

ART FAIR CHECKLIST

Research what art fairs are happening when, ask contacts for their experiences of art fairs, check that the art fair websites show images that align with what you make and price points align with your pricing. Consider too the transport costs and logistics of getting to the fair.

Make a list of deadlines and art fair dates for the events that interest you.

Make an honest application – showing images that truly represent what you will want to show. Write a statement in the third person (unless otherwise instructed) that focuses on the themes and processes that you use in your practice.

Plan what you would like to show, taking a range of work and making you have pieces that are a range of sizes and prices. Ask yourself if your stand will reflect your practice in general, and will it be as eye-catching as possible.

Think about how you will plan your display with plenty of time, so that you have time to order any display materials you need, as well as framing.

Order business cards and greeting cards (or you could make your own).

Create a QR code and print it out (you might like to mount it on mountboard so that it is sturdy and reusable).

Order Art Bags and foam protectors to fit the works you want to take to the fair.

Make labels for artworks if needed – parcel tags can easily be attached to picture cord on framed works, or otherwise you can print out labels and spray mount them to foam board or mountboard. Labels are usually attached to a corner on the front of unframed work, or on the reverse, using a sticky label.