

# Pool Art Fair New York 2011 March 4, 5 & 6

8<sup>th</sup> Edition | Pool Art Fair New York

**Exhibition Venue**  
Gershwin Hotel  
7 E 27th Street  
New York, NY 10016  
www.gershwinhotel.com

**Organized by Frère Independent**  
149 West 24<sup>th</sup> Street Suite 3A  
New York NY 10011  
NYC + 1 (212) 604 0519

## Application Form

Submit 4 to 8 jpegs of your work as an email attachment.  
Send to: [application@poolartfair.com](mailto:application@poolartfair.com)

## Important note from the fair management

As Pool is an exchange platform created for independent artists, the success of the fair depends on the involvement of all participating artist. Make sure to invite every one you know, every one you meet and most importantly, every one you want to know.

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*Please complete*

## CONTACT INFORMATION

Name: First      Last  
Status:  Artist -  Other:  
Contact person if different:  
Tel.:  
Email address 1:

Type your initials here to sign:

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Comments:

## RULES & REGULATIONS

### ABOUT THE SHOW

Frère Independent is proud to present a select group of artists exhibiting in the upcoming edition of Pool Art Fair New York. Most artists are unrepresented while others are in various stages of their careers. We also invite young dealers, curators or artists' patrons to submit projects in line with the mission of the show: To serve as an invaluable resource for the contemporary art community. This unique meeting ground provides the public with access to art while encouraging, supporting and meeting these emerging artists.

### PARTICIPATION IN THE POOL ART FAIR

The deadline for sending in the application is December 20<sup>th</sup> to ensure that you will be included in the full-page advertisement in Art Forum (TBC). Final deadline will be January 30th 2011. Please note that, rooms will be assigned as we receive and accept exhibitors. Do not wait to long to apply.

### FORMAT

Artists use hotel guest rooms to display works  
No themes required  
All media encouraged - Artists are encouraged to present site-specific works  
Works available for sale online as well as at the artist's discretion (Bu2 program)



by **FRÈRE**INDEPENDENT



## EXHIBITION INFORMATION

- All participating artists must be approved by the Curator/Director of Exhibitions
- Artists use hotel guest rooms to display works.
- Special discounted rates available for the following options: Video Art Projects, Performances, Returning exhibitors etc.
- No themes required, and all media is encouraged (artists are encouraged to present site specific works).
- Works will be available for sale online up to two weeks prior to opening, and during the exhibition. (TBC)

## SELECTON

Art professionals will jury your application. The selection is based on the following criteria:

Quality of the craft

Potential for the artist to evolve in the direction he/she chooses

Our ability to place the work in the general discourse of contemporary art today

Aesthetic in tune with over all artistic direction of the show

Pool Art Fair encourages all media. However FI only accepts original Contemporary art works and does not accept craft, decorative arts, furniture, functional glass or ceramic.

Photomechanical reproductions such as offset lithographs, prints run off a commercial printing press, embellished commercial reproductions or giclée (with the exception of photography or digital media categories) are not allowed. Exhibitors that are unsure may contact us to discuss their particular case.

Presentation of post cards, calendars, posters and T. Shirts for sale is permitted pending approval from show management.

Artists may share their rooms. Artists run centers, and collectives are also welcome to share room space. Any sharing of room space is subject to management approval and input.

## DEADLINES & FEES

- There is no Application fee
- Average Participation Fee is \$1,650.00
- Participation fee varies based on the options selected online by Artists (click [here](#)). Artists are encouraged to select options that best suit their needs as exhibitors. Reduced fees available for the following options: Video Art Projects, Performances, Returning Exhibitors, and Artists under 30.
- The deadline for sending in the application is December 20<sup>th</sup>, 20011 for Artists who wish to be included in the Pool NY Advertisement in Art Forum.
- Please note that, rooms will be assigned as we receive and accept exhibitors. Do not wait too long to apply.
- Payments are not refundable unless otherwise agreed upon in advance with fair management in writing.

## OPTIONS

The options are designed to serve your needs as an exhibitor better. It is designed to improve the overall quality of the fair. Most options may be changed as you finalize your final plans. Make sure to coordinate with the exhibitor's coordinator. You select and change options online.

