



## APPLICATION REMINDER

### Art Rotterdam | 9 - 13 February 2022

**Deadline: September 24th 2021**

The unique, **once off summer edition** of Art Rotterdam 2021 was a **resounding success**; the first European international art fair that dared to open its doors once more, **completely covid proof**. With a surprisingly large number of enthusiastic and devoted visitors, 16 outdoor artworks and more than **100 participating galleries**, the fair once again proved its **unstoppable vitality**. The upcoming edition will take place in February as always and will offer art enthusiasts from the Netherlands and abroad the opportunity to experience the latest developments in the visual arts.

**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. This all results in a high quality level of visitors with **excellent sales figures** for the participating galleries.

Over the years Art Rotterdam has developed its own unique identity among all the other art fairs in the world, clearly distinguishes itself by the variety of exhibition concepts, the focus on young art and its exquisite location. After an absence of one year the **video section Projections** is an **integral part of the fair** once again during the upcoming edition.

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.

#### Covid proof

The last summer edition was completely covid proof according to the guidelines of the Dutch government. Therefore, no infections have occurred. The coming February edition offers once again a safe and pleasant stay for participants and visitors in accordance with the latest guidelines from the Dutch government.

Art Rotterdam will take place in February as always. In the unlikely event a new lockdown and/or ban on events takes place, the February edition will be postponed to a suitable alternative date in 2022. In this case, registrations are automatically valid on the alternative date.



Art Rotterdam summer edition 2021, 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
- 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:

- 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 2021. Artists from left to right: [Marcha van den Hurk](#), [Illehad Eilers](#) / Wayne Horse, Sarah Maple, David Bada.*

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 necessary.

To submit a proposal, please send a pdf no later than 15 October 2021 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](mailto: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 2021**.

Sincerely,

Fons Hof  
Director Art Rotterdam

This email was sent to [sabine@artrotterdam.com](mailto:sabine@artrotterdam.com)  
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