Melbourne Art Fair
2–5 Aug 18
Southbank Arts Precinct

Presented by
Melbourne Art Foundation
Melbourne Art Fair returns as the region’s most significant commercial platform for Australasian contemporary art. The Fair takes place during Melbourne Art Week, 2-5 August 2018, housed in a temporary structure within the Southbank Arts Precinct and alongside the iconic Australian Centre for Contemporary Art (ACCA).

Showcasing a curated selection of around 40 galleries from Australia, New Zealand and the region, Melbourne Art Fair presents some of the newest and most respected names in contemporary art.

Presented by the Melbourne Art Foundation, Melbourne Art Fair is set to welcome over 20,000 visitors over five days, and will be instrumental in stimulating critical and commercial attention for galleries and their artists.

Australia’s art fair for collectors

Beginning in 1988, Melbourne Art Fair was the first commercial fair of the Asia Pacific to establish an international network for collectors to connect and engage with the Australian art market. Consequently, Victoria based philanthropic support for arts and culture is the strongest in the nation.

A truly global city, Melbourne is enriched by people from more than 200 countries and this will influence the Fair’s robust creative and cultural offering. Host city to 48 private museums, world-class institutions and galleries including ACCA, Ian Potter Museum of Art, Heide Museum of Modern Art and NGV International [ranked 19th most popular gallery in the world], as well as one of the largest concentrations of commercial galleries in the country, Victoria is the ideal state for Australasia's most important contemporary art fair.

Melbourne Art Fair
Thursday 2 to Sunday 5 August 2018
[Vernissage, Wednesday 1 August]

melbourneartfair.com.au
Southbank Arts Precinct

Melbourne Art Fair takes place within a temporary structure alongside one of Melbourne’s best loved architectural icons, ACCA’s distinctive corten façade and the Southbank Arts Precinct’s artistically diverse program offers an inspiring setting for the return of Melbourne Art Week’s anchor event.

The vibrant and connected precinct is also home to Malthouse Theatre and Chunky Move, as well as nationally and internationally significant arts organisations, institutions and venues such as the University of Melbourne Faculty of VCA and MCM, the Margaret Lawrence Gallery, the future Buxton Contemporary, the Melbourne Recital Centre, MTC Southbank Theatre, NGV, Hamer Hall and Arts Centre Melbourne. Southbank Arts Precinct is a true demonstration of excellence in the visual and performing arts.

Perfectly located south of Melbourne’s central business district, Melbourne Art Fair is a 10-minute walk to the city’s leading restaurants and hotels, as well as its popular retail and commercial gallery district.
VIP Program
Melbourne Art Fair was the first commercial fair of the Asia Pacific to establish an international network for collectors to connect and engage with the Australian art market. The Melbourne Art Fair VIP network is engaged through an exclusive concierge service and a 5-day VIP Program to ensure a first-class cultural experience. The program includes invitation only dinners, studio visits, corporate and private collection tours, exhibition openings and private events.

Performance, Exhibitions and Events
The streets of the Southbank Arts Precinct and broader Melbourne will come alive with public events, performances, talks, exhibitions and satellite fairs set to take place at a range of private galleries, public venues, museums and art spaces across the city.

Project Rooms
Project Rooms create an opportunity for cutting edge artists, curators and art spaces to present innovative and experimental work within the context of a major visual arts event. Sponsored by Melbourne Art Foundation the Project Rooms were initiated in 2002 and form the curated non-commercial component of Melbourne Art Fair, to be celebrated by the public and their peers.

Commissions
Since 2006, the Commissions program has provided a living Australian artist with a significant opportunity to realise a large-scale work for unveiling at the Melbourne Art Fair. Previous partners in the program include institutions NGV, QAGOMA, the University of Queensland Art Museum, MCA, Art Gallery of South Australia, and the National Gallery of Australia; and artists such as Michael Parekowhai, David Griggs, Peter Hennessey, Jon Campbell, Ian Burns, and Mikala Dwyer.

