

## ABOUT ARTIST PROJECT 2017

### Toronto's Favourite Contemporary Art Fair

Now in its 10<sup>th</sup> year, Artist Project looks forward to an exciting fair featuring original works of art from over 250 carefully juried, contemporary artists from Canada and abroad.

**Meet** over 15,000 visitors who love art.

**Engage** with the city's influencers: gallerists, designers, collectors, enthusiasts, and media.

**Connect** with an incredible and supportive network of talented independent artists and collectives working in a variety of media.

**Create** your own professional, curated space featuring your unique art work.

**Show Dates:** February 23–26, 2017

**Location:** Better Living Centre, Exhibition Place, Toronto, Canada

**APPLICATION DEADLINE: SEPTEMBER 15, 2016**

## IN THIS PACKAGE, YOU WILL FIND...

- Important selection criteria
- Details about your booth
- How to complete an Artist Project application
- Submission information
- Exhibitor Application Form

## APPLICATION CHECKLIST

- Completed Exhibitor Application form
- 5-8 digital images of your work
- Image list
- Artist CV
- Travel Scholarship document (if applicable)
- Application fee
  - Jury fee
  - Deposit

# IMPORTANT CRITERIA

## Jury Process

All applications will be reviewed by a selection committee made up of art professionals and design experts. A list of the jury panel will be released in October on the Artist Project website.

## Selection Criteria

The Artist Project only accepts original fine art and does not display craft, decorative arts, furniture, or functional glass / ceramics.

Reproductions including postcards, calendars, posters, and t-shirts are not permitted in the show.

Photomechanical reproductions such as offset lithographs, prints run off a commercial printing press, embellished commercial reproductions or giclée (with the exception of photography / digital media categories) are not permitted.

## Show Exclusivity

Upon acceptance into the show, you will receive a contract that contains a comprehensive exclusivity clause. We heavily market and promote the fact that the Artist Project is an exclusive art fair. Therefore, we embrace artists who understand and believe in our philosophy and whose work is not available in other shows (featuring more than 30 artists) 30 days before and 30 days after the dates of our event within a 50- kilometre radius of the show.

## Collectives and Artist-Run Centres

Booths may not be shared by artists with the exception of Artist-Run Centres and Artist Collectives (must have an established history of exhibiting or creating work collectively). Collectives are eligible to apply for 10' x 20' booths only.

## Travel Scholarship

Artists who reside outside of Ontario are eligible to apply for a \$500 Travel Scholarship designed to offset the added costs of shipping and travelling to exhibit at the fair. Scholarship applicants should include a brief document outlining why financial assistance is required.

# BOOTH DETAILS

## Booth Pricing

Booth Size	Price (CAD)
5' x 10'	\$2000
5' x 10' corner	\$2320
5' x 15'	\$2860
5' x 15' corner	\$3130
5' x 20'	\$3660
5' x 20' corner	\$3940
10' x 10'	\$2630
10' x 10' corner	\$2975
10' x 15'	\$3945
10' x 15' corner	\$4290
10' x 20'	\$5240
10' x 20' corner	\$5590

## Included with the Booth Fee

- Hard wall booth (11' high, gallery-style white walls and artist signage)
- Complimentary Ticket Package (Opening Night Party and regular admission tickets)
- Free flyers and discount tickets for your mailing list
- Online profile page on TheArtistProject.com
- Listing in the official Show Guide
- Organization and exhibition support
- Marketing and advertising support

## Not Included with the Booth Fee

### Mandatory Items

- Electrical and lighting (rented from the Artist Project)  
\*2015 Prices: \$75 / light  
\*2016 prices available in October

### Optional Items

- Art storage
- Extra walls
- Packaging materials
- Insurance
- Point-of-purchase machines
- Furniture
- Material handling

# SUBMISSION CRITERIA

## Application Form

Complete the Exhibitor Application on page 4.

## Images of Work

Submit 5-8 digital images of your work.

Images must be in .jpg format and must be at least 2550 x 3300 pixels. Please name your photos as follows:

YourName\_Title (e.g. JohnSmith\_UntitledWork)

Slides, websites, links, or PDFs will not be accepted.

Images can be submitted by email, on a CD / DVD / USB. If submitting via email, please use the subject line: "Exhibitor Application, Images Submission, Your Name." If submitting a CD / DVD, please print your name clearly on the disc. CDs / DVDs / USBs will not be returned.

