

THE

OTHER

↗ ↗ NEW

↗ ↗ FUTURES

ART

FAIR

INTRODUCING NEW FUTURES



Launched as part of The Other Art Fair's continued mission to break down traditional barriers of the contemporary art world, New Futures, is a program designed to kick-start the careers of talented emerging artists through prizing that includes free exhibition space and mentorship.

As part of the program, opportunities to exhibit physically at the Fair—as well as digitally through Saatchi Art and our social media platforms—provide the selected artists with valuable exhibition and sales experience. In addition, the awardees will benefit from a lifelong global and local community of artists, focused 1 on 1 mentoring, and a suite of tools to help them get the most out of the Fair experience, and their careers as artists.

Following on from the program's successful launch in 2021, all Fairs in 2024 in London, New York, Los Angeles, Chicago, Dallas, and Sydney will showcase the city's selected winner, providing a career launchpad for one emerging artist at each edition.

THE OPPORTUNITY

Through New Futures, emerging artists have the opportunity to be awarded free exhibition space at The Other Art Fair, with ongoing guidance and professional mentorship.

Every New Futures artist will receive, at their discretion, the following:

- One free exhibition space at The Other Art Fair, inclusive of signage, power, lighting and insurance.
- One 1x1 mentorship session with the Fair team to discuss booth curation and Fair preparation.
- One 1x1 mentorship session with the Marketing team to optimize marketing opportunities and sales success.
- Lifetime membership to The Other Art Fair's Global Exhibitor Community, providing access to networking opportunities, professional workshops, and artist socials.
- Participation in Exhibitor preparation workshops and socials for the upcoming Fair—topics include curation, marketing and operations.
- Dedicated feature in the Fair's event programming.
- Inclusion on the New Futures Class of 2024 page, linked to the artist's Saatchi Art profile.

WHO IS ELIGIBLE

Artists must meet all the criteria listed below before applying for New Futures. Full terms and conditions for applying can be found on the last page of this document.

Criteria for artists:

- New Futures is open to artists working in all mediums. No formal artistic training is required of the artist.
- Applicants must be an artist with a body of work that will be ready to install, exhibit, and sell at the Fair.
- Applicants must be a resident of the Fair city they are applying for. In some cities, regional artists may be accepted. Reach out to find out if this applies to your local Fair.
- Applicants must not have previously exhibited at any edition of The Other Art Fair worldwide, either as an exhibitor, solo project, or installation artist.
- Applicants should not have exclusive gallery representation or plans for proposed solo exhibitions at the time of application and up until the end of the calendar year (this includes involvement in any art fairs and gallery shows).
- The winners must be present and onsite for the duration of the Fair they have applied for.
- Past winners cannot apply.

Any applications received that do not meet the above criteria and terms and conditions will not be eligible to apply to the New Futures program. If you have any questions about the criteria please contact artists@theotherartfair.com.

HOW TO APPLY

Artists must apply for New Futures via the online application forms on The Other Art Fair New Futures website. Once an application has been completed and submitted, you will receive an automatic email acknowledging receipt of the application. We aim to get back to all successful and unsuccessful applicants within three weeks of the deadline.

Applications are completely free to submit. There are different applications for each Fair city. Please ensure you are submitting the relevant application and remember that you must be a resident of the Fair city for which you are applying.

Tips for applicants:

Your video submission (optional)

Each application includes an optional video submission, including: Your introduction, why you are applying, and what you hope to gain from the experience.

This is a chance for you to get creative and show us who you are and a bit of your personality!

Your video answer must be under 2 minutes long, and can be uploaded to the application form as either an MP4 file or a YouTube or Vimeo link. You can keep your YouTube and Vimeo link private—please just ensure we are able to access the file so we can watch it.

If you do not want to do a video submission please include a written answer in the space provided.

Uploading artworks

The application requires you to upload 4 artworks (JPEG or MP4 for video artwork) and their details. This allows us to get to know your art and style.

The works uploaded do not have to be the same as those you would exhibit at the Fair. There are no restrictions on the type of art submitted—we accept all forms of art.

Application top tips

1. Before you complete the application form, look ahead at all the questions. You can then prepare answers in advance, and have your video, artworks, and any supporting documents ready to upload.
2. You cannot stop and save your application—so we highly recommend only starting the application when you have all your answers ready.
3. Make sure you read through the New Futures terms and conditions beforehand and only apply if you meet the criteria for application.

Special Accessibility Requirements

If you have any special accessibility requirements and need assistance or an alternative form of application, please contact: artists@theotherartfair.com

THE SELECTION PROCESS

The selected participants of this year's New Futures prize package at each Fair will be chosen by a Selection Committee of art world professionals, in some editions this may include The Other Art Fair's Founder, Ryan Stanier, and the Fair Director from the relevant edition. Visit our website to learn more about the Selection Committee for your city.

If your application is not successful the first time we encourage you to try again for future Fairs, as many editions of the Fair will have a different Selection Committees.

Following the application deadline, the Selection Committee will have 1-2 weeks to select the artist from the applications received.

All applicants, including the successful artists, will be informed of the final decision within 3 weeks of the application deadline. The Fair team will contact you via the details given in your application—so be sure to double check all the details you include.

Selections will be based on:



Originality

Is the artist creating work that is unique, thought-provoking, visually appealing and interesting?



