

Application Art Rotterdam Deadline: 11th October 2024

New location: Rotterdam Ahoy

New date: 27 - 30 March 2025

New concept: Highly varied and curated Art Fair

New hotel offer: Free hotel stay for non-Dutch galleries

'Art Fairs must keep upgrading their experiences'

The Art Newspaper

Art Rotterdam is happy to **celebrate its first** edition at the new location Rotterdam Ahoy in 2025. This move makes it possible to accommodate **28.000 international collectors**, curators, professionals and art lovers, and provides enough space to reshape the fair with a new concept.

Art Rotterdam 2025 will be a unique experience. The fair will feature a grid of galleries interspersed **with large curated sections where galleries can showcase video art, installations and sculptures at no additional cost**. This will create a rich, diverse and inspiring visitor experience, ensuring a future-proof Art Rotterdam.

For many years Art Rotterdam has boasted **excellent sales figures** for the participating galleries. During the last edition, over 90% of non-Dutch galleries were more than satisfied with their sale results at the fair.

Free hotel stay for non-Dutch galleries during Art Rotterdam

To make the stay of non-Dutch galleries during Art Rotterdam as pleasant as possible, we are offering a free hotel stay of four nights during the fair period at our partner hotel, the four-star Bilderberg Parkhotel Rotterdam. This will also be the Art Rotterdam gallery & collectors hub during the fair.

Art Rotterdam at Rotterdam Ahoy

- Compact layout with abundant daylight
- Three large curated sections, without extra cost to participating galleries
- Extensive and varied catering facilities

- Excellent accessibility by both metro and car, with 2,000 parking spaces available
- Situated in the artistic and centrally located Rotterdam South



PROJECTIONS

Spectacular video section that is unique to Art Rotterdam and for which international collectors travel specifically to Rotterdam.

- Free of charge for participating galleries
- Curatorial concept
- Video section in which each participating gallery can propose one video work
- Darkened space of over 800 square meters featuring 12 projections on five-meter-wide freestanding projection screens

The Projections space consists of:

- 5 meter wide screen
- Sound system
- Headphones
- Text board with background information
- Signing
- Bench

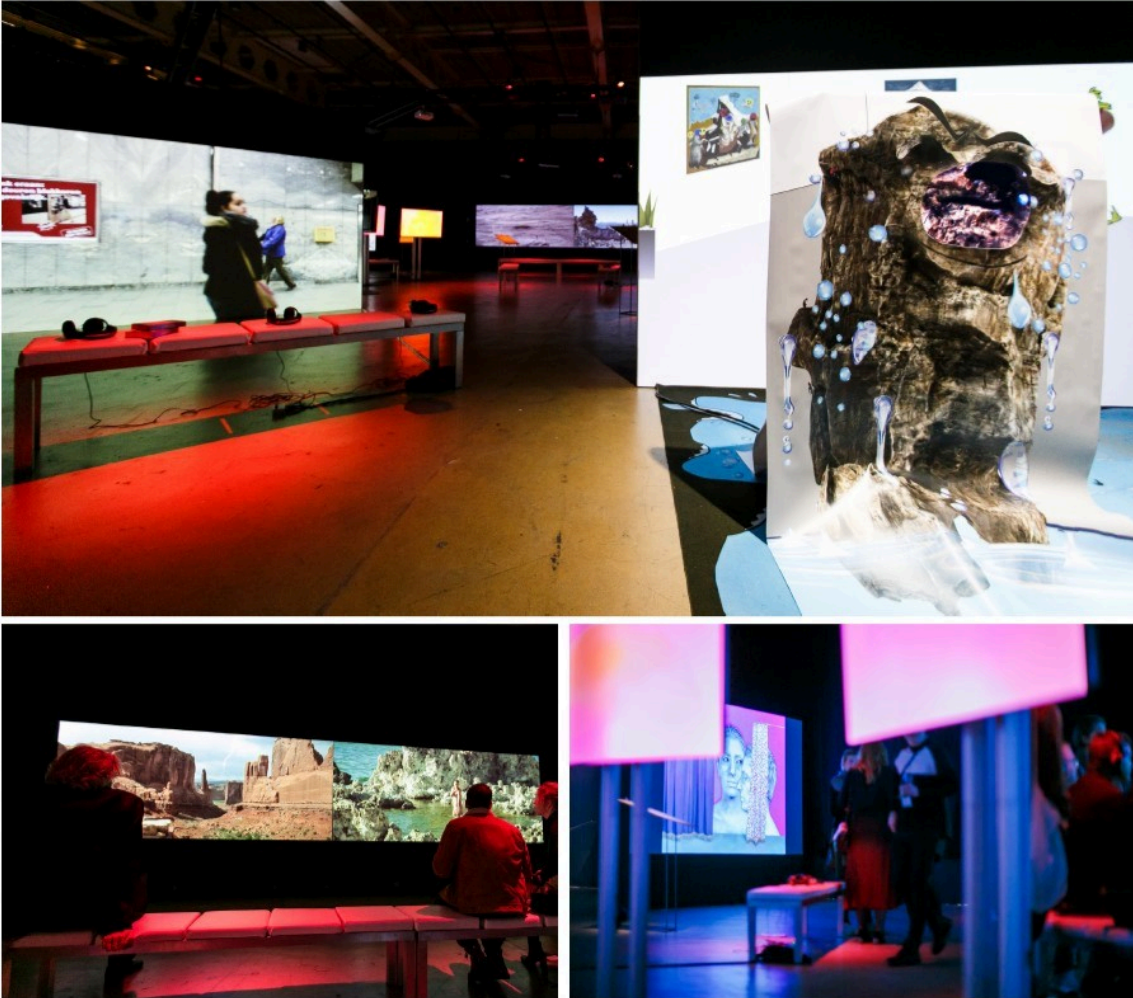
Curators / selection members:

