

THE OTHER

**2023 Artist Guide
Sydney**

ART

Presented by



SAATCHI ART

FAIR

CONTENTS

Introduction	03
A Word from Ryan Stanier, Fair Founder	04
Why Apply	05
Key Stats	06
Art Reframed	07
Fair Package	08
Take the Plunge	09
Your Exhibiting Experience	10
Our Venue	11
Talk to the Team	12
How to Apply	13

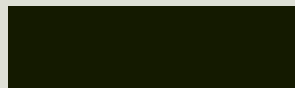
THE

OTHER

The Other Art Fair is a global gathering of creative thinkers, game changers and pleasure seekers sharing emerging talent and unforgettable experiences.

Set against the backdrop of the world's biggest cities, each of our fairs is different. We combine boundary-pushing, yet always accessible artworks from over 100 independent artists with immersive installations, performances and a few curious encounters. The result is an inspiring, evocative, inclusive and fun event that reframes how art can be perceived and creates lasting connections between artists and art lovers.

As the only global art event dedicated to representing independent artists since launching in 2011, The Other Art Fair has worked with over 3,000 artists from more than 20 countries, and now hosts 11 fairs each year across the UK, US and Australia.



ART

FAIR



A WORD FROM RYAN STANIER, FAIR FOUNDER

The Other Art Fair was born from a realisation of the disparity between art lovers looking to discover the next big thing and talented artists eager to gain further recognition.

Our mission is to challenge the traditional structures of the art buying world, demystify the art buying process and empower artists by connecting them directly with art buyers and collectors. We're committed to making art accessible to all, breaking down barriers and injecting some fun into the mix along the way.

In 2016, The Other Art Fair joined forces with the largest online gallery and platform for independent artists in the world; Saatchi Art. This powerful partnership has paved the way for our artists to receive increased access to a global artbuying audience.

As we move into our second decade, The Other Art Fair's diverse community of artists now reaches across the globe with live in-person Fairs in major creative hubs including Brooklyn, Chicago, Dallas, London, Los Angeles, Melbourne, and Sydney.

We hope you're able to join us as we continue to support independent artists build long-lasting and sustainable careers.

Ryan Stanier, Fair Founder

WHY APPLY?

Join us and be a part of our disruptive movement to support independent artists, giving you the control over your practice, to build a sustainable career.

SELL

your art directly to thousands of art lovers and collectors.

DEVELOP

your artistic practice by learning first-hand how people respond to your work.

SHOWCASE

your work in front of gallerists, collectors, curators and critics.

GROW

your social media profile.

CONNECT

with fellow artists and future collaborators.

LEARN

the art of self-representation, from curating your booth to engaging new clients.

DRIVE

online sales via Saatchi Art and The Other Art Fair.

JOIN

a supportive and welcoming artist community.

OUR AUDIENCE

We welcome over 10,000 visitors to each edition of The Other Art Fair Sydney and, since launching, have received extensive press coverage including features on ABC Breakfast Show, Channel 7 News, Sydney Morning Herald, Broadsheet, Urban List, and Concrete Playground.

You'll see us out in the wild as we launch our full marketing campaign in advance of each fair, spanning out-of-home email, digital, social and more. Partners of The Other Art Fair have included: International New York Times, The Australian Film Radio and Television School, Audi, Four Pillars, Micador, Zagame, Time Out, Riot Wine Co and Bombay Sapphire.

OUR REACH

2.5M+

Followers across The Other Art Fair & Saatchi Art social media platforms

400,000+

Global newsletter database subscribers

2M+

Average earned media impressions per fair in local and national publications

KEY STATS

95%

of exhibiting artists would recommend the Fair to other artists

14.5%

of visitors purchase during the Fair

\$130k AUD

Median Visitor Household Income

92.5%

Artists sold at The Other Art Fair Sydney December 2022

\$3.65

in art sales generated for every \$1 spent on stand fees

ART REFRAMED

Why follow rules when you can break them? Where the art world as you knew it went one way, we went the other.

Where elitism, expense and stuffiness is the norm, we dare to deviate and create something different.

Forget the typical, white-walled experience. You won't find VIP ropes outside our front door. Art should never be elite. It should be for everyone. We want our audience to experience it, be moved, get excited, impulsive, and feel energised about art.

A place where art feels accessible, where everyone fits in, where the experience exists outside of four white walls and the same four artists? That's not normal.

That's The Other Art Fair.



EXPANDING YOUR REACH WITHIN SAATCHI ART

Through Saatchi Art's global online platform, art lovers can continue to discover and support exhibiting artists all year round. Content including curated collections, artist features, and more are featured on www.theotherartfair.com and www.saatchiart.com.

Plus, artists exhibiting at The Other Art Fair have the advantage of being seen and chosen by the Saatchi Art curators for their marketing campaigns, catalogs, and art advisory.

