

We are **CREATING**
an experience
to enjoy **ART**
NOT JUST BY DISPLAYING
but by involving
EVERYONE in it.



THE ART FEST INTERNATIONAL

DATE;

14

15

16

February 2025

VENUE

Taj Dubai

Burj Khalifa St - Business Bay - Dubai
United Arab Emirates

BOOKING FORM



(Strike out whichever is not applicable)

We agree to abide by the terms and conditions mentioned herein the application kit and at www.theartfest.in. We are aware of The Art Fest rules listed in the terms & conditions that booth once booked will not be cancelled on any grounds and payment made by us will be fully forfeited if we decide not to participate at any stage of the art Fest.

BOOKING FORM

EXHIBITOR/ GALLERY DETAILS

I AM - ARTIST GALLERY

GENDER - MALE FEMALE

• ARTIST/ GALLERY NAME _____

• ADDRESS _____

CITY _____ PINCODE _____ STATE _____

COUNTRY _____

• PHONE NO. _____

• EMAIL ID _____

• WEBSITE _____

• QUALIFICATION _____

• PAN CARD NO. _____

• GST NO. _____

• NATIONALITY _____

SPACE BOOKING DETAILS (Please fill in the details)

• EXHIBITOR TO PARTICIPATE AS

INDIVIDUAL GROUP GALLERY

• SINGLE PANEL SIZE is 1 m (W) x 2.5 m (H)

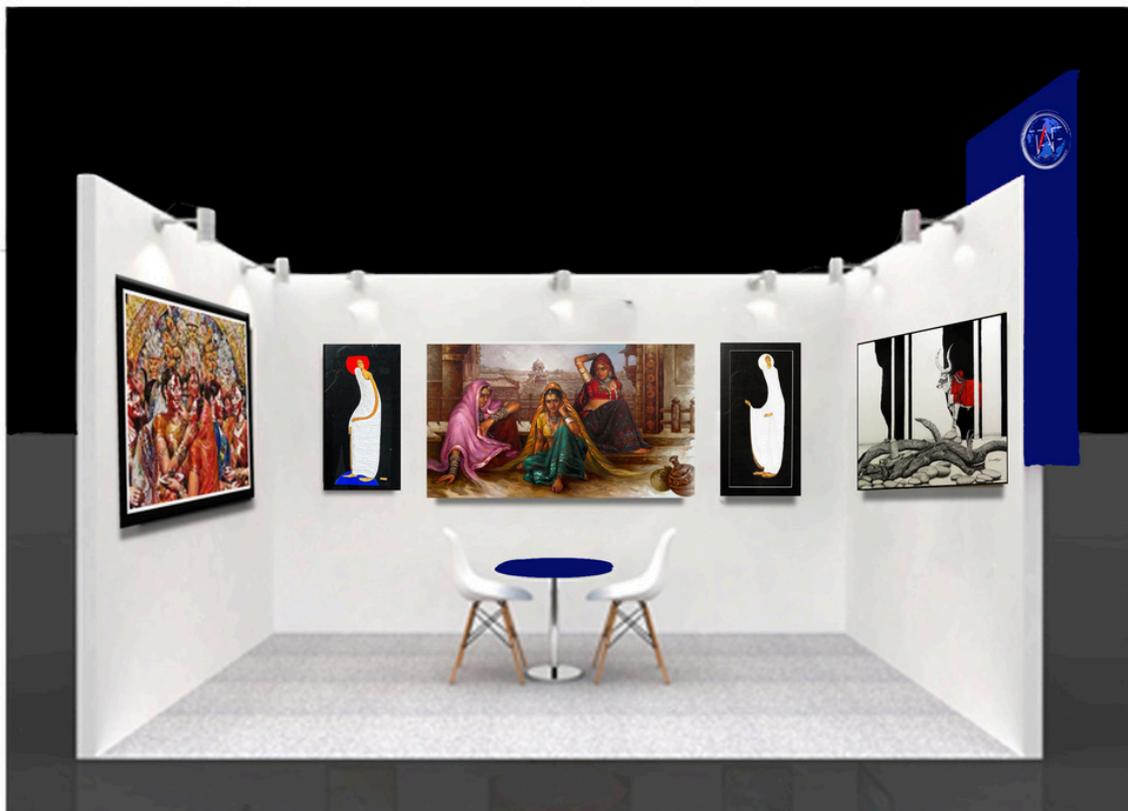
2 PANELS 3 PANELS 4 PANELS

• BOOTH SPACE SIZES

3 m X 2 m 3 m X 3 m
 4 m X 2 m 4 m x 3 m

(For multiple booth requirement, please mention booth size & quantity))