Bart Rutten (1972), artistic director of the Centraal Museum Utrecht

Bob and Renée Drake, passionate art collectors

Julian Ross (1988), curator, researcher and writer based in Amsterdam

Register for PROJECTIONS



INTERSECTIONS

Installations in a 500 square meter space for large-scale artworks, artist performances, multi-media installations and art installations. Participation is open to galleries and non-profits.

- Free of charge for participating galleries
- Curatorial concept
- A 500 square meter free space where anything is possible, connecting the commercial and institutional worlds
- Participating galleries and non-profits can propose a large-scale artwork, artist performance, multi-media installation or art installation

Curators / selection members:

Rotterdam based, **Maziar Afrassiabi** (1973, Tehran, Iran) is founder and artistic director of Rib (Art Space) in Rotterdam and member of the advisory board of

Léon Kruijswijk (1989) is curator at KW Institute for Contemporary Art in Berlin, and works as a freelance curator and writer.

Ronan Grossiat, Collector, Paris.

Pauline Hatzigeorgiou (1989) is a Brussels-based curator, art historian, writer, and teacher at the Royal Academy of Fine Arts in Brussels.

Samuel Leuenberger (1974) is an independent curator. He is founding director and curator of SALTS, an exhibition space in Birsfelden, Switzerland, and curator of Art Basel's Parcours sector.

Register for INTERSECTIONS



Erik van Lieshout, *Konijn* (2023-2024), installation view at Annet Gelink Gallery, Art Rotterdam 2024. ph. Beeldsmits. Courtesy the Artist and Annet Gelink Gallery, Amsterdam

A 280 square meter space at the fair for sculptures designed by Tom Postma Design. Sculpture Park also serves as a meeting point, providing air and space to the fair.

- Free of charge for participating galleries
- Curatorial concept
- A 280 square meter space at the fair for sculptures
- Each participating gallery can propose one sculpture

The Sculpture Park space consists of:

- Space for the sculpture at Sculpture Park
- Each participating gallery can propose one sculpture
- Lighting
- Text board
- Announcement in various Art Rotterdam publicity channels

