



Application: Art Rotterdam | 3 - 7 February 2021
Van Nellefabriek, Rotterdam
Deadline: September 24th 2020

Over the years Art Rotterdam has developed its own unique identity among all the other art fairs in the world, clearly distinguishing itself by the variety of exhibition concepts, the focus on young art and its exquisite location.

This all resulted in a high quality level of visitors with **excellent sales figures** for the participating galleries. **Art Rotterdam** is all about creating a **strong market place in an inspiring city** where visitors **experience, discover** and **acquire** new works in the outstanding UNESCO-listed building of the Van Nellefabriek.

The exciting **Art Rotterdam VIP programme** attracts many international collectors to the fair and the invitation programme for international curators, which is composed in collaboration with the Mondriaan Fund, brings in some of the most interesting curators and other art professionals.

Approach Covid-19

Art Rotterdam offers participants and visitors a safe and pleasant stay according to the Dutch government guidelines. Tom Postma Design (Art Basel, Tefaf, Frieze Masters etc.) has calculated that under current regulations 1.800 people can enter Art Rotterdam at the same time. Enough to welcome over **18,000 collectors, curators, museum directors and potential art buyers in complete safety at the fair.**

Given the current situation, Art Rotterdam will take place in February as always. In the unlikely event a second wave takes place resulting in a lockdown and/or ban on events, the February edition will be postponed to the alternative date **from Wednesday, 30 June to Sunday, 4 July 2021**. In this case, registrations are automatically valid on the alternative date.



Art Rotterdam 2020, Van Nellefabriek (Unesco World heritage), Rotterdam

Main Section

The Main Section is the heart of Art Rotterdam. Centrally located in the Coffee Factory and the Tobacco Factory, **international galleries** will present a

selection of **upcoming and more established** artists to the public. A few spaces are exclusively reserved for dealers of post-WWII art and vintage photography.

- Price per m2: € 225
- Fixed contribution: € 750
- Minimum booth size: 30 m2
- Maximum booth size: 60 m2
- Shared booth (maximum 2 galleries) is possible
- Booth price includes: tube lighting, name plate and outer walls

The selection committee of the Main Section, Solo/Duo and New Art Section consists of:

- Barbara Seiler Gallery, Zürich
- Gallery Stigter Van Doesburg, Amsterdam
- Ellen de Bruijne Projects, Amsterdam
- Galerie Sofie Van de Velde, Antwerp
- Joseph Kouli, collector, Paris
- Tobias Arndt, collector, Brussels

[CLICK HERE](#) to register for Main Section

Solo/Duo

Approximately 15 stands in the Main Section are made available for **solo or duo presentation of artists** with a strong underlying curatorial concept. It is possible for a maximum of two galleries to share a Solo/Duo booth.

- Part of the Main Section
- One or two artists exhibition
- Shared booth (maximum 2 galleries) is possible
- Fixed price: € 5,900
- Booth size: 27 m2
- Booth price includes: tube lighting, name plate and outer walls

[CLICK HERE](#) to register for Solo/Duo

New Art Section

Two years ago, the New Art Section was revamped with great success. This section is focusing on works by emerging artists rather than on the age of the galleries. Please find the members of the selection committee listed above under the Main Section.

The New Art Section will exclusively exhibit **works of emerging artists**, born either in the eighties or the nineties.

- Open to all galleries
- Solo presentation of an emerging artist born in 1980 and after
- Architectural setting based on design by Tom Postma Design
- Booth includes: Tube lights, signing and outer walls
- Fixed price: € 3,950
- Booth size: around 20 m2

[CLICK HERE](#) to register for the New Art Section

Projections

Projections is an **integral part of the fair** and was successfully made future-proof with a new set-up last year. An area of **700 square metres** is plunged in full darkness where video's and films will be displayed in **different formats**.

The selection committee of Projections consists of:

- Hugo Brown, Brown Family Collection
- Bob and Renée Drake
- Bart Rutten, director Centraal Museum Utrecht
- Jean-Conrad Lemaître, video collector, Paris

Each of the selection committee members will acquire one work from the works presented at Projections for their collection. The purchase of the Centraal Museum Utrecht is supported by Classicus Private Assurance.



Projections 2020, Van Nellefabriek, Rotterdam

- Participation exclusively in combination with Main Section, Solo/Duo or New Art Section.

Available formats:

- Booth with a screening wall of 4 metres wide: € 2,900
- Booth with a screening wall of 6 metres wide: € 3,900

Galleries and project spaces are encouraged to submit unconventional projections formats e.g. on multiple screens, standing projections or a combination of projections and monitors. Standard screens are offered in the above-mentioned formats, other formats need to be discussed with the fair organisation and a special fee will apply accordingly.

All booths include:

- Screen
- HD video projector
- Concentrated sound system (sound shower)
- Technical support during the fair
- A low bench at which the sound system is aimed
- Presentation board (name gallery/artist + short description of the video)

[CLICK HERE](#) to register for Projections

Art Rotterdam outside work

Galleries and project spaces can submit a proposal for a large-scale art work that is presented outside, in front of the entrance of Art Rotterdam or at another suitable location on the premises of the Van Nellefabriek.



Some outside works shown at Art Rotterdam 2020. Artists from left to right: Thomas Trum, Marinke van Zandwijk, Maen Florin, Oscar Peters.

The space is made available by Art Rotterdam. As well as the lighting, text board and the announcement in various Art Rotterdam publicity channels. The remaining costs are to be covered by the gallery/artist. Participation in another section at Art Rotterdam is not obligated.

To submit a proposal, please send a pdf no later than 16 October 2020 containing:

- CV artist
- 5 to 10 images of the work, including title, technique, year
- Short description of the work [max. 1 A4]
- You can e-mail the above in one pdf [5 MB maximum] to:

info@artrotterdam.com

- You will be notified by e-mail around 29 October whether your work has been selected.

We are looking forward to receiving your application **by 24 September 2020**.

Sincerely,

Fons Hof
Director Art Rotterdam

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