Quality and Excellence

Is the artist displaying excellence and promising talent?



Coherence

Does the booth proposed in the application have a clear and considered narrative and is it consistent with the artist's body of work and style?

THE EXPERIENCE



See all our 2023
New Futures Program
Participants here

2024 CALENDAR

London
Truman Brewery
7 - 10 March

Los Angeles
Barker Hanger
4 - 7 April

Chicago
Artifact Events
11 - 14 April

Brooklyn
ZeroSpace
TBA

Dallas
Dallas Market Hall
May 9 - 12

Sydney
White Bay Cruise
Terminal
16 - 19 May

Announcing Soon:
Dates for the second
half of the year for
London, Los Angeles,
Sydney, and Brooklyn.

Apply here:

theotherartfair.com/new-futures

@theotherartfair
#TheOtherArtFair

NEW FUTURES

TERMS & CONDITIONS

New Futures is an annual program for independent artists, hosted by The Other Art Fair. Participants in the program will exhibit at the live Fairs, and be promoted online via The Other Art Fair website, newsletters, social media, and affiliate partner promotions.

Each Fair will present their own New Futures competition. Artists must apply for the city they will exhibit at.

New Futures program will award one artist the following opportunities:

- One (1) complimentary stand at live edition of The Other Art Fair. UK and Australian Fairs will offer the equivalent of a five (5) linear meter stand, value of £1575 + VAT / A\$2570 + GST. North American Fairs will offer the equivalent of a sixteen (16) linear feet stand, value of between US\$1995 - US\$2400 + sales tax. All stands also include nameboard signage and two (2) spotlights.
- Inclusion of artist's Saatchi Art profile on the 'Class of 2024' New Futures directory page on theotherartfair.com, and highlighted on saatchiart.com
- Cover of public liability insurance for the live Fairs, around the value of \$200 / £50.
- One-to-One mentor sessions with the Fair team. Each artist will be offered an individual Zoom session with the Fair Director, where they will be given guidance and advice on how best to prepare for the Fair and post-Fair period.
- In some cities, they will be offered participation in The Other Art Fair's Peer-to-Peer "buddy" scheme. New Futures artists will be paired by the Fair Director with a Fair artist for guidance and advice.
- Lifetime membership to The Other Art Fair's Exhibitor Community - includes exclusive access to all Community benefits and events, enjoyed only by artists who have previously exhibited at the Fair.
- Inclusion in the Fair's exhibitor workshops and socials to help prepare for the upcoming event and to network with other artists.
- Inclusion in dedicated marketing and PR campaigns promoting the New Futures to The Other Art Fair and Saatchi Art audiences.

The program does not offer the following:

- Compensation for travel expenses to and from the Fair.
- Compensation for shipping artworks to and from the Fair.
- A dedicated stand helper for the duration of the Fair - the Fair team and event staff members will be available onsite should the artist need assistance, but there will not be a dedicated person to help them full-time.

All applicants must adhere to the following criteria. Applications that do not meet any of the below criteria will automatically be removed from the selection process. The criteria includes:

- The competition is open to artists of all working mediums, ages and backgrounds. No formal artistic training is required of the artist.
- Applicants must be an artist with a completed body of work or portfolio of work ready to install, exhibit and sell at The Other Art Fair and on Saatchi Art.
- Applicants must be a resident of the city the Fair is taking place in (New York City, Chicago, Los Angeles, Dallas, Melbourne, London, and Sydney). If you are successful you will exhibit at the Fair in your home city.
- Applicants must not have previously exhibited at any edition of The Other Art Fair worldwide, either as an exhibitor, solo project, or installation artist.

- Applicants should not have exclusive gallery representation or plans for proposed solo exhibitions at the time of application and up until the end of 2024 (this includes involvement in any art fairs and gallery shows).
- The winners must be present and onsite for the duration of the Fair they have applied for.
- Past New Futures winners cannot apply.

It is free to apply for New Futures. All applications will be made through a secure online form. Applicants must answer all questions. If an applicant cannot apply using the online form due to special accessibility requirements they must contact The Other Art Fair team: newfutures@theotherartfair.com.

Any applications received after the deadline will not be accepted. All the information provided in the application form is private and will not be shared publicly without consent from the artist.

The participants will be selected by a Selection Committee. In some cases this may include external art industry professionals, the Fair founder (Ryan Stanier) and the city's Fair Director. Each Fair edition's Selection Committee will review all New Futures applications and select one (1) recipient. Selection will be based on originality, quality, style and coherence. Once the participant has been selected they will be notified by the Fair Director via email. In the event of a tie in selection, the Fair Director will make the final decision from the tied applicants. All artists selected for the program must agree to let the Saatchi Art Group use their name, likeness and artworks for marketing purposes. Accessibility: The Other Art Fair is committed to excellence in serving all customers including persons with disabilities. We are also committed to giving people with disabilities the same opportunity to access our goods and services and allowing them to benefit from the same services, in the same place, and in a similar way as other participants. Artists with special accessibility requirements must contact newfutures@theotherartfair.com for alternative application formats. All the Fair venues are accessible and New Futures artists who have special accessibility requirements for the live events will work closely with the Fair's Operations team to ensure they are comfortable onsite.

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