

# art forum berlin

The International  
Art Show

07.10.–  
10.10.  
2010

## Application **art forum berlin 2010**

Deadline: February 22, 2010

### Contents

**01 General information**

**02 Fees and charges**

**03 Conditions of admission and participation art forum berlin**

**04 Important dates**

**05 General Terms of Business for Trade Fairs and  
Exhibitions Messe Berlin GmbH**

#### **Online application**

Application electronically only at [www.art-forum-berlin.com](http://www.art-forum-berlin.com)

Please note that together with the registration a complete application file  
has to be submitted.

# 01

## General Information

Galleries may apply for the following sectors:

### Sector galleries

In the general part of the international art show, galleries may present their programme of art since 1960. Shared stands with up to 2 galleries are possible if each gallery is admitted individually. For galleries with printed graphics and multiples, a limited number of smaller stands (approx. 25 m<sup>2</sup>) are available.

### Sector focus

Beyond the general part of the sector **galleries**, **art forum berlin** this year offers a special feature in the sector **focus**: For the sector **focus**, young galleries may apply which are no older than 6 years (founding year 2004 or later). The stand size is 25 m<sup>2</sup>. A maximum of 2 artists may be shown. The applicant must name in the application another young gallery (also no older than 6 years). If the applicant is admitted, the admission is also valid for the second gallery named. In this case each of the two galleries will be assigned a stand measuring 25 m<sup>2</sup> where a maximum of 2 artists may be presented. In case of admission, both galleries have to accept as binding the conditions for participation and the regulations of the exhibition (especially the General Terms of Business for Trade Fairs and Exhibitions organized by Messe Berlin GmbH). Each gallery is responsible for the costs of the exhibition stand (for details please see the following section 02).

### Sector plein air

The galleries admitted to **art forum berlin** may also apply with outdoor projects for the sector **plein air** which will then be shown in the summer garden of the Palais am Funkturm. The corresponding information and application forms will be sent out after the admission.

### Conditions of participation

For the participation in **art forum berlin**, the following regulations apply:

- Conditions of admission and participation in **art forum berlin**
- General Terms of Business Messe Berlin GmbH

### Online application

Application documents have to be completed electronically.

**A complete application includes:**

- Brief history of the gallery
- List of exhibitions in the gallery over the past 3 years
- Installation views of gallery exhibitions
- Installation views of the gallery's stand at other art fairs
- Photo documentation and CVs of the artists which are planned to be presented at **art forum berlin**
- Stand concept for **art forum berlin**

**Please note:**

Documents submitted additionally and in support of the application such as catalogues etc. will not be returned.

### Application deadline: February 22, 2010

Please note that applications received after this date do not admit any claim to be considered.

### Admission

The application form, duly completed and submitted by the deadline, **constitutes an application only** and **does not confer any right to be admitted to art forum berlin**. The number of stands is limited. Participants will be selected by an international Admission Committee, the Selection Committee. It chooses the participants on the basis of their programme and according to criteria of quality and of the show concept.

Notification of admission decisions: April 2010

### Organiser / Contact address:

Messe Berlin GmbH  
art forum berlin  
Messedamm 22  
14055 Berlin, Germany  
art@messe-berlin.de  
www.art-forum-berlin.com  
F. +49 / 30 / 30 38 20 60

For information and inquiries regarding your application, please contact the **art forum berlin** team:

**Ms Sarah Baumann**

T. +49 / 30 / 30 38 47 03  
sarah.baumann@messe-berlin.de

**Ms Ariane Zander**

T. +49 / 30 / 30 38 23 28  
ariane.zander@messe-berlin.de

# 02

## Fees and Charges

### Sector **galleries**

The participation package is available at **€ 235 / m<sup>2</sup>**  
(incl. AUMA fee\*, excl. additional walls and technical requirements).

### Sector **focus**

The participation package is available at **€ 4,600** for 25 m<sup>2</sup>  
(incl. AUMA fee\*, excl. additional walls and technical requirements).

