

THE OTHER

Brooklyn | Chicago | Dallas | Los Angeles

2024 Artist Guide US

ART

Presented by



SAATCHI ART

FAIR

CONTENTS

Introduction	03
A Word from Our Founder	04
Why Apply	05
Key Stats	06
Art Reframed	07
Saatchi Art	08
Take the Plunge	09
Your Exhibiting Experience	10
Our Venues	11
How to Apply	12
Talk to the Team	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 supporting independent artists since launching in 2011, The Other Art Fair has hosted over 70 art fairs in London, Bristol, Los Angeles, Chicago, Dallas, Sydney and Melbourne, resulting in independent artists across 22 countries selling over 75,000 artworks.



ART

FAIR



A WORD FROM OUR FOUNDER

The Other Art Fair was born from a realization 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 world, demystify the art-buying process and empower artists by connecting them directly with 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 art-buying 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, 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, Founder

WHY APPLY?

Join us and be a part of our disruptive mission to support independent artists, giving you the control 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 and collector database

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

JOIN

a supportive and welcoming artist community.

OUR AUDIENCE

We welcome thousands of art lovers and buyers to each edition of The Other Art Fair in Brooklyn, Chicago, Dallas and Los Angeles

Our marketing campaign spans across multiple channels including social media, digital advertising, print, out of home, and local and national pr. You may have seen recently in Artnet, Hyperallergic, Colossal, TimeOut, Thrillist, Modern Luxury, NBC, CBS, and ABC to name a few.

Also, we partner with local community and media partners because we are obsessed with creating communities around unexpected art and providing a platform for independent and emerging artists to thrive in their communities.

OUR REACH

280,000+

Followers across social media platforms

200,000+

Global newsletter database subscribers

2M+

Average earned media impressions per fair in local and national publications

KEY STATS

1,500+

artworks sold during 4-day Fair

90%

average of exhibiting artists sold artworks

87%

would exhibit at the Fair again

86%

of exhibiting artists would recommend the Fair to other artists

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 energized 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 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 'Fair Director's Preview'
- Highlighted exposure to Saatchi Art's curators and Guest Curators who survey the works of exhibiting artists
- PR & Marketing opportunities

TAKE THE PLUNGE

These past exhibitors took a chance with The Other Art Fair and opened newfound avenues for their careers. Here's what they had to say about their experience exhibiting with us:

"Showing at the fair is the most authentic, enriching experience you can have as an exhibiting artist. If you are serious about reaching a wider art loving audience, being part of a talented art community, open to exchanging knowledge and passion then The Other Art Fair facilitates and nourishes this creative ambition."

-Nadia Attura

"The Other Art Fair has been an invaluable piece of my career over the years. From new followers and collectors, to retail orders, licensing opportunities, galleries, commissions, and exposure... not to mention all the new artists and friends I meet each time I do the fair. I'm really grateful to have been involved with such a cool crew."

- Chad Goei

"The Other Art Fair was a whirlwind of connections, conversations, art sales, networking, and inspiration. I can't wait for the next one!"

-Gina Gaetz



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 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 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 USD and we take a 18% commission on all art sales made at the Fair.

Booths are configured to create a U-shape. E.g., a 16 linear foot booth would follow the configuration: 1x8ft back wall + 2x4ft side walls.

Available booth sizes vary by Fair city. Our smallest booth option—16 linear feet + 2 spotlights—is available in each US Fair City at the cost listed below:

Brooklyn: **\$2,400** + tax

Chicago: **\$2,150** (no tax applied)

Dallas: **\$1,995** + tax

Los Angeles: **\$2,240** + tax

OUR VENUES

LOS ANGELES

April 4-7, 2024

Barker Hangar



DALLAS

May 9-12, 2024

Dallas Market Hall



CHICAGO

April 11-14, 2024

Artifact Events



BROOKLYN

May 16-19, 2024

ZeroSpace



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.

We encourage applications from artists working in all mediums.

Ready to press go?

[Apply Now](#)

Stay in the loop:

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📘 /theotherartfair theotherartfair.com
🎵 @theotherartfair



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 the appropriate member of the Fair team. They are here to make sure you have a smooth experience.

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!

Brooklyn & Chicago:

Julia Rourke

julia.rourke@theotherartfair.com

Los Angeles & Dallas:

Briana Salatino

briana@theotherartfair.com