

TUTTON & YOUNG *present*
BRIGHTON
ART FAIR
AT LEWES
30 NOVEMBER - 1 DECEMBER
LEWES TOWN HALL

Brighton Art Fair this year is moving venue to the beautiful and historic Lewes Town Hall – Corn Exchange and Assembly Room.

This years show will take place Friday 29th November - Sunday 1st December 2019.

Whilst we were expecting to be back at Brighton Corn Exchange the renovation work has hit unexpected delays and is now not going to be ready for September this year.

Lewes Town Hall provides a beautiful and spacious alternative setting for the show. Being in Lewes does have some considerable advantages - Lewes is the County Town, a beautiful, historic and wealthy place surrounded by affluent and artistic small towns and villages such as Alfriston, Ditchling and Uckfield.

Lewes is very well connected by road and rail - 15 minutes from Brighton and 20 minutes from Eastbourne by train. Lewes has a fast (67 minutes) regular train service from London. There is ample parking near the venue.

It will be an opportunity to connect to new customers as well as established customers from around Brighton and London.

The fair provides a fantastic platform for the public to buy art directly from the best of local and national artists, and for artists to not only sell directly to the public, but also to make great connections with galleries, curators and potential buyers.

We charge no commission on sales.

Over 14 years of operation, Brighton Art Fair has built an enviable reputation for showcasing an interesting and high-quality selection of artists and makers, with visitors returning year on year to buy. Brighton Art Fair is a top quality, exciting exhibition offering a balance of styles, media and prices.

THE VENUE

We'll be using the Georgian Assembly Room and the Victorian Corn Exchange at Lewes Town Hall - together these rooms form a light, spacious and attractive venue. Lewes Town Hall is literally in the centre of Lewes at junction of High Street and Market Street (the entrance is in Fisher Street) it's a few minutes walk from the station and adjacent to car parks.

Lewes is very well connected - 15 minutes from Brighton and 20 minutes from Eastbourne by train. Lewes has a fast (67 minutes) regular train service from London. There is ample parking near the venue.

APPLYING & SELECTION

Applications are invited worldwide from individual artists, groups of artists and galleries. Artists wanting to share spaces must be individually selected and the number of artists must be reflected in the size of the space booked. We will require images of each artists' work to be shown, whether individually or within a studio group or gallery.

We require your CV or artists statement and a minimum of 4 representative images – all clearly labelled please, with the title and medium.

If you can, please apply online. **YOUR IMAGES MUST BE JPEGS and under 2MB** (1500 pixels is about right) – over large images is the most common reason for applications to failing to send. If you are unable to apply online we also accept applications by post and images should be provided as photographic prints.

Please do not apply by email.

Those applying using the online system will get an email acknowledgement that the form has arrived safely. Once the form has been uploaded, you will not be able to edit it so if you need to check it over, save it as a draft copy.

If you are a **GROUP** or a **GALLERY** with more than 2 exhibitors, apply on one form uploading 8 images but please make sure you leave a full list including all artists websites / online portfolios – we do look at every applicants' work.

If there are 2 of you wanting to **SHARE A SPACE**, we ask that both makers apply separately (and if selected each will get a separate web and catalogue entry).

Selection is a process we take very seriously - it can take many weeks to look through the applications, narrow down the applicants and select a balanced exhibition. We ask that you are patient during this period and we will be in touch with everyone as soon as the selection process is finalised. In order to cover the time of the selection committee, we charge a fee of £18.00 per applicant.

DEADLINE

Applicants are invited to apply any time before the 31st March 2019 and the selection will be made by the selection committee by the beginning of May 2019.

PRINTS

We welcome applications from printmakers and print studios.

We do not allow for sale reproductions of artworks produced in another medium. Mass produced reproductions even if in high quality ink jet (giclée) or screenprints are not acceptable (original prints – editions of up to 250 are acceptable).