Options include:

- Participate as a Curator or an Art Dealer
- Design and Print your own exhibition cards
- Have Frere Independent Design, Print and Ship *custom* invitation cards
- Keep Furniture in room for duration of the Fair
- Not having a Page in the Catalogue
- Option to take out your own Full-Page Advertisement in Art Forum

## EXHIBITORS SCHEDULE

Check in & set up Thursday March 3rd, 3 pm

Check out & break down before Noon, Monday March 7, 2010

## EXHIBITION SCHEDULE

Friday March 4th — 3:00 PM to 10:00 PM

Friday March 4th — 6:00 PM to 10:00 PM \*Vernissage

Saturday March 5th — 3:00 PM to 10:00 PM

Sunday March 6th — 3:00 PM to 10:00 PM

## **PROMOTION**

The most important and effective promotion is by the participating artist's word of mouth. Pool is an Artist Fair. Therefore it is very important that all participating exhibitors do their best to promote the show. There are multiple shows competing for attention in New York that week. Participating artists should use the opportunity to promote their presence at Pool while visiting other venues.

The following list contains the primary vehicles used for promotion of the show.

- Invitation cards
- Catalogue
- All Access Cards program
- Catalogue and All Access Cards distributed to FI exclusive mailing contacts with leaders in the Art world.
- Media sponsors and articles
- E-mail newsletters and e-vites
- Targeted audience
- Online presence (Website, online gallery, calendar of events, newsletters, e-vites + RSVP system & partners etc...)
- In House PR

## **RULES FOR ARTISTS**

- All rooms must be left in the same condition they were in at the time of check-in. For hanging artwork we recommend using a product called Command by 3M. This hook is available at Staples. It allows for hanging artworks without damaging any surfaces. Some rooms allow for regular hooks, even wall paintings. Contact us or include note in application form if you have special requests.
- Exhibitors must fall in accordance with the hotel's regulations on room care and general hotel rules. Exhibitors will have to provide a credit card at check in.
- Exhibitors must observe signage policy of Fair management and refrain from independent signage without approval from fair management.
- Exhibitors are responsible for all content inside the room including hotel furniture and personal belongings. There is no insurance contracted by the hotel or fair organization for personal belongings.
- Exhibitors may not remove hotel property from the room at any time. Unless otherwise agreed upon with fair management.
- \* \* All rooms must observe exhibition hours. Failure to do so will result in a \$200 penalty per occurrence. This applies to opening and closing time. There is no exception to this rule. Policy will be enforced.
- More than one artist may share the same room but one person must be designated as the contact person. See options details.
- Only artists listed in the application form or agreed upon by fair management may be exhibited.
- \* \* Failure to respect the rules may cause closing of the room for the exhibit at exhibitors cost.
- Exhibitors will not be allowed to leave a guest list or messages for third parties at Show desk.

## **ADMISSION TO THE PUBLIC**

Admission to the fair is \$10.00 suggested donation to our not-for-profit organization

## **INSURANCE AND EXEMPTION FROM LIABILITY**

Each exhibitor should obtain insurance coverage for damage or loss to articles exhibited or to be exhibited, due to fire, theft, burglary, breakage, leakage, accident or flood, and the risks of transport to and from the exhibitor's container. The exhibitor assumes all risk of loss related thereto. Frère Independent, The hotel and/or the host city will not be liable for any direct, incidental or consequential damages or loss to the exhibitor or his/her property arising from or connected with the exhibitor's participation. Prior to admission to the show, each exhibitor is required to sign this form as a release of Frère Independent liability.

## **SECURITY**

Each exhibitor is responsible for his/her space during exhibition hours. Rooms must remain locked after hours or anytime when a staff member of the exhibitor is not on site.

## **ELECTRICAL SERVICES**

The Hotel will provide electrical service, but shall not be liable for any loss or damage due to failure or interruption of service. Fire, safety and security regulations must adhere to these Conditions of Participation.

## GENERAL REMARKS

Frère Independent is entitled, in the case of compelling reasons or Acts of God, to postpone, re-locate, reschedule, shorten, or extend the exhibition without liability or obligation to the exhibitor. Frère Independent reserves the right to expel from the exhibit(s) any exhibitor(s) who violates the rules stated herein. The exhibitor will remain liable for the full amount of space rental and any additional charges incurred. Notwithstanding any conflict of law provisions, the laws of the State of New York and the United States of America shall be applicable to these Conditions and all matters arising from exhibitor's participation in Frère Independent. The exhibitor agrees to the exclusive jurisdiction and venue for any legal proceedings related thereto solely in New York State courts in the Federal District Court for New York City. These Conditions and the Exhibitor's Terms and Conditions are the final and exclusive agreement between Frère Independent and the exhibitor. These Conditions of Participation govern the exhibitor's participation in Pool Art Fair. Frère Independent reserves the right to at any time, issue other rules and regulations of participation.



by **FRÈRE**INDEPENDENT

The Pool Art Fair is organized by Frère Independent.  
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