• CUSTOMIZED BOOTH SIZE (please specify the size)



14 15 16
February
2025



**THE
ART FEST**
INTERNATIONAL

APPLICATION PROCEDURE

Dear Exhibitor,

Following After the Grand Success At Ahmedabad & Mumbai THE ART FAIR 2022 to 2024 we are delighted to announce the 1st edition THE ART FEST of Dubai's only affordable, contemporary art fair which will take place at the Dubai THE TAJ Hotel from 14-16 FEBRUARY 2025

More than 300 regional/international artists and galleries showcased an impressive global selection of contemporary artworks, attracting over 10,000 art lovers, new and established collectors from Dubai's international community and beyond, over 3 days, marking its position as the largest affordable art retail fair of the region.

Building on its success and contributing to Dubai's growing prominence as a leading culture and arts hub, THE ART FEST will once again bring together Dubai's Art Scene with the international art community and offer a fresh, engaging and a specially curated fair for galleries, artists, partners and visitors alike.

Housing a diverse collection of contemporary artworks comprising of paintings and prints, photography, sculptures, mixed media, new media and digital art all priced between \$ 100 - \$ 20,000, THE ART FEST 2025 will offer a unique fusion of world class art, entertainment and education, with a mission to cater for all art lovers, buyers and collectors.

THE ART FEST is professionally managed and organised by JS ART GALLERY (SURAJ LAHERU), which provides more than 25 years' of experience and expertise in delivering world-class events in the Middle East.

We are pleased to announce that Solo Applications are now open for THE ART FEST 2025. Please complete all parts of the application form, carefully read the terms and conditions and email your application to theartfairs@gmail.com for review by our Selection Committee.

If you have any queries please do not hesitate to contact us at theartfairs@gmail.com We look forward to working with you over the coming months and welcoming you to a fresh and engaging edition of the fest.

Best wishes,
THE ART FEST. Team



APPLICATION PROCEDURE

Before beginning the application process, please read the following instructions carefully to ensure your application is considered complete and valid for review by the "THE ART FEST" Selection Committee.

EXHIBITOR INFORMATION REQUIRED

▣ Artist Information

Along with the artist information details requested in the application form, please also submit a profile/bio and if applicable indicate a list of art fairs participated in the last 5 years and also a list of awards you may have received.

▣ Artist Listing

Please list complete details of artwork you will be showing at the fair in addition to the title, medium, edition and pricing details. Kindly note that we may also use these details for Marketing & PR purposes. (Please note that solo artist stands are reserved for solo shows and only your creations can be displayed for sale)

▣ Images

Please upload 3-5 images of artworks

Images must be 300 DPI and labeled in the following format:
Artist Name_ title_ Year_ Price (USD).jpg or PSD file

APPLICATION SELECTION

Selection

We strongly encourage applicants to apply with thoughtfully curated booth proposals and provide a strong and cohesive concept, which adds to the value of the art fest experience.

The Selection Committee reserves the right to approve Solo Applications. The Organiser also reserves the right to refuse works and, if appropriate, to remove any non-approved works of art from the Fair. All galleries will be informed of the Selection Committee's decision at the earliest opportunity upon receipt of the application.

Space Allocation

The Organiser will always consider the space and allocation requirements submitted, however kindly note that space options are subject to availability, a first-come, first-served basis and the overall curation criteria determined by the Organiser.



DISPLAY REGULATIONS

It is important that you review the set regulations, and agree to the following conditions prior to submitting your application to exhibit at THE ART FEST Dubai 2024.

