

ARTISTS INFORMATION

This is the fourth Bath Art Fair organised by Somerset artist Alce Harfield. With 30 years' experience in selling art including two shops in Bristol and Bath and 15 years' exhibiting as an artist at art fairs across the country, you're in good hands!

From small beginnings in a marquee in a field to a city centre location, The Bath Art Fair has grown in reputation to be one of the best art fairs in the South West.

Last year saw record sales of £90,975 (over £1000 on average per artist with many artists taking over £6,000 during the weekend) and many artists receiving great after sales and gallery interest. We pride ourselves on being an inclusive fair encouraging the next generation of emerging artists exhibiting side by side with artists with many years' exhibiting experience.

Over 50% of our 2018 artists re-booked a stand in 2019....so we must be getting something right!

In 2018 and 2019 we were shortlisted for a prestigious Bath Life Award in the 'Arts' section and WON a Creative Bath Award, with the judges commenting:

"Surely this is the future of selling art. This project took a gamble which has paid off, making art accessible through an impressive business model"

Here's what some of our previous exhibitors have said about the Bath Art Fair see **TESTIMONIALS**

LOCATION

The Bath Pavilion, North Parade Road, Bath BA2 4EU

TIMES

Thursday 27th Feb 2020 5pm to 7pm early drop off

Friday 28th Feb 2020

9am to 5pm Set Up

6pm to 9pm - Private View

Saturday 29th Feb 2020

10am to 6pm -open to the public

Sunday 1st March 2020

10am to 5pm –open to the public

5pm to 10pm take down

New for this year

From our extensive feedback from our 2019 artists the move to the Bath Pavilion in 2019 was the right one.

Last year we were unable to secure the Sunday for trading but this year we have!

We have also secured £350 worth of gift vouchers from our sponsors Grantham Art Discount which we will use in the terms of prizes for our artists chosen by the visitors to the fair.

Our other sponsors Cass Art and Loxley are generously donating discount vouchers and art materials for our welcome packs.

The VENUE and PARKING

The Bath Pavilion, a well-known beautiful space with great natural light, large windows, high ceilings with parking nearby, has been carefully chosen. It has space for unloading and loading (although this will be done on a rota basis) and we are in the process of negotiating FREE parking for 60 vehicles (including vans....to be confirmed). For our customers there is a multi-storey car park next door. There are also 2 very large open air car parks within 15mins walking distance and 3 'park and rides' into the city.

STANDS (SEE LAYOUT)

There will be a maximum of 85 stands with wide walkways between to create a relaxed atmosphere.

All stands will be constructed from wood, painted white, 5mm hollow ply and 2.4m tall in the foyer area and 2.75m tall in the main hall and stage area (please see **STAND SIZES AND PRICES**).

It is recommended that screws or mirror plates are used to hang artworks.

Each stand will have a fascia board showing artist's name and stand number.

There will be a secure storage facility within the building for stock.

Please note that the stand sizes noted are subject to slight variation (up to 15cm) due to the shell scheme construction. E.g. a 1m painting will not fit onto a 1m panel.

LIGHTING

All adjustable lighting is INCLUDED in the price of the stand including return walls (please see STAND SIZES AND PRICES.

There is also ambient lighting within all areas. Should you wish to order extra lights or a plug socket please use the **BOOKING FORM**.

(Additional light £40 plug socket £60)

You are NOT permitted to bring your own lights WITHOUT PRIOR ARRANGEMENT and all appliances e.g. laptops must have an up to date PAT certificate. Any that do not will NOT be allowed to be used during the fair.

You will be able to order extra lights and sockets during setup (additional light £60 socket £80).

APPLICATIONS

Applications are invited by any professional 2d or 3d artist selling their own work and is on a first come first served basis. Unlike many fairs the choice of stand is entirely yours.

Priority will be given to those artists who have an active social media presence.

Please look at **LAYOUT** and **STAND SIZE AND PRICES**.

Choose your favourite stand and **EMAIL ALCE** who will confirm availability then fill out our **APPLICATION FORM** see below

If you haven't exhibited with the Bath Art Fair before please also send a link to your website.