Awards
The Melbourne Art Foundation Awards for the Visual Arts is a biennial event that, since 2005 celebrates excellence and outstanding contributions to the Australian visual arts sector. The Awards acknowledge contributions to the sector through the categories Visionary and Artist Awards. The refreshed Awards program will be a highlight of Art Week, taking place Saturday 4 August and followed by the biggest art after party of the year. Nominations open February 2018.

Talks
Melbourne Art Foundation presents a free to attend talks program to promote discussion, education and interest in contemporary art practice in Australia and around the world. The program consist of talks, interviews and panels with a range of speakers including artists, curators, collectors and critics. Previous speakers include notable industry players such as Hou Hanru, Ute Meta Bauer and Pearl Lam.
Exhibition Sectors

Galleries
Established contemporary galleries from Australasia and the region, exhibiting a diverse range of artists and curatorial themes through both solo shows and group presentations of closely related works. Reference will be given to solo shows. Stands are priced at $395 per sq.m and sized between 20 sq.m and 50 sq.m.

Accent
Accent enables galleries to present emerging artists of any age for discovery by the Australasian art world, with single projects only. Proposed artists must not have been included in a solo or group exhibition within a major institution. No age restriction applies for the gallery or the artist. Stands are priced at $385 per sq.m and sized at 15 sq.m.

Video
Artists represented by participating galleries may be invited to apply for inclusion in a curated exhibition of new media and moving-image artwork. Applications for Video open in November 2017. AU$300 participation fee applies.

For further information on exhibiting:
Maree Di Pasquale
Director and CEO
Maree@melbourneartfoundation.com
T +61 3 9015 7822
Participation

As one of Australasia’s premier visual arts events, the Melbourne Art Fair will bring significant benefits to participants, exposing galleries and their artists to both new and established audiences of contemporary art.

Selection is made on the strength of the gallery’s exhibition program and the proposal submitted. Quality of the artwork, previous Melbourne Art Fair presentations, domestic and international projects and all supporting documentation will be considered. Only galleries who represent living artists and hold regular public exhibitions are eligible for selection.

Melbourne Art Fair returns as a boutique fair with a limited number of stands available. Preference will be given to solo shows and considered proposals of closely related works.


Stand Package
- Standard package walling and lights
- Stand signage
- Website gallery listing
- Marketing and PR
- Exhibitor staff and worker passes
- Vernissage ticket allocation
- VIP card allocation and access to VIP Program
- General admission ticket allocation
- Access to paid onsite storage facilities (limited and at additional cost)
- Stand cleaning

Peter Adsett, ‘Room with a View’ (installation view), PAUL NACHE (Gisborne, NZ), Melbourne Art Fair 2014
Key Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Application Deadline*</td>
<td>6 November 2017</td>
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<tr>
<td>First vetting</td>
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<tr>
<td>Application Deadline</td>
<td>1 February 2018</td>
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<tr>
<td>Second vetting</td>
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<tr>
<td>Booth Deposit due</td>
<td>30% total invoice</td>
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<td></td>
<td>14 days after acceptance</td>
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<td>Second Payment due</td>
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<td>16 April 2018</td>
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<td>Final Payment due</td>
<td>25% total invoice</td>
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<td>25 June 2018</td>
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*Please note that there is limited capacity due to the size of the venue. Galleries successful in first round vetting will receive priority placement.

Application

Application is made by completing the attached Application Form and submitting via email to maf@melbourneartfoundation.com.

Please note that applications will be reviewed in two stages. Those submitting prior to the first vetting will receive early notification, and if selected, priority placement and access to a payment plan. Applicant galleries will be required to submit supporting documentation as prompted, including gallery information, description of planned exhibition/project and images. All galleries will be notified in writing as to the outcome of their application.

melbourneartfair.com.au/applications

Sam Leach, (installation view), Sullivan + Strumpf (Sydney), Melbourne Art Fair 2014
The Team