#### The participation package includes:

- 3 perimeter walls, 350 cm high, painted white
- lighting (depending on the allotted m<sup>2</sup>)
- stand signage
- stand cleaning service
- use of the storage
- energy costs, flat rate
- exhibitors' and workers' badges
- catalogue entry
- VIP cards, invitations to the Preview and the Opening, advertising material
- organisation, marketing and PR work by the organisers

Additional services will be charged separately.

### Processing fee

For processing the applications for the sector **galleries**, there will be a fee of € 500, for the sector **focus** of € 250. For the application for both sectors, € 500 is charged. Applications will only be processed after this fee has been received.

To all the fees listed, the applicable VAT has to be added.

- \* Compulsory fee of € 0.60 / m<sup>2</sup> payable to the AUMA (Ausstellungs- und Messeausschuss der deutschen Wirtschaft e.V.)

## 1. Aims and concept

**art forum berlin** is an international art show for the propagation and sale of art since 1960 (painting, works on paper, sculptures, installations, printed graphic and multiples, photography, video and performance). The Show Management of **art forum berlin** makes every effort to create optimal conditions for the exhibitors and the visitors.

The quality, internationality and variety of the exhibiting galleries are most important for this purpose.

## 2. Application

The completed application is considered to be a stand registration and an application for the admission and has to be submitted to Messe Berlin GmbH by the deadline stated together with the documents and evidence required.

**Applications received after the deadline do not admit any claim to be considered.**

A single or multiple participation in former art shows does not constitute a right to be admitted to a subsequent show.

## 3. Selection Committee and Admission

The Selection Committee will decide on the admission of an applicant according to the objectives and the exhibition concept of **art forum berlin** on their own responsibility and with complete independence. This also applies for the sector **focus** but with the particularity that the applying galleries are granted an original right to suggest a second gallery and that the Selection Committee's decision on the admission is for both galleries as a unit. The decisions by the Selection Committee are binding for the applicant and for Messe Berlin GmbH.

### 3.1. Composition of the Selection Committee

The Selection Committee consists of 6 international gallery owners who are appointed by **art forum berlin**. Additional gallery owners will participate in the selection for the sector **focus** as voting experts.

At least 2 representatives of **art forum berlin** as well as one attorney or notary will participate in the selecting sessions to guarantee the organisational process in accordance with the regulations. These persons have no right to vote.

### 3.2. Conditions for Admission

Only galleries are admitted as exhibitors.

On a par with galleries are art dealers who regularly organise public exhibitions in their own business premises. At the application deadline, the gallery has to have been in existence for at least 3 years (not a prerequisite for the sector **focus**). Galleries connected with auction houses through participations or partnerships cannot be admitted.

Only those galleries are considered for admission which offer art since 1960 as their main emphasis and whose programme is in accordance with the aims and the show concept of **art forum berlin**.

Not admitted are galleries whose programmes present ethnographic or applied art, furniture or design objects.

### 3.3. Admission Procedure

The Selection Committee evaluates the application in its submitted form and entirety. It is under no obligation to make adjustments or recommendations should it deem individual elements of the announced programme to be impermissible.

A later change of the submitted project is only possible in agreement with the Selection Committee.

The following principles apply for the Selection Decisions:

- The Selection Committee decides in accordance with the aims and the show concept of **art forum berlin** with sole responsibility and complete independence.
- Every year, all the applicants are judged anew, i.e. no gallery is automatically re-admitted.
- The owner of a gallery is only admitted with one single stand.

The Selection Committee assesses in particular

- the quality of the direct collaboration with the artists,
- the performance of negotiations for the artists represented with respect to museums, art societies and comparable institutions beyond the sale,
- the continuous operation as a gallery, required to have been in existence for at least 3 years,
- the quality of the stand projects and presentations at past **art forum berlin** shows and other international art fairs,
- the consideration of the individual applicant's interests as they relate to event goals and the interests of all exhibitors in achieving a high-quality, international art show.

Admission may be denied if at any previous art show

- the registered programme significantly differed from the regular exhibition programme of the applicant,
- the presentation or the quality of the artworks shown failed to meet the unanimous requirements of the Selection Committee,
- the charges or the stand rental were not paid,
- justified complaints regarding a sale made at the show have not been settled,
- forged, dubious or wrongly or incompletely declared works of art were offered or sold.

