

# MARKET

The Royal Academy of Art, Stockholm, February 19-21 2010

Dear Gallery Owner,

Stockholm, June 2009

Application forms MARKET 2010  
Application Deadline August 31, 2009

Please find enclosed the application forms to MARKET 2010, taking place February 19-21 at the Royal Academy of Art in Stockholm.

MARKET 2010 will be held February 19-21 at the Royal Academy of Art in central Stockholm for the fifth consecutive year. In just a few years' time MARKET has become the most important art fair at the expansive Nordic contemporary art scene and has gained an excellent reputation internationally. Every year MARKET brings together the leading galleries in the Nordic region and has established itself as a dynamic meeting place for galleries, artists, collectors and art lovers. MARKET 2009 showed record figures both in visitors' numbers and in sales.

MARKET took place for the first time in 2006 on the initiative of a group of Swedish gallery owners aiming to create a high quality contemporary art fair for the Nordic galleries. Every year the presence of non-Swedish galleries has steadily risen, last fair 9 of the 32 participating galleries were from outside of Sweden. The vision is to increase the participation from our neighbouring Nordic countries and to be the Nordic contemporary art scene's premier fair. The planning for MARKET 2010 is now in progress and beside the main fair MARKET will include the following departments; **MARKET Emerging** – for newly established galleries on the young and dynamic Nordic art scene; **MARKET Editions & Multiples** – for galleries working with high quality editions and multiples; and **MARKET at large** – where participating galleries get a possibility to display art work that may be difficult to show in a regular stand, such as art projects, sculptures and installations.

A series of seminars will be organised during the fair days.

MARKET is also arranging an exclusive Collectors Programme for specially invited international art collectors.

MARKET will be held February 19 thru 21 with the opening on Thursday, February 18. The application deadline for participating at MARKET 2010, MARKET *Emerging* or MARKET *Editions & Multiples* is August 31, 2009.

## MARKET 2010

This is the main section designated for galleries operating in The Nordic region, have a professional exhibition profile and are open to the public through regular opening hours. The stand rental fees have not been changed since 2008 and the stands come in three sizes (25 m<sup>2</sup>, 16 m<sup>2</sup> and 12.5 m<sup>2</sup>). This year we have no less than nine booths in the largest category. The

selection of galleries will be made by the selection committee. The stands are located on the first floor. Deadline for applications is August 31, 2009.

For 2010 MARKET will offer three sections beside the main fair:

MARKET *Emerging* – Tengbomhallen, ground floor

MARKET *Editions & Multiples* – Nikehallen, ground floor

MARKET *at-large*

#### MARKET *Emerging*

MARKET invites newly established Nordic galleries to apply to the MARKET *Emerging* section and its four stands in the Tengbomhallen on the ground floor. Participating galleries should not have been in operation for more than three years and follow the conditions specified for other galleries. Newly established galleries can apply to both MARKET 2010 and MARKET *Emerging*. Participation and placing will be decided by the selection committee. Please note that galleries applying to both sections only pay one application fee. Stands in this section all have the same size (8 m<sup>2</sup>). The selection of galleries will be made by the selection committee. Deadline for applications is August 31, 2009.

MARKET *Editions & Multiples* is open to galleries operating in the Nordic region and dedicated to a professional and high quality policy regarding editions and multiples. Two stands (10 m<sup>2</sup>) will be offered in Nikehallen on the ground floor. The selection of galleries will be made by the selection committee. Deadline for applications is August 31, 2009.

#### MARKET *at-large*

This section will comprise art objects that may be difficult to show in a stand, such as installations, video projections, performances, outdoor sculptures, etc. For this section MARKET will be able to offer five to eight locations, depending on the character of the works selected. Please contact MARKET for more information regarding the lay-out of the facility. The galleries are responsible for all costs concerning installation, organisation, equipment and permits. Last application date is December 1, 2009, see special application form. Please note that only galleries participating at MARKET 2010 can apply to this section.

Please note that our application forms also can be retrieved as pdf-files on our website [www.market-art.se](http://www.market-art.se)

Your fee for MARKET 2010, MARKET *Emerging* and MARKET *Editions & Multiples* will include the following:

- Sign indicating the name of the gallery
- Painted walls
- Invitations to the fair
- Possibility to invite collectors to a preview
- Five exhibitors cards for your staff
- Link to the gallery home page on the MARKET homepage
- Participation and citation in our public relations material

Stand fees MARKET 2010 (excl VAT):

#### MARKET 2010

|                     |            |
|---------------------|------------|
| 12,5 m <sup>2</sup> | SEK 15.625 |
| 16 m <sup>2</sup>   | SEK 20.000 |
| 25 m <sup>2</sup>   | SEK 31.250 |

|  |            |
|--|------------|
| MARKET <i>Emerging</i> 8m <sup>2</sup>                   | SEK 10.000 |
| MARKET <i>Editions &amp; Multiples</i> 10 m <sup>2</sup> | SEK 10.000 |
| MARKET <i>at-large</i> per project                       | SEK 7.000  |

Selection Committee MARKET 2010: Ilona Anhava, Galerie Anhava, Helsinki; Ulrika Levén, curator, Carnegie Art Award, Stockholm; Ben Loveless, Galerie Nordenhake, Stockholm; Sara

**Sandström, Galleri Andersson Sandström, Stockholm/Umeå; Christina Wilson, Galleri Christina Wilson, Copenhagen.**

For enquires concerning MARKET or the selection procedure, please contact the fair management.

**We are looking forward to your applications!**

Contact:

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