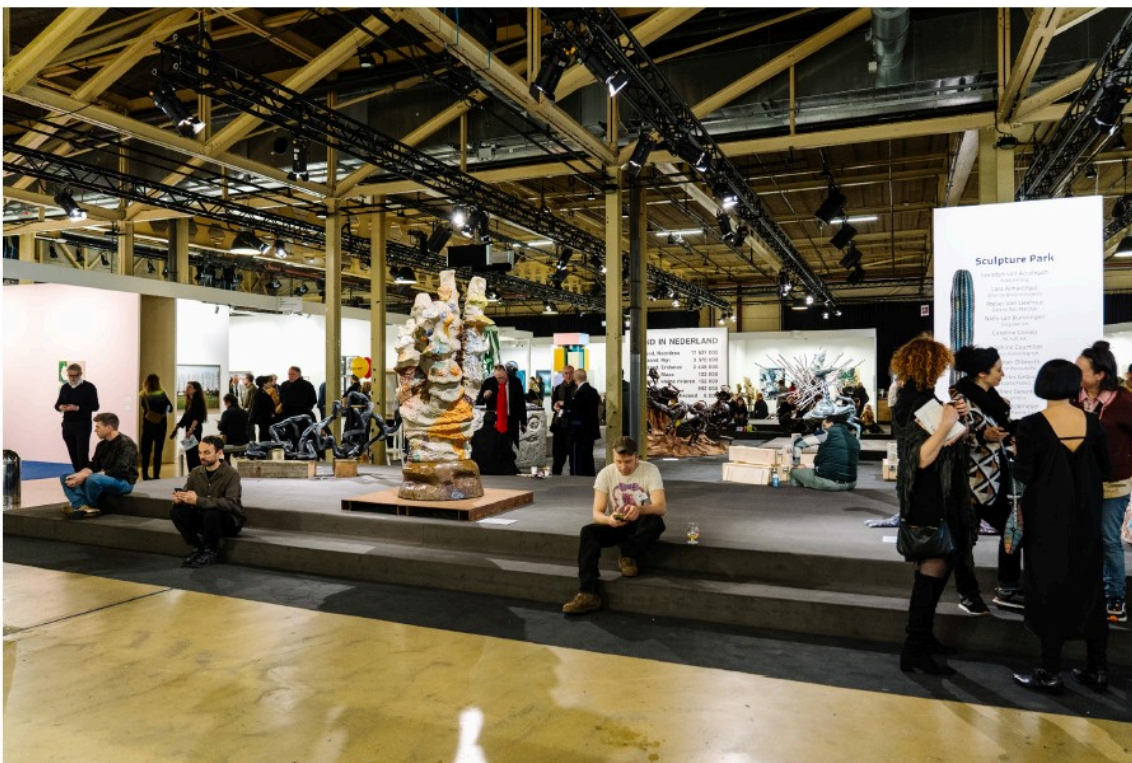
Curators / selection members:

Ove Lucas (1960), Dutch curator and director of the Center for Visual Arts Rotterdam and Sculpture International Rotterdam.

Barbara Bos (1985), Head of exhibitions Museum Voorlinden – museum for contemporary art, Wassenaar.

Sara Weyns (1979), Director Middelheimmuseum, Antwerp.

Register for SCULPTURE PARK



NEW ART SECTION

The New Art Section exclusively shows works by emerging artists.

- **New curator: Övül Ö. Durmuşoğlu**
- Open to all galleries
- Solo presentation of an emerging artist
- No age limit for artist or gallery
- Booth includes: led lights, name plate and 3.5 meter high walls
- Fixed price: € 4.500,- (ex VAT)
- Booth size: 25 m2
- Art Rotterdam offers non-Dutch galleries a hotel stay free of charge during the fair (arrival 26 March – departure 30 March / 4 nights) at the Art Rotterdam partner hotel

Övül Ö. Durmuşoğlu lives and works in Berlin. She is a curator, writer, and educator working on constructive critiques of civilization, sustainability of intersectional futures, and practices of togetherness from feminist queer perspectives.



Between 2021 and 2023 she co-curated the 3rd the 4th editions of Autostrada Biennale in Kosovo with Joanna Warsza. Earlier, she taught as a guest professor at Universität der Künste Berlin Graduate School; curated programs within the 10th, 13th, and 14th Istanbul Biennials; worked as a curator for steirischer herbst 2018; and coordinated and organized different programs and events at Maybe Education and Public Programs for dOCUMENTA (13).

Register for NEW ART SECTION

MAIN SECTION

The Main Section is the heart of Art Rotterdam, where national and international galleries present a selection of upcoming and more established artists.

- Price per m2: € 250,-
- Fixed contribution: € 750,-
- Minimum booth size: 40m2
- Maximum booth size: 100 m2
- Shared booth (maximum 2 galleries) is possible
- Booth price includes: led lights, name plate and 3.5 meter high walls
- Art Rotterdam offers non-Dutch galleries a hotel stay free of charge during the fair (arrival 26 March – departure 30 March / 4 nights) at the Art Rotterdam partner hotel

Selection committee:

