

Affordable
Art Fair

UNDERSTANDING OUR ARTIST REVIEW PROCESS

This guide is intended to **support applicants in understanding the artist review process.**

We share insights into how the artist-selection committee for each fair qualifies which applications and artists may be admitted and practical definitions for the key qualities they're reviewing, namely:

- Clear creative identity
- Artistic integrity
- Professionalism
- Academic foundation

In addition to this, it's also very important for the fairs to evolve with fresh, quality art in a wide range of prices with exhibitors who are also looking to evolve. Here are some words from the company CEO & Founder, Will Ramsay on this vision:

Curatorial decisions are the responsibility of the Fair Director and the Fair Director's decision is final.

"I would never want to undermine a Fair Director's delegated authority for any of our fairs. They understand the local art market and their decisions, supported by others on their team or Selection Committee, must be respected by us all on what art will work best for their fair in their market. It is my instruction to them that they must keep each fair fresh with evolving art – we don't want our visitors leaving feeling that it was too much like prior fairs that they won't bother returning; each fair needs to be fresh and contemporary, bring on the next generation of artists too."

Once an application has been submitted for a fair, the artists' works are reviewed by a committee of people in and/or affiliated with Affordable Art Fair. They are the ones responsible for upholding the variety and quality at the fair.

All of the works at the fair must comply with the Exhibition Criteria and the committee are also reviewing the following aspects of an artist's profile:

- Clear creative identity
- Professionalism
- Academic foundation or well-documented development of the artist's skill/creative perspective including their exhibition history
- Artistic integrity

Read on for more information about these factors and for practical advice on how to ensure success.



CLEAR, CREATIVE IDENTITY

The committee considers that an artist has a clear sense of creative Identity when the artist displays in their portfolio a:

- Style or themes consistent over time and recognizable in multiple artworks
- sense of evolution or deepening in their practice
- little 'je ne sais pas' or something special

For instance, [Jules Wittock](#)'s art is characterized by his doodles shapes that he transcribes through different mediums like painting and sculpture into labyrinths which conceal a hidden word/meaning.

ARTISTIC INTEGRITY

The committee considers that gallerists and artists should:

- Be honest and transparent about how their works are created particularly if studio assistants or printing technology are involved.
- Not be copying or breaching the intellectual property of other creatives.
- Adhere to the Exhibition Criteria required by the fair.



PROFESSIONALISM

The committee expects from the artists that are exhibited at our fairs a certain level of professionalism.

As we live in a digital world where online presence is necessary to shine, this includes:

- A professional website which includes portfolio, artist statement, exhibition history and contact information
- A well-organized Instagram, Facebook page and/or portfolio existing on an alternative platform.

See for instance or Alex Voinea's feed on Instagram. These values apply also to the gallery itself.

ACADEMIC FOUNDATION

The committee considers that an artist should have some kind of academic foundation, or a well-documented presentation documenting the development of their artistic practice.

This can take several forms:

- Part of an online CV on their website
- Mention of mentorship or trainings
- Video reports
- Manifesto and or written biography text



We hope this document has provided useful insights that will guide your application for the fair!

If you have any further questions, please don't hesitate to reach out to the fair team