There will be a limit on more 'craft' led stands.

If you run a gallery and would like to apply please contact me personally:

art@alceharfield.com or 01749 880020

I am happy for you to reserve a stand in person by phone or email for one week but if the deposit is not paid the stand will go back on sale

There is no selection procedure and NO application fee to apply but The Bath Art Fair may reject applications we feel are unsuitable including distasteful, unprofessional, inflammatory or 'not suitable for a family audience' work.

Feel free to **email** if you're unsure.

INSURANCE

You will need Public Liability Insurance to the value of £5m, proof of which must be sent upon application.

If you don't have insurance we would recommend a-n **ARTISTS**:

<https://www.a-n.co.uk/about/insurance/>

This year no artist will feature on the website until the organiser has received **ALL** the paperwork for their application (Public Liability Insurance Policy, completed and signed booking form, deposit and three high res images-see **IMAGES**)

You may also consider 'exhibitor insurance' for your artwork whilst in transit to and at the show. (See **TERMS AND CONDITIONS**)

CANCELLATIONS

If you find you cannot take up your stand space the organisers will endeavour to fill it, with refunds being issued on a case-by-case basis minus an admin fee of 50% of monies paid.

PAYMENT

Once your preferred stand has been reserved a 50% deposit will secure your stand.

The final payment of 50% is due at the end of December 2019.

It is preferred that payment is made by BACS (details on **BOOKING FORM**) but we will take a cheque or card payment over the phone on 01749 880020 if you are not familiar with online banking.

See **BOOKING FORM** or details

Our 2019 artists will have priority booking until 1st September 2019 with a 10% loyalty discount

IMAGES

The images of your work are important to us and should be to you!

Please send 3 quality high resolution images (300DPI) at least 10cm square if possible with your **APPLICATION FORM** and **DEPOSIT**. (We recommend sending these images using a FREE file sharing website e.g. <https://wetransfer.com/>)

Each image must be clearly marked with your name please.

These will be used on our website and in all our publicity including flyers, adverts and posters.

PUBLICITY

An estimated £12k budget will be spent on:

- The Bath Magazine (online and in print)
- Bath Life Magazine (online and in print)
- Online marketing campaign in conjunction with The Bath Chronical
- Dedicated social media expert employed solely to bring traffic to the website, Facebook, Twitter, Instagram to create a 'buzz'. #bathartfair
- 10,000 flyers to be distributed locally, each with a 2 for 1 ticket voucher
- AA road signs around Bath (the maximum we are allowed in a heritage City)
- Flyer distribution before and during the event in the centre of Bath
- Four week campaign of posters at Bath Spa Railway Station
- Venue banners and signage

WHAT 'THE BATH ART FAIR' WILL OFFER YOU

The opportunity to exhibit in a beautiful part of the world in the affluent and cultural city of Bath

A professional art fair with a workable layout and attractive stands with inclusive lighting run by a seasoned Somerset artist who knows the area and has 30 years' experience in selling art.

An approachable and friendly team of helpers who will make your job as easy and as stress-free as possible, freeing you up to do what you do best.

A dedicated BATH ART FAIR website including links to your own website, regularly updated with the latest news and artist's images. This will also be promoted to our visitors after the event to remind them of what they saw and maybe tempt them to contact you after the event.

All the publicity material (flyers, tickets, e-tickets etc...) you need to help spread the word.

You will receive an **EXHIBITORS PACK** with final details nearer the time.

We will make ourselves available for any questions via email and phone during office hours before the show....

01749 880020

07989 157955

art@alceharfield.com

We will **LISTEN** to your questions and comments and all feedback (good or bad) is welcome!