SPACE

Each space will compromise a white painted shell with a minimum of 2 spotlights – the spotlights are adjustable and fixed onto the rig. The boards are made from hollow ply, painted white - the name plate on the board is produced by contractors and will be written as you specify. The boards are 9ft high and 50mm / 2" wide. While they will support a reasonable hanging weight, if you are hanging anything particularly heavy, they should either be hung from the top or from the anchors in the board. Work can be hung from screws or mirror plates.

There are a number of end-spaces available that have extra space on the outside of the stand – these are colour coded 'pink' and 'light blue' on the floorplan. In the interests of fairness, we are charging extra for the added hanging spaces and the additional spotlights are included in the price.

PRICES

- A Light green** 2m x 1m (4m hanging space – 2 spotlights included)
Stand Price - £510.00 + VAT £102.00 = **£612.00**
- B Pink** 2.5m x 1m (end) (6.5m hanging space - 4 spotlights included)
Stand Price – £735 + VAT £147.00 = **£882.00**
- C Yellow** 2m x 1.5m (5m hanging space – 3 spotlights included)
Stand Price - £700.00 + VAT £ 140.00 = **£840.00**
- D Light yellow** 3m x 1m (5m hanging space - 3 spotlights included)
Stand Price - £700.00 + VAT £140.00 = **£840.00**
- E Lavender** 3m x 1.5m (6m hanging space – 4 spotlights included)
Stand Price - £952.50 + VAT £190.50 = **£1143.00**
- F Orange** 4m x 1.5m (7m hanging space – 5 spotlights included)
Stand Price – £1,205.00 + VAT £241.00 = **£1446.00**

Please note that measurements of the spaces are taken from the outside and **do not** account for the thickness of the panels, therefore internal measurements of each blank panel may be **up to 10cm less**.

Also provided are – central credit card machines, a gift-wrapping stand, porters to assist with set up as well as take down, exhibitors cloakroom, (discount at the newly refurbished café) and a catalogue containing exhibitor information.

Lighting is included but should you need more the prices are as follows - £30 + VAT £6.00 = **£36.00** per spotlight, with extra plug sockets at £50 + VAT £10.00 = **£58.00** per plug socket.

PAYMENT

We require a 25% deposit to be paid within 14 days after notification of selection to guarantee reservation of your space. The remainder of the balance is to be paid in instalments in June, July and August. We ask that full payment is to be made by the 1st November 2019. Due to issues with payments in the past, we will offer stands that have not been paid for by this date to other artists on our waiting list.

DATES

Friday 29th November; 9am – 5pm - Set Up

Friday 29th November; 6pm – 8:30pm – Private View (invite only)

Saturday 30th November; 10:30am – 6pm – Open to public.

Sunday 1st December; 10:30am – 5pm – Open to public.

Take down – Sunday 1st December from close of show.

CREDIT CARDS

Increasingly visitors prefer to use credit or debit cards to pay for purchases at our shows. We will continue to provide a central facility for which we charge a **5%** commission fee, but some of our exhibitors prefer using their own facility for ease of access, via their smartphones – SumUp is a great example!

TICKETS

There will be a charge for entry by the general public into the show of **£7.50** per person – this will include a catalogue listing all exhibitors and access for the day.

We are offering students discounted entry to the show at **£3.50** per person (with valid NUS card or college / university ID card) and children are **FREE** under 14.

PRIVATE VIEW

A private view will be held on Friday 29th November. We have a growing database of past buyers at Brighton Art Fair and we will be inviting the best buyers, as well as gallery owners from the South East and art professionals in the area.

F.A.Q.

HOW ARE THE EXHIBITORS CHOSEN?

The selection committee will meet in April to choose the exhibitors. We are aiming for a balanced exhibition selecting, high quality, original work that spans many different media, styles and subjects.

WHY CAN'T I SELL GICLEE (INKJET) REPRODUCTIONS?