The Selection Committee shall record all voting results.

**In submitting their applications, applicants acknowledge the decisions of the Selection Committee as binding.**

### 3.4. Stand Vacancies

Should there not be enough space to accommodate all applicants or the number of applicants exceeds the spaces allocated by Messe Berlin GmbH, a waiting list will be kept. Giving due considerations to this waiting list, the Selection Committee will allot vacant stands to an applicant not hitherto admitted. If this applicant declines participation or fails to reply within a specific period, the vacant exhibition space will be offered to another applicant.

### 3.5. Decisions / Appeals

a) Messe Berlin GmbH will notify the applicant in writing of the decisions made by the Selection Committee. With the written notification of admission, a contract is concluded between Messe Berlin GmbH and the applicant.

The Selection Committee has the right to grant admission under certain specific restrictions, conditions or limitations.

In such a case, the exhibition contract will only be finalised once the applicant accepts the specific restrictions, conditions or limitations stipulated by the Selection Committee within the specified period.

Upon request, rejected applicants or those put on the waiting list will be informed of the voting result. The request has to be received by Messe Berlin GmbH within a period of 14 days starting with decision notification of the applicant, otherwise the request does not have to be considered.

b) Decisions made by the Selection Committee in accordance with the aim, the show concept and the admission requirements (3.2 and 3.3) of **art forum berlin** are not subject to review. This does not apply to denials of an application shown to or obvious to be based on irrelevant or arbitrary considerations.

c) Applicants who believe a Selection Committee rejection is unjustified or arbitrary may file a written appeal to the Selection Committee decision. Appeals must be substantiated. Appeals must be submitted to Messe Berlin GmbH within 14 days of rejection notification. Appeals received after this deadline will not be considered.

Appeals may be submitted along with requests for Selection Committee's voting results.

### 3.6. Appeals Board

a) An independent Appeals Board shall render a decision on all appeals. The board shall consist of 3 members, appointed by Messe Berlin GmbH. Chairperson of the board will be a judge, attorney or notary. The other 2 members shall be established experts from the national or international art market.

Messe Berlin GmbH shall deliver all timely appeals to the Appeals Board after it has been constituted without delay.

The members of the Appeals Board are independent, especially of Messe Berlin GmbH, and free in their decision-making.

Article 3.5b shall also apply to the qualitative and substantive assessment by the Selection Committee.

b) The applicant shall be notified in writing the Appeals Board's decisions without delay. The decision of the Appeals Board is final and binding for the applicant as well as the Selection Committee and Messe Berlin GmbH.

**With the submission of an application, the applicant agrees to the exclusive jurisdiction of the Appeals Board in all matters concerning admissions as well as to the observing of the legal form (§ 1031, 2 ZPO).**

### 3.7. Sector **plein air**

After admission to **art forum berlin** has been granted, the Selection Committee further decides on the participation in the sector **plein air**. A reason for the decision of the Selection Committee does not have to be given and is final or the applicant.

## 4. Special Conditions of Participation

### 4.1. Authenticity

The exhibiting gallery has to guarantee the authenticity of the artworks presented at **art forum berlin**.

Works by artists not represented by the gallery or not belonging to its special field may not be shown. Exceptions have to be permitted by the Selection Committee.

### 4.2. Location and size of the stand

The Show Management will decide on the placement. The galleries admitted have no claim to a specific location or size of the stand.

Messe Berlin GmbH has the right to deviate from the requested area of the stand if this is either requested by the Selection Committee or is necessary due to limited capacity of space or as the consequence of the spatial overall concept (actual layout planning).

### 4.3. Subletting

Subletting or in any other way transferring the stand is prohibited and results in immediate exclusion from the show.

### 4.4. Conditions of presentation

Artworks may only be presented within the rented area of the stand. Light installations (neon works etc.) may not be placed onto the outside walls in order not to disturb the presentation of the neighbours' stand. The volume of sound and video installations is to be kept at a reduced level and has to be such that the adjoining exhibitors are not disturbed by the performance. The presentations should be coordinated with the Show Management and consider the interest of the neighbouring exhibitors.

