

# MELBOURNE ART FAIR 17–20 FEB '22

## Indigenous Art Centre Program (IACP) Expression of Interest

### The Opportunity

The Melbourne Art Fair Indigenous Art Centre Program will support participation of Indigenous-owned art centres at Melbourne Art Fair with the express aim to promote Indigenous contemporary artists, in addition to providing economic benefits, employment opportunities, access and capacity building support for remote communities.

This important initiative will contribute to a high-quality platform for Australian contemporary art and respond to the increasing national and international interest in collecting Indigenous Australian artists.

Melbourne Art Fair returns in the Victorian summer 17-20 February 2022 at the Melbourne Convention and Exhibition Centre to present 50 of the region's leading contemporary art galleries.

The Melbourne Art Fair Indigenous Art Centre Program is supported by the Australian Government Office for the Arts Indigenous Visual Arts Industry Support (IVAIS) Program. The program will provide a fully funded exhibition package for 2 remote Indigenous Art Centres to participate within Melbourne Art Fair 2022.

Agency Projects – a not-for-profit Indigenous organisation that supports communities to celebrate and preserve cultural knowledge and promote global recognition and an appreciation of Indigenous Australian art and culture – is partnering with Melbourne Art Fair Foundation on the delivery of this project

### EOI Deadline and Submission

All EOIs must including the following:

- Completed application form (page 5)
- Artist CV
- Up to four images of recent work indicative of quality

EOIs to be submitted before **Monday 30 August 2021, 5.00pm AEST**. Submitted via email to:

ATTN: Maree Di Pasquale  
maree@melbourneartfoundation.com

## Contact

For questions, please contact Maree Di Pasquale, CEO and Fair Director, on email [maree@melbournartfoundation.com](mailto:maree@melbournartfoundation.com) or mobile +61 410 425 780.

## About Melbourne Art Fair

Melbourne Art Fair is a seminal fixture on the Australasian cultural calendar, stimulating critical and commercial attention for galleries and their artists for over 30 years. The biennial fair supports and promotes Australasian living artists through the staging of a world-class platform for contemporary art, showcasing iconic and new works by artists from the region's most respected galleries.

Melbourne Art Fair is supported by government partners The Australia Council for the Arts and Creative Victoria.

Dates: 17-20 February 2022

Venue: Melbourne Convention and Exhibition Centre

Website: [melbournartfair.com.au](http://melbournartfair.com.au)

## The Organisers

Melbourne Art Fair is owned and operated by the Melbourne Art Foundation; a systemically significant Australian arts organisation dedicated to the support of living artists.

With the endorsement of the Art Galleries Association of Australia (AAGA) and the support of Government Partners the Australia Council for the Arts and Creative Victoria, the Fair continues to be a seminal fixture on the Australasian cultural calendar, stimulating critical and commercial attention for artists for over 30 years.

Established in 2003, Melbourne Art Foundation is a not-for-profit organisation committed to servicing the needs of artists, galleries, collectors, and the art loving public. It leads the way in building national and international audiences and markets for the work of Australia's living contemporary artists, bringing together the commercial, social, cultural, and environmental threads that underpin and sustain the vibrant Australian visual arts ecology.

## Venue Information

### Melbourne Convention and Exhibition Centre

Melbourne Art Fair will take place in the Melbourne Convention and Exhibition Centre, located on the banks of the Yarra River on the land of the Wurundijeri and Boon Wurrung people of the Kulin Nation.

The venue is within a 1km radius of the Melbourne Arts Precinct which is home to over 20 cultural organisations and institutions including NGV International, ACCA, Arts Centre Melbourne, The University of Melbourne Southbank Precinct and VCA.

## Covid-19 venue safe

The coronavirus pandemic has had an unprecedented impact on the arts industry and events sector in Australia. The impacts of this pandemic have required Melbourne Art Fair to rethink operating protocols in the delivery of a safe and enjoyable fair experience for all.

MCEC has a VenueSafe Plan in place to ensure certainty in this changing environment and preserve the health and safety of all. Melbourne Art Fair also has its own COVID safe plan which has been developed in line with Victorian and Federal Government recommendations, and in consultation with our industry partners and associates.

Melbourne Art Fair will prioritise the visitation of our collectors, with unlimited access to the Fair over the four days. Multiple VIP Previews will allow collectors to gain private, first access to the Fair and if required, session times with contactless entry will be introduced for the art-loving public.

With a floorplan designed by world renowned architects DCM, the size of aisles and common areas have been increased for flow and social distancing.

## Art Centre Participation Information

### Participation Package

#### **Included:**

- Booth hire (exhibition space 25sqm)
- Exhibition walling and lighting package
- Travel and accommodation for 2 art centre staff or artists
- Participation and inclusion in public programs
- Marketing and PR (inclusion in national marketing and PR campaign)
- Artwork installation
- Artwork transport and freight support
- Interns (on the ground support)

#### **Not Included:**

- Artwork insurance
- Additional walling and lighting
- Car parking
- Artwork storage

### Exhibition Criteria and Selection

MAF IACP welcomes expressions of interest from not-for-profit Aboriginal owned art centres which sell and exhibit contemporary art. The program invites art centres to exhibit a solo show / single-artist presentation to be shown alongside and without distinction from Australasia's leading contemporary galleries.

Selection will be determined by an independent First Nations advisory panel and is based on the strength and quality of the proposed artist and the exhibition proposal submitted.

Art centres are required to submit supporting documentation as prompted, including art centre information, proposed artist, description of planned exhibition, artist CV and images.

Art centre artists represented by commercial galleries participating within Melbourne Art Fair will not be eligible for exhibition.

## Timeline

### **Expressions of Interest**

<b>EOI Open</b>	1 August 2021
<b>EOI Close</b>	30 August 2021
<b>Art Centres notified in writing</b>	9 September 2021

### **Successful Art Centres**

**Art Centre participation announced** 21 September 2021

**Art Centres receive art fair Exhibitor Manual** 8 October 2021

Art Centres will be appointed a dedicated MAF IACP Project Coordinator to facilitate participation.

The MAF IACP Project Coordinator will distribute the Exhibitor Manual which contains operational information including but not limited to insurance requirements, floor plans, booth plans, risk management forms, freight information, schedules, and pass forms.

**Exhibitor Manual Forms Due** 11 November 2021

The MAF IACP Project Coordinator will liaise with participating art centres on all Exhibitor Manual form requirements for submission before the deadline.

**Travel and accommodation bookings** December 2021

The MAF IACP Project Coordinator will liaise with participating art centres on travel and accommodation bookings.

### **Melbourne Art Fair**

Bump In (exhibition installation)	16 February 2022
Melbourne Art Fair show opening	17 – 20 February 2022
Move Out	20 February 2022

## Art Centre EOI Form

<b>Art Centre Name</b>	
<b>In Operation Since</b>	
<b>Art Centre Address</b>	
<b>Art Centre Phone</b>	
<b>Art Centre Website</b>	
<b>Art Centre Director Name</b>	<b>Art Centre Director Email</b>
<b>Art Centre Contact Name</b>	<b>Art Centre Contact Email</b>
<b>Art Centre Contact Phone</b>	
<b>Art Centre History (200 words max)</b>	
<b>Aboriginal Art Association Membership(s)</b>  Please indicate the Aboriginal Art Associations where the art centre holds membership.	

**Melbourne Art Fair Proposed Artist**

**Melbourne Art Fair Proposed Exhibition (400 words max)**