We want Brighton Art Fair at Lewes to have and maintain a reputation for selling the best quality original artwork. We are very supportive of original printmaking and exhibit many printmakers / printmaking studios. We feel that in the long term, exhibiting and selling reproductions undermines the event as a high-quality national art fair, and in the short term confuses the public about what is and what is not an original print.

IS THERE A COMMISSION CHANGE ON SALES?

No commission is charged on sales. (Although 5% commission is charged on credit card sales if you use our facility to cover administration costs – taken from the selling price)

WILL BRIGHTON ART FAIR AT LEWES WORK FOR ME?

Whilst many artists find Brighton Art Fair a useful tool to promote and sell their work, it doesn't work for everyone, we can't guarantee sales and a few artists don't sell at all. The fair has a good track record of bringing in art buyers, mostly for work in the price range £100 - £1000. It is important to have a good idea of what you want to get from the fair, prepare properly and participate fully in the marketing campaign to make the visitors and galleries come to look at your work in particular.

CONTACT INFORMATION

If after reading through this information pack you have any further questions, please do not hesitate to contact us.

We prefer communication through email (jon@tuttonandyoung.co.uk), If you are unable to use email the Brighton Art Fair phone number is 01903 608757. Please leave your message on the answer phone and we will get back to you.

TERMS AND CONDITIONS

1. All work must be original and by the artist.
2. Prints on sale must be 'original' prints. Mass produced reproductions even if high quality ink jet (giclee) or screenprint are not acceptable. (Editions up to 250 acceptable.) Artists & photographers working digitally can exhibit 'giclee' prints but they must be of the highest possible quality using proven colourfast inks high quality paper and of a limited edition.
3. Artists cannot sublet their space or any part of it to another party without prior permission.
4. Artists cannot display the work or services of another party without prior permission.
5. Deposits are not refundable.
If you drop out up to 6 weeks before the event we will refund the rest of your stand fee. If you drop out after that time we will endeavour to sell the space and refund your fee, but cannot guarantee that.
6. If the event is cancelled we will return your deposit and stand fee in full but cannot be held liable for any additional expenses incurred.
7. All stand fees must be paid in full by 1st September to confirm a space.
8. You are responsible for your own insurance of your work and public liability. We recommend joining a-n / AIR.

Visit <http://www.a-n.co.uk/subscribe> or email info@a-n.co.uk.
9. Spaces are nontransferable.
10. All work displayed must be for sale.
11. A few cards and postcards can be displayed and sold but must not dominate - 3 or 4 designs max.
12. If hanging work on the outside of panels adjacent to aisles, ensure that work is adequately secured to the walls and not fragile as aisles get crowded and visitors can brush against work by mistake.

APPLICATION FORM – BRIGHTON ART FAIR
29th November - 1st December 2019

DETAILS OF IMAGES/PHOTOGRAPHS ENCLOSED:

NAME OF ARTIST- (if applying as a group) TITLE & MEDIUM

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

(Continue on separate sheet if necessary)

I UNDERSTAND THAT I AM WHOLLY RESPONSIBLE FOR THE INSURANCE OF MY ARTWORK AND OTHER BELONGINGS AGAINST THEFT OR DAMAGE WHILST IN TRANSIT, ON DISPLAY AT MADE LONDON EITHER ON MY STAND OR IN PUBLIC DISPLAY AREAS OR BEING HANDLED BY WRAPPERS OR PORTERS.

We recommend joining a-n / AIR which will insure you and your work. Visit <http://www.a-n.co.uk/subscribe> or email info@a-n.co.uk.

I enclose a Cheque for £18 made out to Tutton and Young Ltd

I enclose my Artist statement/CV

SIGNED BY:

DATE:

SEND TO: Tutton and Young Ltd, Atelier 51, 51 Providence Place Brighton BN1 4GE

APPLICATION DEADLINE 31st March 2019.

STANDPLAN