Storage rooms and closets must be closed off with a door or with a curtain.

Putting up posters and other advertising material is not allowed without prior permission from the Selection Committee and the Show Management.

In the storage area, exhibitors have room available free of charge for artworks and packaging material. Storage is at one's own risk. Messe Berlin GmbH is not responsible or liable for damages or loss of stored goods or artworks.

Re-hanging or cleaning services must take place outside visiting hours.

The level of quality requested by the Show Management and the Selection Committee has to be observed at all times, also towards the end of the show. For this reason, re-hanging and changes at the stand must never detract from the quality of the art show. The Selection Committee may check the stands at any time, and demand corrective incase of complaint.

Information on the works exhibited (artist, title, year, technique, number of copies etc.) has to be made available to the visitors.

### 4.5. Stand construction and design

Stand construction and design have to follow the technical guidelines described in the Exhibitors' Manual and any other regulations by Messe Berlin GmbH.

These guidelines are distributed together with the Exhibitors' Manual and are binding.

In case of deviations, a reason must be given and permission received from the Show Management or the Selection Committee, particularly for deviations in the height of the stand walls, for installing closed ceilings or non-standardised floor coverings or lighting.

Together with the stand placement, exhibitors will receive the Exhibitor's Manual with the technical guidelines. These guidelines are part of the contract.

### 4.6. Catalogue

The entry in the printed matter and the electronic media of **art forum berlin** (catalogue, website, etc.) is compulsory for each exhibitor. Advertising instead of the representation of artworks is not permitted.

### 4.7. Badges

The exhibitors' and workers' badges provided for the participation in **art forum berlin** are not transferable.

Galleries are obliged not to hand out any badges to art collectors, art dealers or other unauthorized persons who are neither employees nor artists of the gallery.

Access to the storage area is only possible for the holders of an exhibitors' or workers' badge.

### 4.8. Parallel events

Participation in art fairs taking place parallel in Berlin excludes the admission to **art forum berlin**.

### 4.9. Measures in case of non-compliance

The Show Management and the Selection Committee are entitled to take the non-compliance with these regulations communicated to the exhibitors in written form into consideration and not admit the exhibitor to the subsequent art show or take other measures available according to the regulations or the additional regulations or due to the domestic rights.

## 5. Withdrawal from the contract

Should the exhibitor withdraw from the contract after he has received confirmation of the admission, he has to pay compensation for the expenses as well as for the costs which have in fact accumulated. These compensations when withdrawing from the contract amount to

- after June 1, 2010: 75 % of the stand rental
- after August, 15 2010: 100 % of the stand rental

This claim is also valid if it is possible to allocate the stand area to someone else.

## 5.1. Exclusion of liability

Should the application for admission to **art forum berlin** be rejected, Messe Berlin GmbH and the Selection Committee are not liable for any expenses the exhibitor may have had in view of a possible admission.

In case of the rejection of the application, damage claims of the applicant, for whatever legal reason, against the Selection Committee and Messe Berlin GmbH, its legal representatives or its accomplices are excluded unless the persons mentioned have caused the damage intentionally or by gross negligence.

Messe Berlin GmbH

Berlin, January 2010

### Application

Deadline	February 22, 2010
Notification of decisions	April 2010
Distribution of hall layouts and exhibitors' information	May 2010
Application deadline for sector <b>plein air</b> (for admitted galleries)	April 2010

### Accounting

Distribution payment on account	May 2010
Submission final account	October 2010

### Catalogue

Catalogue entry	May / June 2010
Catalogue available	September 2010

### Move-in and move-out

Move-in	October 4 / 5, 2010; 9 a.m. – 10 p.m. October 6, 2010; 8 a.m. – 10 a.m.
Move-out	October 10, 2010; 8 p.m. – midnight October 11, 2010; 8 a.m. – 6 p.m.

### Show

Opening Day	October 6, 2010
Premiere	October 6, 2010; from 11 a.m.
Preview	October 6, 2010; from 2 p.m.
Opening	October 6, 2010; from 5 p.m.
Opening hours days	October 7 – 10; noon – 7 p.m.
End of exhibition	October 10, 2010; 7 p.m.