Ellen de Bruijne - Ellen de Bruijne Projects, Amsterdam

Kiki Petratou - Gallery Joey Ramone, Rotterdam

Jaring Dürst Britt - Dürst Britt & Mayhew, The Hague

Joseph Kouli - Collector, Paris

Tobias Arndt - Collector, Brussels

Frederick Gordts - Collector, Brussels

Register for MAIN SECTION

SOLO/DUO

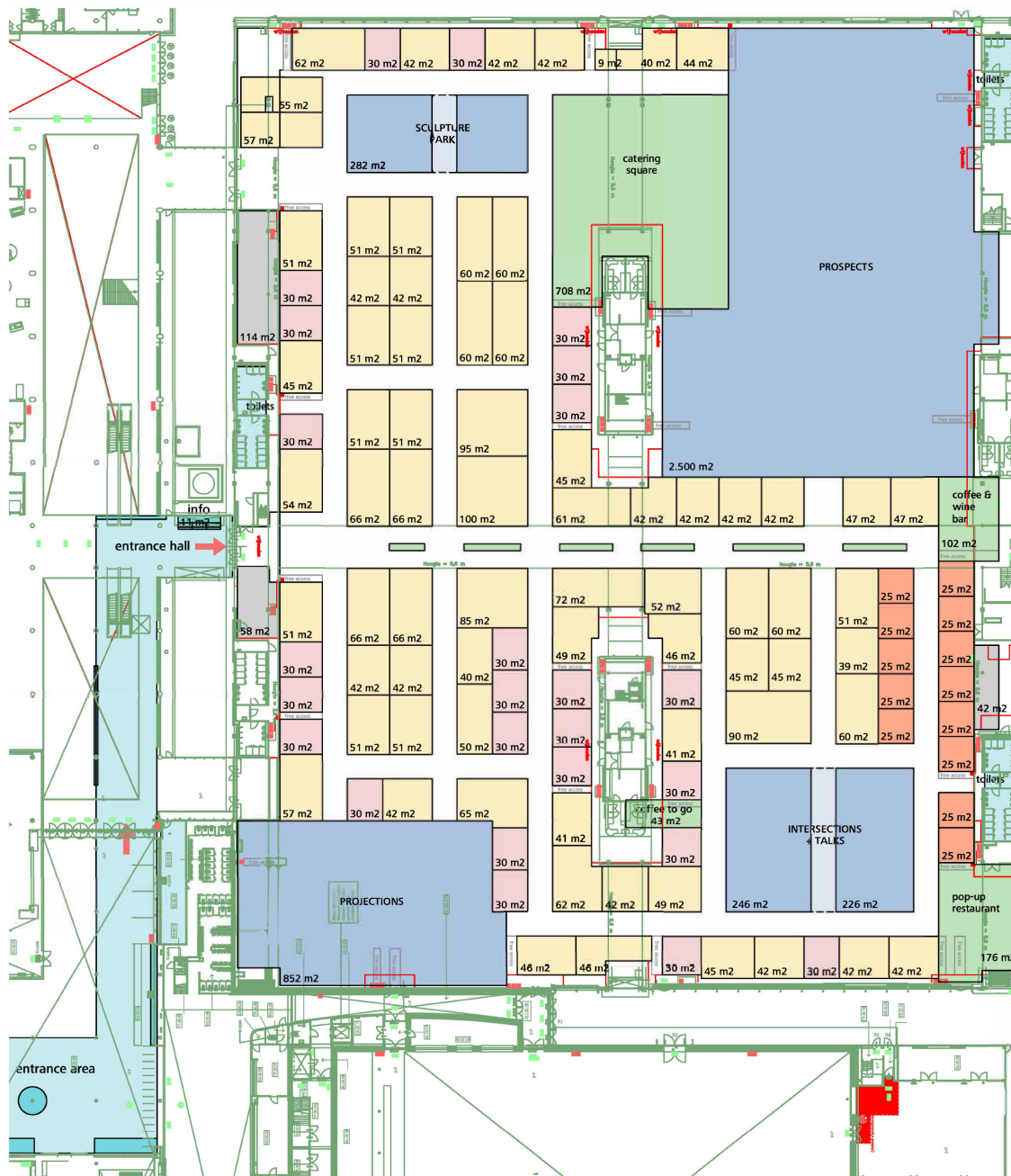
Solo/Duo is dedicated to solo or duo artist presentations featuring a strong underlying curatorial concept.

- Curatorial concept
- Exhibition featuring one or two artists
- Part of the *Main section*, with booths placed throughout the fair
- Fixed price: € 6,900 ex VAT
- Booth size: 30 m2
- Booth price includes: led lights, name plate and 3.5 meter high walls
- Art Rotterdam offers non-Dutch galleries a hotel stay free of charge during the fair (arrival 26 March – departure 30 March / 4 nights) at the Art Rotterdam partner hotel

Selection committee: mentioned above under Main Section

[Register for SOLO/DUO](#)

Floorplan Art Rotterdam 2025



- Main Section
- Solo/Duo
- New Art Section
- Curated sections
- Catering / Restaurants

We look forward to receiving your application by **11 October 2024**.

If you have any further questions, please feel free to contact us.

Wishing you a wonderful summer break ahead.

Kind regards,

Fons Hof

Director Art Rotterdam

Art Rotterdam 2025

27 - 30 March, Rotterdam Ahoy

Preview: Thu, March, 27 - 11.00 - 16.00

Opening: Thu, March, 27 - 16.00 - 21.00

Public days: Fri. March, 28 - Sun. March, 30 - 11.00 - 19.00

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