- All artworks must be priced below the price ceiling of \$ 20,000 / AED 72,400 with 70% of the work displayed for sale below \$ 10,000 (AED 36,200). Artworks priced above \$ 20,000 / AED 72,400 must get approval from the Organiser. If approval is not sought prior to the show, we will not allow the art to be exhibited and you will be asked to remove it.
- All the artworks must be clearly tagged with full price in AED at the event. No discount should be stated on its displayed price tag. Any discount should be discussed discreetly between you and the prospective buyer.
- There should be minimum 15-20 cms (6-7 inches) space between each artwork hung on the wall. Exterior of the walls should be visible after installation of artwork. The show curators and show organizers reserve the right to ask you to remove art from the walls of the stand where it is deemed that there is not enough wall space visible.
- All artworks presented must be original. Reproductions of original artworks are not allowed. Limited editions of Sculptures and graphics must not exceed 25. Limited edition fine art photography must not exceed 150 editions, be signed and numbered, or accompanied by a certificate of authenticity, and the print is produced to a high standard.
- You are responsible of installing the artworks at the fair and must be completed 4 hours before the show opens. Installation assistance will be also available at a charge. Prior booking is required; please contact your salesperson for more information.
- Your stand must be curated and not look cluttered. The show curators and Organiser reserve the right to ask you to remove art from the walls of the stand where it is deemed that there is not enough wall space visible.
- A full catalogue of all the art being exhibited on your stand must be emailed to the Organiser minimum 6 weeks before the show opens with detailed artists bio and the contact details of each artist. Failure to comply will result in you not being included in the onsite fair catalogue.
- All artwork should be framed or mounted on walls or displayed on tables or plinths and be contained within the perimeters of your stand. No artwork can be displayed on the floor of the stand or left leaning against the walls of the stand.
- All artwork submitted must respect the local sensibility and customs in the UAE. No nudity or non-Islamic religion representation is allowed. If you are in any doubt about this, please contact the team.
- Please note all successful applications will receive a contract for space with the payment schedule, and a signed contract with deposit payment is required to officially confirm your participation at THE ART FEST Dubai 2025



*Artist Name: (As it should appear on name board & catalogue)			
*Address & Street:			
*Country you live in: (As it should appear on name board & catalogue)		*City (As it should appear on name board & catalogue)	
Artist Nationality: (country the artist is originally from):			
*Mobile Number:			
*E-mail:			
*Website:			
*All Social Media Handles: - Instagram - Facebook - Snapchat - Twitter - LinkedIn - Any other			
*Details of other participated shows			



REPRESENTATIVE OR MAIN CONTACT PERSON'S DETAILS
(If different from above)

Name:	
Mobile Number:	
Email:	

INFORMATION FOR PUBLICITY

What are some of the shows you have previously exhibited at?
What are the techniques you have adopted for your artwork? What is your art about?
Have you won any awards, commissions, grants, recognitions?

*We propose to exhibit:

- CONCEPT ART
- GLASS ART
- INSTALLATIONS
- MIXED MEDIA
- PAINTINGS
- PHOTOGRAPHY
- PRINTS
- SCULPTURES

- STREET ART
- VIDEO ART
- WEARABLE ART
- OTHERS (please elaborate):

*Mandatory fields

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ARTIST LISTING

ARTIST NAME (Please indicate the full name of the artist)	TITLE OF ARTWORK AND MEDIUM	PRICE IN USD, AED AND INR (Approximate)	SELLING POINTS ABOUT THE ARTIST (highlighting unique techniques, accolades and previous exhibitions)

Kindly note that additional artists can be included up to 6 weeks prior to the Fest and must be approved by the Fest Selection Committee.

Applications received without images attached or sent via transfer email will not be processed.



STAND PRICING & PAYMENT SCHEDULE

STAND PRICING

STANDARD RATE

1350 AED / sqm

367 US\$ / sqm

STAND SELECTION

6 | 9 | 12 sqm

Stands larger than 12sqm are available on request.

A mandatory insurance fee of AED 615 (\$ 170) per stand is applicable.

Prices stated are subject to 5% VAT.

Please list your preferred stand size in sqm.

(SQM)

If it is not possible to meet your exact stand preference, our team will contact you discuss best available options and we will endeavor to offer a suitable alternative.

Payment towards your stand space is due as per the Terms and Conditions clearly stipulated on your exhibition Payment Schedule.

Your stand location is not secure until 100% of the total stand amount is received by THE ART FEST. Failure to make payment within the specified time frame will result in your stand being released.



EXHIBITION PACKAGE

INCLUDED WITH YOUR EXHIBITION PACKAGE

- C or L structured stand with Octonorm walls,
- Furniture (2 chairs & 1 table)
- Wall height is 2.82 mts or 282 cms.
- LED lighting (1 x spot per 1.5 linear metre) and 1 electric power socket. Choice of white or yellow lighting
- Standard stand carpeting & Name panel
- Exhibitor listing on THEARTFEST.in (full contact details, hyperlink to the artist website and images of exhibiting artworks)
- Complimentary visitor invites (quantity dependent on size of stand)
- Special partner hotel/ travel company rates (subject to availability and time of booking)
- Exhibitor badges valid for the duration of the fair (quantity dependent on size of stand)
- Direct access to our marketing team for support in helping promote your participation

ADDITIONAL CHARGES

Please note that additional charges apply towards the following:

- Artwork Installation assistance
- Furniture
- Additional lighting
- Extra power sockets
- Stand cleaning
- Additional walling
- Wi-Fi
- Onsite handling and off-loading
- Stand catering
- Stand security
- Additional support for artwork exceeding 5KG weight limitation per linear metre
- Redesigns or changes you want made to the standard "L" structure

All these services can be ordered via the Exhibitor Manual, forwarded to all exhibitors 8 weeks prior to the fair.

