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WORLDARTDUBAI.COM

Show DATES: 16-19 March 2022 | Dubai World Trade Centre

Gallery Application



GALLERY APPLICATION
APPLICATION PROCEDURE

Dear Exhibitor,

Following the resounding success of World Art Dubai 2021, we are delighted to announce the 8th edition of Dubai's only affordable, contemporary art fair which will once again take place at the **Dubai World Trade Centre** from **16 to 19 March 2022**

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 4 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, World Art Dubai 2022 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**, World Art Dubai 2022 will offer a unique fusion of world class art, entertainment and education, with a mission to cater for all art lovers, buyers and collectors.

A headline event of the Dubai Official Art Season, World Art Dubai is professionally managed and organised by Dubai World Trade Centre (DWTC), which provides more than 35 years' of experience and expertise in delivering world-class events in the Middle East.

We are pleased to announce that Gallery Applications are now open for World Art Dubai 2022. Please complete all parts of the application form, carefully read the terms and conditions and email your application to wadapplication@dwtc.com for review by our Selection Committee.

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

Best wishes,
World Art Dubai Team

Before beginning the application process, please read the following instructions carefully to ensure your application is considered complete and valid for review by the **World Art Dubai** Selection Committee.

EXHIBITOR INFORMATION REQUIRED

Gallery Information

Along with the gallery information, details requested in the application form, please also submit a profile/bio of your gallery and if applicable indicate a list of art fairs participated in the last 5 years.

Company details

Company number along with company letterhead to be emailed with this application to the Organiser for the purposes of ensuring that your Gallery is a registered company. Where no company has been formed and you are booking a Gallery stand for the purposes of a Group Show, World Art Dubai must be made fully aware of all "call for artists" advertising you are doing along with full transparency of the prices being charged. **It is against the terms and conditions of your contract to resell stand space at our show without authorization from the Organiser.** Failure to comply will result in immediate stand cancellation and retention of all monies already paid to the Organiser.

Artist Listing with Profile / Biography

Please provide **a complete list of artists with their individual biography** (including their past exhibitions and awards) that will be represented by your Gallery at World Art Dubai 2022 and kindly note that we may also use these details for Marketing & PR purposes.

(Minimum three artists must be represented to qualify for gallery stands)

Images

Please upload **3-5 images of artworks per artist**

**Images must be 300 DPI and labeled in the following format:
GalleryName_ArtistName_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 fair experience.

The Selection Committee reserves the right to approve Gallery 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 [World Art Dubai 2022](#).

- ❑ 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 [World Art Dubai 2022](#)

GALLERY CONTACT INFORMATION

*Gallery Name: (As it should appear on name board & catalogue)			
*Gallery Owner			
*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 artists are originally from):			
*Mobile Number:			
*E-mail:			
*Website:			
*All Social Media Handles: <ul style="list-style-type: none"> - 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):

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*Mandatory fields

All galleries are required to show a minimum of 3 artists and provide information on each artist presenting work at the show supported by 3-5 images per artist.

Please complete the details below for each artist represented on your stand (Min 3).

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

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

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



STAND PRICING & PAYMENT SCHEDULE

STAND PRICING

STANDARD RATE

AED 1,425/sqm
393.65 US\$ /sqm

STAND SELECTION

12 | 15 | 18 | 24 | 36 | 42 | 54 sqm

Stands larger than 54sqm are available on request.

A mandatory insurance fee of AED 600 (\$ 166) 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 Dubai World Trade Centre. Failure to make payment within the specified time frame will result in your stand being released.

INCLUDED WITH YOUR EXHIBITION PACKAGE

- C or L structured stand with white painted wooden 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 worldartdubai.com (full contact details, hyperlink to gallery website and images of exhibiting artworks)
- VIP invites (quantity dependent on size of stand)
- 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 at the show

ADDITIONAL CHARGES

Please note that additional charges apply towards the following:

- | | |
|---|--|
| <ul style="list-style-type: none"> • Artwork Installation assistance • Furniture • Additional lighting • Extra power sockets • Stand cleaning • Additional walling • Wi-Fi | <ul style="list-style-type: none"> • 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 World Art Dubai 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 AED600 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. If 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 (Dubai World Trade Centre – **World Art Dubai**) sets the General Conditions, such as the venue, the duration, the dates, the opening hours, and the ticket price of the **World Art Dubai** 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 **World Art Dubai** 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

- Exhibitors must be exclusively art galleries
- 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

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 (page 4) and the Terms and Conditions set out by **World Art Dubai**.

NOT PERMITTED AT WORLD ART DUBAI

- 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 WORLD ART DUBAI

- 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.

Full Name:		Date:	
Signature:			