Maree Di Pasquale
Director and CEO
Maree@melbourneartfoundation.com

Maree commenced the role of Director and CEO of the Melbourne Art Foundation in June 2017, having previously returned to Melbourne for the role of Director of Strategic Partnerships, MCB Visit Victoria (2016-2017). She was formerly Director Art Central Hong Kong (2014-2016) and Assistant Director of Sydney Contemporary and Melbourne Art Fair (2012-2014). Maree has also delivered public programs for Abu Dhabi Art Fair (2009 and 2010 editions) and the Saadiyat Island Cultural District, working with curators, artists and academics at Agence France-Muséums, the Solomon R. Guggenheim Foundation and the British Museum to develop exhibition programs for the Louvre Abu Dhabi, the Guggenheim Abu Dhabi and the Zayed National Museum. Maree has a BA Visual Arts QUT, MA Marketing from Melbourne Business School and is Board Member for 4A Centre of Contemporary Asian Art in Sydney.

Nicole Kenning
Marketing Director
Nicole@melbourneartfoundation.com

Nicole has over 15 years experience working for high profile commercial and not for profit arts organisations in the UK and Australia including Christie’s London, Heide Museum of Modern Art and Mossgreen Auction House & Art Gallery, Melbourne. At Christie’s, Nicole managed marketing campaigns for the prestigious Impressionist, Modern Post-War & Contemporary Art auctions as well as international campaigns for Christie’s Switzerland, Middle-East & Russia. At Heide Museum of Modern Art, Nicole managed campaigns for exhibitions, including the highly successful Louise Bourgeois exhibition, as well as membership, public and education program campaigns.

Rhiannon Broomfield
Senior Publicist
Rhiannon@melbourneartfoundation.com

Rhiannon is a PR professional with more than 15 years experience working for high profile arts and corporate organisations including Christie’s, Bonhams, Reuters and Microsoft in the UK and Australia. At Christie’s Rhiannon managed the UK press team, overseeing campaigns for high profile auctions including The Princess Margaret Collection, Claude Monet, Francis Bacon and Lucian Freud. In Australia, she handled publicity for Bonhams’ record-breaking auction of the Grundy Collection and delivered public relations campaigns in her role as PR Director at Articulate for high profile arts and design names such as MPavilion, Anna Schwartz Gallery, Kerry Phelan Design Office, Mossgreen and Bundanon Trust.

Rachel Ciesla
Administrator, Galleries & Programs
Rachel@melbourneartfoundation.com

Rachel has worked in the contemporary arts sector across a variety of curatorial, marketing and administrative roles. With an interest in critically-engaged practices that address issues of identity and community, she has delivered a broad range of exhibitions, public artworks and public programs, working as a consulting coordinator for Artsource (Perth) and as General Manager of ARI, Paper Mountain (Perth). Rachel is undertaking a MA Curatorship at the University of Melbourne and holds a BA in Art History from the University of Western Australia.
1. Definitions

11. In these terms the following words will have the following meanings:

“Information Pack” means the brochure of which these terms and conditions form part, and includes the Application Form to which it is attached;

“Terms” means these terms and conditions together with the contents of the Exhibitor Manual;

“Prescribed rate” means the rate payable under the Uniform Civil Procedure Rules from time to time;

“Space” means the area of floor space at the Exhibition licensed by the Organiser to the Exhibitor;

“Exhibitor Manual” means the handbook to be produced by the Organiser containing such regulations and “Venue” means the events location where the exhibition takes place.

2. Agreement

21. These terms and the Application shall govern the provision of the space to the Exhibitor by the Organiser to the exclusion of any other terms and conditions.

22. A binding contract shall come into existence between the Exhibitor and the Organiser on successful acceptance of the Application and in writing by the Organiser.

23. No changes to these terms shall be valid unless in writing and signed on behalf of the authorised representatives of both the Exhibitor and the Organiser.

24. If there is any inconsistency between these terms and any other part of the Application, the other part of the Application will take precedence.

3. Fee

31. The Exhibitor shall promptly pay for the Fee by instalments, as shown on the Application Form.

32. The Exhibitor agrees to pay to the Organiser for all amounts of charges relating to Exhibitor’s participation in the Exhibition in accordance with the Exhibitor Manual or in respect to all goods and services supplied at the request of the Exhibitor.

