



Application Form 2020

Important Dates (Dates and events are subject to change)

START PRESS and VIP Preview:

Wednesday 21 and Thursday 22 October 2020

START Public Days:

Friday 23– Sunday, 25 October 2020

(Installation to be complete by 2pm Tuesday 20 October, to allow photography and 3D mapping/scans)

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, 2019's Private View attracted 3500 guests. In the space of six 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.

Alongside the exhibitor booths START each year presents its own *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, China Academy of Art project 'Will to Faith', artist Philip Colbert, Korean Eye 2020 Teaser Exhibition and many more.

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 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 and 2019 EXHIBITORS:

"I just wanted to say a HUGE thank you to you and the extended team for all your efforts for making START such an enjoyable and successful experience for my first time as an exhibitor.

I would absolutely love to be involved again next year."- Nat Bowen, artist Exhibitor 2019

"I just wanted to say a huge THANKS for all your assistance in the lead-up and throughout the fair, you have both been incredible and very supportive. The entire organisation of the fair was faultless and I would be honoured to come back next year." – Salvatore Battaglia artist Exhibitor 2019

"Very excited and have sold pieces in advance because of the vibe of the show". Illuminati Neon Exhibitor 2019

"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 Exhibitor 2018 and 2019

"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 Exhibitor 2018

"I had fruitful exchanges with other artists and visitors. I am really happy with the show!" -Tomonori Nishimura, artist Exhibitor 2018 and 2019

"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 exhibitor 2018

"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 Exhibitor 2018

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VISITORS to START 2019:

START

"I enjoyed start art fair very much." Fifi Serene theserenespace

"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

"Such a wonderful evening! A very impressive show and most enjoyable. The art spoke for itself.....fabulous!"- Jackie de Havas

START welcomes all forms of artistic production.

Standard size booth sizes and fees:

GROUND FLOOR:

Large Booth Ground Floor (c.64 sqm area space, wall height 3.5m*) £17,000*

Medium+ Booth Ground Floor (c.59 sqm area space, wall height 3.5m*) £15,000*

FIRST FLOOR:

Medium Booth First Floor (c.48 sqm area space, wall height 3.5m*), £12,000*

Small/Solo Booth First Floor (c.20 sqm area space, wall height 3.5m*) £6,000*

SECOND FLOOR:

Medium Booth Second Floor (c.41 sqm area space, wall height 3m*) £8,500*

Small/Solo Booth Second Floor (c.20-23 sqm area space, wall height 3m*)£4,500*

Mini- galleries 15 and 16 Second Floor (exact measurements to be confirmed)£6,000* each

*(*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

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 Ground Floor
- Medium+ Booth Ground Floor
- Medium Booth First Floor
- Medium Booth Second Floor
- Small/Solo Booth First Floor
- Small/Solo Booth Second Floor

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.

Artists may apply without a gallery for any size booth.

For help and assistance contact: g.andersonprice@startartfair.com

Date of Application:

If Gallery fill in section (a) below, if you are an artist applying to show without a gallery 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:

Contact person for START participation:

(c)

Address:

City/State/Province:

Postcode/Zip:

Country:

Telephone (with country code):

Website:

Additional Locations (if applicable):

Main Contact /Gallery Director:

Main Contact/Gallery Director daytime phone (with country code):

Main Contact/Gallery Director mobile phone (with country code):

Main Contact/Gallery Director email:

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.

A 50% non-refundable deposit be due upon receipt of the signed Confirmation. The remaining balance to be paid 14 days later. (should you application be received and approved after 1 September full payment to be received no later than 1 October)

If payment is not received by the relevant due date(s) START reserves the right to revoke your acceptance to START. Deposits and payments are non-refundable. Please refer to terms and conditions.

START will not take any commission from your sales at the fair, you must arrange your own payment platform/card processing facilities.

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. By submitting this form you agree to START's terms and conditions which are available on the START website. 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 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
- 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

START

- 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.

Application Checklist:

- Signed and completed application form
- Short profile of the artist/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 artist(s)
- 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 WeTransfer, dropbox or Google Drive and must 300dpi.