## Image List

A list of images that includes: Title of work, medium, dimensions in inches, and year of creation.

e.g. FileName1.jpg: Untitled, oil on canvas, 18" x 24", 2014.

## Artist CV

Resumé and history of exhibitions.

### Application Fee

- **\$25 jury fee:** This administrative fee is non-refundable.
- **\$300 deposit:** It will not be processed unless you are accepted to the fair. All successful applicants will be notified and following this, the \$300 deposit will be processed and credited towards the Booth Fee. The deposit secures your placement in the fair.

Please note: All payments are non-refundable and non-transferable. The jury fee and deposit may be paid by credit card (VISA, MasterCard) or by cheque. All credit card payments will appear on your statements as Informa Canada.

# SUBMIT APPLICATION

## Deadline

Thursday, September 15, 2016

## Mail

Artist Project  
Attn: Exhibitor Applications  
10 Alcorn Avenue, Suite 100  
Toronto, ON M4V 3A9

## Email

Claire Taylor, Show Director  
claire@theartistproject.com

Applicants will be notified of their status via email at the earliest possible date.

Please do not call the office for jury results. All applications will be considered and reviewed.

# TIPS FOR A SUCCESSFUL APPLICATION

Your images are very important! Please ensure that your images are high-quality, clear, in-focus, and well-lit so that the jury may properly assess your work.

Ensure that you have a cohesive portfolio by sending us one (1) body of work rather than different bodies of work in a variety of media.

If possible, please send us work that you intend to bring the fair if accepted.

Make sure that the file name of your digital images correspond to your image list.

**ARTIST INFORMATION**

Artist Name or Collective Name (if applicable) \_\_\_\_\_

Address \_\_\_\_\_ Home Phone \_\_\_\_\_

City \_\_\_\_\_ Province / State \_\_\_\_\_ Cell Phone \_\_\_\_\_

Country \_\_\_\_\_ Postal Code / Zip Code \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_ Facebook \_\_\_\_\_

Twitter \_\_\_\_\_ Instagram \_\_\_\_\_

In accordance with Canada's Anti-Spam Legislation, we will need your explicit consent to continue to send you news, info, and special offers about the Artist Project. Please indicate below what information you would like to receive from the fair.

- All general communication on the Artist Project including consumer messaging and show promotions.
- I do not wish to receive any communications from the Artist Project and Informa Canada, Inc. except for communications which are necessary for my participation in the fair.

For more information or to unsubscribe from receiving any further commercial electronic communications from Informa Canada, Inc., please contact a representative at 10 Alcorn Ave., Suite 100, Toronto, ON M4V 3A9 c/o Artist Project or by email at info@theartistproject.com.

**CATEGORY**

- |   |   |  |                                       |
|---|---|--|---------------------------------------|
| <input type="checkbox"/> Artist Collective / School | <input type="checkbox"/> Encaustic      | <input type="checkbox"/> Pastel                    | <input type="checkbox"/> Textile      |
| <input type="checkbox"/> Collage                    | <input type="checkbox"/> Glass          | <input type="checkbox"/> Photography / Photo-based | <input type="checkbox"/> Watercolour  |
| <input type="checkbox"/> Digital Media              | <input type="checkbox"/> Mixed Media    | <input type="checkbox"/> Printmaking               | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Drawing / Illustration     | <input type="checkbox"/> Oils & Acrylic | <input type="checkbox"/> Sculpture                 |                                       |

How did you hear about the show? \_\_\_\_\_  
If you were referred by another artist in the fair, please identify them by name.

Are you applying for a Travel Scholarship?  No  Yes - Please include a brief document outlining why financial assistance is required.

Please list your first three (3) booth size choices if accepted (see page 2 for options):

1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

**PAYMENT**

Paying by:  VISA  MasterCard  Cheque\*

Cardholder's Name (printed as it appears on the card) \_\_\_\_\_ Card Number \_\_\_\_\_

Expiry Date (MM/DD/YY) \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

\*Artist Project cannot accept foreign cheques. **Please make all cheques payable to Informa Canada, Inc.**  
\*\*All transactions are non-refundable and non-transferable.  
\*\*\*All credit card payments will appear on your statements as Informa Canada.