



Rotterdam, July 2011

Dear gallery owner,

Hereby we send you the application for the 2012 edition of Art Rotterdam. The fair will be held from Wednesday 8 up to and including Sunday February 12, 2012 in the Cruise Terminal in Rotterdam. The preview and official opening will take place on Wednesday February 8, 2012. Art Rotterdam will be open for the public from Thursday 9 up to and including Sunday February 12, 2012.

After the successful edition of 2011, which attracted 13.200 visitors, Art Rotterdam 2012 promises to become again the international meeting place for artcollectors, curators, museum directors, artists, gallery holders and other art professionals.

New at the 2012 edition of the fair is the 'New Art Section'. This section is especially allocated to young galleries [max. 7 years old] to present their upcoming artists. This 'New Art Section', with innovative solo presentations, consist of 15 booths and is situated on the ground floor of the fair. The selection of the galleries is done by Witte de With Center for Contemporary Art, Rotterdam and De Appel arts centre, Amsterdam. A booth at the New Art Section is offered for the fixed fee of € 2.500,- inclusive of stand assembly, standard lighting and Hilton hotel arrangement.

Every participant [Art Rotterdam & New Art Section] may invite their prominent collectors and art professionals for the fair and the reception programme. For important foreign guests the hotel accommodation at the Hilton Hotel will be paid for by Art Rotterdam. Art Rotterdam offers each participating foreign gallery a Hilton hotel arrangement: 6 nights / single bedroom. Each gallery may invite one foreign collector and one foreign curator for the fair. They will receive two nights at the hotel free of charge during the fair.

In case we receive more applications then we can accommodate a selection committee will decide. The selection committee consists of the following persons: Delphine Bekaert (Hoet Bekaert Gallery, Gent), Nieck de Bruijn (Upstream Gallery, Amsterdam), Wilfried Lentz (Wilfried Lentz Gallery, Rotterdam), Diana Stigter (Galerie Diana Stigter, Amsterdam) and Martin van Zomeren (GMVZ, Amsterdam).

We are looking forward to your application.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Fons Hof'.

Fons Hof  
Director Art Rotterdam