BENEFITS OF YOUR SAATCHI ART PROFILE:

- A global audience of Fair and Saatchi Art buyers around-the-clock
- Ownership and transparency over your sales and pricing. Unlike with a gallery you control your own pricing, including proprietary 'Make An Offer' options and targeted sales promotions to help boost sales
- Long-term sales opportunity—extending your reach outside of the Fair dates
- Inclusion in exclusive Fair curated collections, special highlights on the website landing page, and consideration as a 'Director's Pick'
- Highlighted exposure to Saatchi Art's curators and Guest Curators who survey the works of exhibiting artists
- PR & Marketing opportunities

TAKE THE PLUNGE

These artists put their practice in our hands and didn't look back... here's what they had to say about their experience exhibiting with us.

"If there is a way for artists to reach more people, potential buyers and professional connections in such a short amount of time than The Other Art Fair, I haven't seen it. The Other Art Fair allows you to connect with your audience in huge numbers and develop the business of your art making."

– Josh Dykgraaf

"The Other Art Fair Sydney has been the highlight of my career so far. The exposure to a large new audience, strong sales and getting my work into a Sydney gallery were beyond my expectations. I enjoyed chatting with visitors and artists and have returned home inspired and keen to attend next year."

– Steve Salo

"The Other Art Fair was an incredible experience. As an artist exhibiting for the first time, I was able to meet and connect with thousands of interested people, gain feedback and learn how to talk about my work. The exposure alone created the best opportunity for me to begin my art career and has left me more confident and inspired about my future."

– Kirby Olav



YOUR EXHIBITING EXPERIENCE

PRE-FAIR MARKETING

Pre-Fair



THE OTHER ART FAIR

4 days in-person



POST-FAIR MARKETING

Post-Fair

The Other Art Fair

Your fully built booth includes walling, basic lighting, and a nameboard

- Meet 10,000+ art lovers, collectors, and art world professionals in person

Digital Marketing Pre-Fair

Inclusion on www.TheOtherArtFair.com and www.SaatchiArt.com leading up to and following the in-person Fair.

- Be featured in curated collections with visibility on The Other Art Fair and Saatchi Art's global database of art lovers and collectors
- Opportunity to be selected as 'Fair Director's Pick' or 'Inside the Studio' series on social media
- Opportunity to be featured in collections curated by Saatchi Art for their Marketing, Art Advisory, and Hospitality campaigns

Plus

- Invitations to Pre-Fair Workshops led by the Fair team, focusing on Operations, Marketing, and Curation
- Lifetime membership in The Other Art Fair's Artist Community, with access to insider newsletters, professional networking, and social events, and access to the exhibitor-only Facebook community

STAND PRICES & COMMISSION

All stand prices are in Australian Dollars and we take a 15%+GST commission on all art sales made at the Fair.

Stands are configured to create a U-shape. E.g., a 5 linear metre stand would follow the configuration: 1x3m back wall + 2x1m side walls.

If you're looking for a bespoke stand configuration, send us an email at hello.au@theotherartfair.com with your request after you have submitted your application.

5 linear metres + 2 spotlights = **\$2,460** +GST

6 linear metres + 2 spotlights = **\$2,952** +GST

7 linear metres + 3 spotlights = **\$3,444** +GST

8 linear metres + 3 spotlights = **\$3,936** +GST

9 linear metres + 4 spotlights = **\$4,428** +GST

OUR VENUE

12-15 October 2023

The Cutaway, Barangaroo Reserve

If you take part in The Other Art Fair in Sydney, you'll find yourself in The Cutaway—a 5000sqm space located beneath Barangaroo Reserve, right in the middle of the city. With a 400-space carpark, and easy access by public transport, The Cutaway is the perfect space to host you, your art, and our thousands of visitors.

An expansive space superbly located just a step away from the CBD at Barangaroo Reserve and tucked beneath a native botanic garden, The Cutaway offers easy access, ample parking and a breathtaking backdrop to our one-of-a-kind art fair.



TALK TO THE TEAM

We're here to help, no matter what questions you have, big or small, serious or silly. The Other Art Fair is all about supporting your artistic journey, and helping you put your best foot forward!

If you need assistance or have any inquiries, just reach out to our Fair Assistant, Maya. She's here to make sure you have a smooth experience. Whether you're curious about the application process, have questions about exhibiting, need some tips or just want to chat about your art, Maya is your go-to person.

We know that navigating the art world can sometimes feel overwhelming, but we're here to make it easier for you. Our team is dedicated to providing a welcoming and inclusive environment for all artists, and we're excited to help you every step of the way.

We're all ears and ready to assist you with anything you need. Let's make your artistic journey a breeze and have some fun along the way!

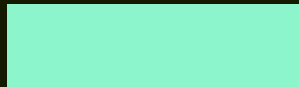
Maya Mulvey-Santana
maya@theotherartfair.com

HOW TO APPLY



Applying for The Other Art Fair is free and no commitment is necessary until you've been selected. All applications are reviewed by our latest Selection Committee of art world experts, led by the Chief Curator of Saatchi Art, Rebecca Wilson.

We encourage applications from artists working in all mediums and can meet your needs with a bespoke stand offering if required. We offer staggered stand payments and stand sharing options too.

Ready to press go?



Stay in the loop:

 @theotherartfair #theotherartfair
 /theotherartfair theotherartfair.com