WHAT IS INCLUDED IN THE COST OF YOUR STAND

- a white 2.7m high stand with adjustable LED spot lighting (2.4m high stands in foyer area)
- fascia board with name and stand number
- Support and advice from very visible organiser and helpers before, during and after the fair.
- Use of trolleys, ladders and our helpers during set-up and take down.
- Complimentary refreshments during set-up
- free wrapping station for your sold items using eco bubble wrap
- exhibitor and artist assistant lanyards
- A welcome 'goody bag'!
- website with your images and links to your website, updated regularly and promoted to our visitors via email after the event to jog memories
- dedicated social media expert
- as many PV tickets as you need
- as many flyers and posters including a '2 for 1' ticket as you need
- e-ticket PDF featuring the flyer and '2 for 1' ticket
- extensive multi-media promotion locally
- complimentary drinks at PV
- storage for spare work and packaging
- proof of purchase slips
- 'no photography' signage if needed

WHAT WE ASK OF YOU

Bring whatever you'd like to sell but bear in mind cards and low-value prints take away from your more expensive items (so we would recommend you don't have them on your stand).

All work must be suitably presented (no clip frames, no un-mounted or un-bagged prints), clearly and professionally priced.

You are welcome to share a stand but we will need a booking form from each artist with clear indication that you are sharing.

You are responsible for insuring all your artwork and fixtures and fittings. The Bath Art Fair requires that all exhibitors hold Public Liability Insurance to the value of £5m and evidence of this must be sent with your **BOOKING FORM**. Without this you will not be able to trade.

SOCIAL MEDIA

You will help make this show a success by engaging in social media to all your followers, sharing and liking posts from The Bath Art Fair. Please follow:

Twitter: <https://twitter.com/bathartfair>

Facebook Page: <https://www.facebook.com/BathArtFair/>

Facebook Group (for artists only): <https://www.facebook.com/groups/1678146562495884/>

Instagram: <https://www.instagram.com/bathartfair/?hl=en>

Listing your involvement in the show on your own website and publicising it to your mailing list with a link to www.bathartfair.co.uk.

Feel free to post new work and newsworthy stories to your heart's content on all our social media platforms (even if you don't live in the area your customers might have friends and relatives who do!) This kind of publicity is very **visual, engaging and FREE!** Use it!

An art fair's success relies on your input. **The best person to promote your involvement IS YOU!**

You are the stars!

Our GREEN policy

The Bath Art Fair is passionate about reducing the waste produced from art fairs and is the only one in the country which is working towards a zero waste policy. All complimentary wrapping will use paper eco bubble wrap and tape (where appropriate) and paper bags. Plastic lanyards are re-used each year, as are as much of our signage and other consumables. We provide ample re cycling stations throughout the fair and we would love our artists and visitors to be mindful when using these. Last year 79% of our waste was able to be re cycled. We aim to make this figure 95% in 2020.

CHARITY STAND

Again this year we will be having a charity stand to support the invaluable work of **Bath's Holborne Museum's 'PATHWAYS TO WELLNESS' programme**, a very local charity which supports the homeless and those with mental health issues in the Bath community through art therapy

We will be inviting donations of 'pre-loved art' as we all have art we can no longer fit on our walls.

This can be anything you have at home and not necessarily something you have produced.

Please ensure that it is clean and not damaged, 2d or 3d work all welcomed.

You can of course donate one of your own works and each piece will be individually priced but we would rather any potential customers spent their money with you on your stand.

Our staff will price the items to sell and it is preferred that anything donated can be priced around the £80 mark or lower.

ADDITIONAL INFORMATION

There will be a free wrapping service for purchases where we will be again using eco paper 'bubble wrap'. Our helpers are trained in wrapping artwork but please feel free to jump in and advise if you like your work wrapped in a particular way!

Unfortunately we cannot provide credit card facilities, but there are many inexpensive options for taking card payments, e.g. PayPal, iZettle etc... So please arrange your own facilities. There are numerous cash points within a short walk from the venue.

Although there is Wi-Fi at The Bath Pavilion we are in the middle of a built up area so coverage may be patchy at busy times.

There will be NO commission taken and you are FREE to charge what you like for your work!

Chairs and tables... if you need to sit down for health reasons please bring your own chair.

There will be a couple of trolleys and ladders for your use during setup and over the weekend.

HOTELS and REFRESHMENTS

There is a café and licensed bar on site

There are a plethora of hotels from budget to the more luxury (and expensive!) however The Travelodge (Bath Waterside) is a beautiful 5 min walk along the canal, has parking for £6 a day and larger rooms than a standard Travelodge.