INTERNATIONAL FREIGHT

For importing works of art into UAE, legislation requirements include:

- Completion of import declaration which are processed by the UAE Customs Authority
- 5% duty on the CIF value of the work of the artworks

An Official Freight Handler has been appointed by the Organizer to facilitate importing of artworks on a temporary basis. Please however note that all duty and U.A.E. custom regulations are applicable once artwork has been sold.

It is also important to note that THE ART FEST staff cannot accept or sign for any art that you ship directly to the venue. If you are not here to sign for your art it will be returned. We strongly advise that you use our logistics partner, Al Naboodah, to avoid shipping delays and to avail of onsite logistic assistance.

EXHIBITORS INSURANCE

Mandatory Exhibitors Insurance of AED 615 is charged to all exhibitors for Public Liability Cover. For insurance to protect your art from theft and accidental damage onsite and during transit, you are required to purchase your own policy. The Organizer cannot be held liable for any loss, theft or damage arising from your participation at the show. In the unlikely event that art is stolen, please contact the onsite organiser office who will connect you directly with Dubai Police. 24hour stand security can be purchased, details are available in the Exhibitor Manual.



TERMS & CONDITIONS

GENERAL TERMS

The Organiser (THE ART FEST DUBAI) sets the General Conditions, such as the venue, the duration, the dates, the opening hours, and the ticket price of the THE ART FEST and if necessary reserves the right to modify them.

TERMS OF PARTICIPATION

The Organiser, with the help of a Selection Committee, will select all exhibitors for the show.

The Selection Committee, along with the Organiser, reviews all applications for the THE ART FEST and reserves the right to approve or not approve the gallery or artist.

The Committee and Organiser also reserve the right to refuse some of the proposed artists, and if these artists are exhibited during the fair, the Organiser reserves the right to remove any non-valid and unapproved artworks.

EXHIBITING CRITERIA

- All work must be priced under \$ 20,000 / AED 72,400. with 70% of the work displayed for sale below \$ 10,000 (AED 36,200)
- The full price must be shown next to the artwork
- A minimum of three artists must be shown on each gallery stand.
- An artist can be represented by no more than 1 gallery. Galleries wishing to exhibit the same artist should be in agreement
- All art must be original; colour reproductions of original work are not allowed

NOT PERMITTED AT THE ART FEST

- Offset lithographs
- Giclees (although we will allow giclees when the original work is created by computer i.e. digital art)
- Prints run off a commercial printing press using a transparency of an original work, even signed and dated by the artist, typically in editions of 150 or less

ALLOWED AT THE ART FEST

- Original prints made by hand by the artist (etchings, screen prints, mono prints, dry point, lithographs, mezzotint etc)
- Prints made with the artist's close involvement and supervision of the printing process; the artist to have made the plates; edition size normally no larger than 150
- Original, fine art photographic prints rather than commercial, mass-produced photographs are allowed. This means a high quality, controlled print process, usually overseen and authenticated by the photographer, in most cases signed and strictly limited

Sculptures:

- One-off pieces or editions of 25 or less.

CODE OF PRACTICE

The stand must be occupied by the exhibitor during the opening hours for the entire duration of the fair.

Unless with prior agreement of the Organiser, it is prohibited for an exhibitor to let, sublet or share a part of the stand.

Please note: we charge a flat fee to all exhibitors and do not take any sales commission towards the sale of artwork.

I confirm that I have read and accept the Display Regulations and the Terms and Conditions set out by THE ART FEST.

