

Date of Application:

If Gallery fill in section (a) below, if artist fill in section (b) below, both fill in section (c):

(a)

Gallery Name:

Gallery Owner(s):

Gallery Owner(s) email(s):

Gallery Owner(s) mobile(s):

(b)

Artist Name:

(c)

Address:

City/State/Province:

Postcode/Zip:

Country:

Telephone (with country code):

Website:

Additional Locations:

Gallery Director:

Gallery Director daytime phone (with country code):

Gallery Director mobile phone (with country code):

Gallery Director email:

Contact person for START participation:

Title: First Name: Surname:

Job Title:

Email:

Daytime phone (with country code):

Mobile phone (with country code):

Upon receipt by you of the signed Confirmation of Participation (below), a legally-binding contract will be established between the Organiser (START (2013) Limited) and the applicant Gallery.

50% of the booth fee for START will be due within 14 days of your receipt of the signed Confirmation. The due date for the remaining 50% is Tuesday, 4th June 2019.

Please be advised that the decision of the Selection Panel is final and unsuccessful applicants will have no right to make a claim against the Organiser (or its directors, officers or employees) in respect of the Selection Panel's decision. Participation at START is subject to the terms and conditions contained in this application form and attached. Please sign below to confirm your acceptance of these terms and conditions.

Name: (please print)

Signature: Date:

For official use only
Date Received:

Confirmation of Participation in START

The Organiser hereby confirms your participation.

Signature: Date:

Authorised Signatory

START (2013) Limited

Please return Application to:

Please complete the application form and supporting material and submit, by email, to: applications@startartfair.com (subject: START Application)

Please retain a copy of this form for your files.

START exhibitors' package includes:

- 3.0-3.5 m high perimeter walls, painted white
- Museum-quality lighting provided by Saatchi Gallery
- overhead panels
- Stand signage
- Exhibitor Wi-Fi
- Double page catalogue entry with full colour images
- Complimentary copy of START catalogue
- Presence on START website
- VIP cards and invitations to the Preview Day

Optional extras:

- Additional specialist lighting can be supplied at additional cost, please contact us with your request

Application Requirements for Exhibitors:

- Exhibitors will be committed to emerging artists and/or new art scenes
- Individual artists and galleries can apply
- Exhibitors must apply with a stand proposal

Application Terms:

- Incomplete applications will not be reviewed by the Selection Panel
- All applicants will be notified, by email, with regard to the outcome of their submissions
- Decisions on acceptance are made exclusively by START's Selection Panel
- Exhibitors must note that due to venue restrictions all shipping must be directed through to nominated centralised shipper for consolidated delivery to the exhibitors' booth. Additional costs will apply. Further details will be outlined in the Exhibitor Manual.

Payment Timeline:

50% of the booth fee for START will be due within 14 days of your receipt of the signed Confirmation. The due date for the remaining 50% is Tuesday, 4th June 2019.

If payment is not received by the relevant due date START reserves the right to revoke your acceptance to START. Please refer to terms and conditions.

START

Assistance

- We are happy to offer you advice and suggestions for your application, or if you have any questions about the application or the fair. Please don't hesitate to contact applications@startartfair.com and one of our team will respond.

Application Checklist:

In order to apply to START please provide the following:

Signed and completed application form

Short profile of the gallery (max. 200 words)

Short description of the planned booth presentation and featured artist(s) (max. 500 words)

List of artists & price points

CVs or Biographies of proposed artists

5-10 jpegs (max 1MB per image) of artworks from proposed artists. All images files should be labelled as follows: Gallery_Artist_Title Of Artwork, Year.jpg. All images should be sent via dropbox or Google Drive and must 300dpi.