33. The Fee is payable without any deduction, withholding or set-off whatsoever.

34. If the Fee is not paid when due in accordance with the Application Form, then without prejudice to the Organiser other rights or remedies.

34.1. The Exhibitor shall be liable to the Organiser for all amounts of charges relating to the Prescribed Rate, with interest to accrue on a daily basis from the date on which payment becomes overdue until the date the payment is made.

34.2. The Exhibitor shall be liable for the Organiser’s incidental costs of collection and recovery of amounts due, including but not limited to solicitor’s costs and disbursements on a full indemnity basis before and after judgment for the costs of proceedings.

4. Cancellation and Reduction of Space

41. Subject to this Clause, the Exhibitor may, by notice in writing delivered to the Organiser by registered post (“the Reduction Notice”), apply to reduce the size of the Space. The Organiser shall in its sole discretion and without assigning any reason, accept whether or not to accept the Reduction Notice.

42. In the event that the Organiser accepts the Reduction Notice, the booking of such Space forms which shall be reduced and liquidated damages (and not penalty) shall be payable by Exhibitor to the Organiser in accordance with Clause 4.4.

43. Upon cancellation in accordance with Clause 4.1 or reduction of Space in accordance with Clause 4.2, the cancellation fee payable by the Exhibitor to the Organiser shall be as follows:

43.1. Cancellation dates after acceptance, and before 1st April 2018, Cancellation Fee is 75% of the Fee;

43.2. Cancellation dates after acceptance, and between 1st April and 19th June 2018, Cancellation Fee is 50% of the Fee;

43.3. Cancellation dates after acceptance, and between 20th June and 19th December 2018, Cancellation Fee is 25% of the Fee;

43.4. Cancellation dates after acceptance, and between 20th December 2018 and 20th March 2019, Cancellation Fee is 10% of the Fee;

43.5. Cancellation dates after acceptance, and between 21st March and 20th June 2019, Cancellation Fee is 5% of the Fee;

43.6. Cancellation dates after acceptance, and between 21st June and 20th September 2019, Cancellation Fee is 1% of the Fee.

5. Occupation Of Space

51. The Exhibitor shall pay the whole of its allocated Space at the commencement of the exhibition and for the entire duration of the opening hours of the Exhibition.

52. The Organiser’s maximum Beaumarchais shall be the provision of the Organiser containing such regulations in this Clause 7, in the event of the Organiser having any liability, the claimant shall first of all require or procure to be recovered the money payable by the insurers under the insurance policies between the parties, and if none such shall be available or recoverable, then, the Organiser’s liability shall be limited as follows;

53. The Exhibitor is responsible for the theft, damage and safety of all goods, decorations and other items brought into the Venue by the Exhibitor, its agents, employees or sub-contractors;

6. Exhibitor’s Obligations

61. The Exhibition shall not supply from the Stand or elsewhere at the Exhibition any food, drink or tobacco.

62. The Exhibitor shall conduct its business from the Stand and may not display or distribute its promotional publication or article of any kind other than from the Stand.

63. The Exhibitor shall observe and comply with the Exhibitor Manual at all times.

64. The Exhibitor will comply with all requirements of laws, regulations and codes of practice applicable to it and ensure that it does not infringe the rights of any third party in its activities the subject of these Terms.

65. The Exhibitor shall indemnify the Organiser and hold the Organiser harmless against all losses, claims arising as a result of the Exhibitor’s failure to vacate.

7. Liability And Insurance

71. Subject to Clause 7.3, the Organiser shall not be responsible for;

71.1. The theft, damage and safety of all goods, decorations and other items brought into the Venue by the Exhibitor, its agents, employees or sub-contractors;

71.2. The supply of the Exhibitor of any goods or services any third parties at the Exhibition including the operation and owner of the Venue, designated contractors and the Organiser’s contractors;

71.3. All claims made against the Exhibitor or subject to Clause 7.3 the Organiser’s liability shall be limited as follows;

72. The Exhibitor is responsible for the theft, damage and safety of all goods, decorations and other items brought into the Venue by the Exhibitor, its agents, employees or sub-contractors.