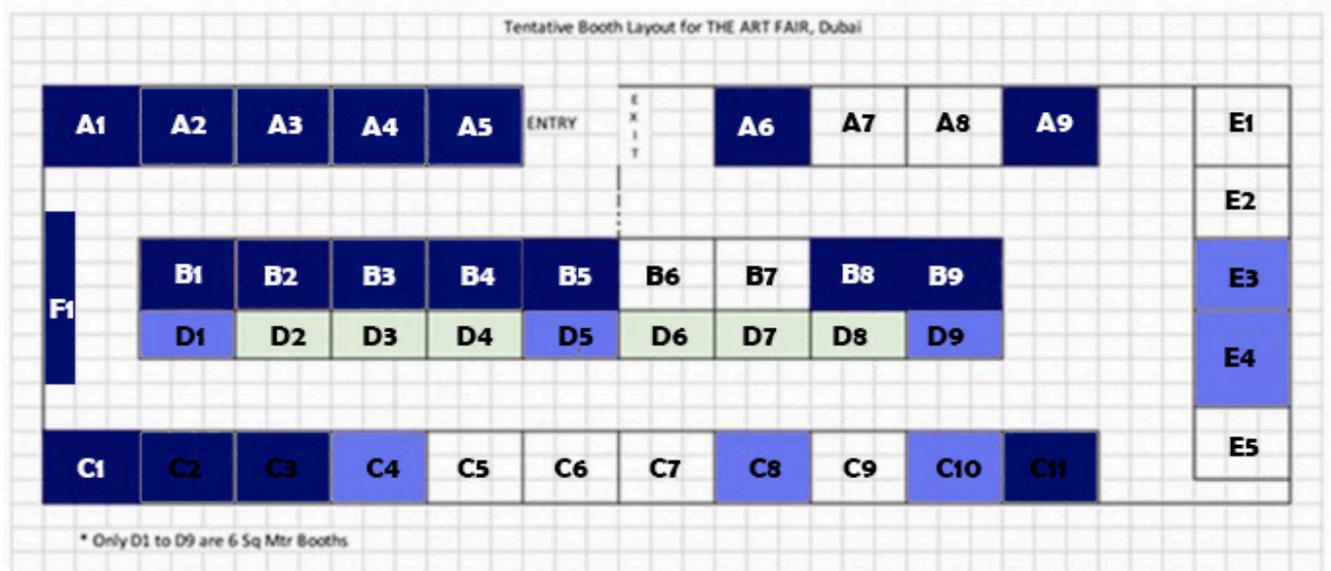
Full Name:		Date:	
Signature:			



**THE
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INTERNATIONAL

**14 15 16
FEBRUARY
2025**

FLOOR PLAN





Booth Application Deadline	15TH December, 2024 or till availability
Last date for Catalogue Entry	30th December,2024
Early booking payment (5%Discount)	10th December,2024
Installation & booth Setup	13th Feb. 2025, 9 pm to 12 pm
VIP Preview	14th Feb.2025, 12 Pm to9.30 pm
Public Days	15th & 16th FEB,2025
Closing and Dismantling	16th FEB.2024 - 7pm To 11pm
Booth Cancellation is not allowed.	



Taj Dubai Burj Khalifa St - Business Bay - Dubai - United Arab Emirates Only for stall		
Booth Sizes	Price in AED	Price in INR
6 Sq Mtrs	10000	2, 20,000
9 Sq Mtrs	12500	2,75,000
Panel 1Mtr X 8 Ft height	1825	42,000
Applicable GST Extra 18%		
The participants will not be provided Air Tickets, Visa & Hotel Accommodation.		
The Booth Price Includes, Hi -Tea,		
Note: Exhibitors can book the booth for The Art Fest by online transfer to the current account of " The Art Fest ".		



Payment Information

50% Payment of the booth cost is to be made along with the booth application and remaining 50% is to be made before 30th December, 2024. (Early bird discount is applicable only on 100% payment with the application)

Mode of Payment

The Art Fest is protected by Trade mark registration. The Art Fest is an initiative of " The Art Fest " and Payment can be made by

Online transfer to:

Beneficiary Name: 'THE ART FAIRS'

Bank Name: IFSC; UTIB0005143

Current Account Number: 924020010530657

Bank Branch: D N Nagar, Andheri West,

RTGS /NEFT IFSC Code: UTIB0005143

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THE
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INTERNATIONAL

THE ART FEST International PARTNER IN TOUR & TRAVEL SERVICE

Meet Our Trusted Tour & Travel Partner



14 - 16 February
2025

Reach out to SNS Global Services to seamlessly plan your journey to The Art Fest & Explore the wonders of Dubai.

From tickets, visas, accommodation and much more, SNS Global Services has got it all. Contact them and start planning your trip today!



SNS
GLOBAL
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9810048234
Mahima Aggarwal



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THE
ART FEST
INTERNATIONAL

THE ART FEST International PARTNER IN CARGO SERVICE



14 - 16 February 2025

"Connect with our trusted cargo partners to guide you through the process of safely exporting your artwork for The Art Fest-Dubai"

- ✓ **Customer Satisfaction**
- ✓ **Delivery within five working days**
- ✓ **Competitive Prices**



- ✓ **Haresh Lalwani**
9821226858





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INTERNATIONAL

**14 15 16
February
2025**

Organized by:



JS ART GALLERY

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