

**THE OTHER**

**2025 Artist Guide  
London**

**ART**

Presented by



**SAATCHI ART**

**FAIR**

# CONTENTS

Introduction	03
A Word from the Fair Team	04
Why Apply	05
Key Stats	06
Art Reframed	07
Take the Plunge	08
What's Included	09
Our Venue	10
How to Apply	11

# 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 170 independent artists with 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 THE FAIR TEAM

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, and Sydney.

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

The Other Art Fair Team

# 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

## **JOIN**

a supportive and welcoming artist community.

## OUR AUDIENCE

We welcome over 10,000 visitors to each edition of The Other Art Fair London and, since launching, have received extensive press coverage including features in the Evening Standard, TimeOut, The Guardian, The Sunday Telegraph, Elle, Country and Town House, and The Times.

You'll see us out in the wild as we launch our full marketing campaign in advance of each fair, spanning email, digital, out-of-home, social and more. Partners of The Other Art Fair have included: O2 Priority, Hoxton Hotel, Times Plus, Soho House, Time Out, The Nudge, Wall Street Journal, Own Art, and El Rayo Tequila.

## OUR REACH

**280,000+**

Followers across social media platforms

**170,000+**

Global newsletter database subscribers

**2M+**

Average earned media impressions per fair in local and national publications

## ARTIST FEEDBACK

**10,000**

attendees visit the Fair across the weekend

**92%**

of artists would return to exhibit at The Other Art Fair again

**+62**

Net Promoter Score

**89%**

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 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.



# 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.

**"My experience of The Other Art Fair couldn't have been more positive. The support before, during and after the Fair was invaluable, the team and other artists were welcoming as well as inspiring, and the audience was engaged, encouraging and high in volume!"**

-Karen Turner

**"The fair is a magical experience and I would highly recommend. I meet so many incredible humans over 4 days which gives me such a confidence boost to keep going in those challenging moments of self doubt all artists can have."**

-Michelle Heron

**"Exhibiting at The Other Art Fair has had a massive impact on my practice in terms of connecting with collectors, galleries, and other artists who are always generous with their help and advice. The fair team also make the whole process from start to finish seem effortless. It is both a fair and a community!"**

-Chloe McCarrick





# YOUR EXHIBITING EXPERIENCE

## PRE-FAIR MARKETING

Pre-Fair



## THE OTHER ART FAIR

Pre-Fair



## PRE-FAIR MARKETING

Pre-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](http://www.TheOtherArtFair.com) and [www.SaatchiArt.com](http://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 Pounds and we take a 18%+VAT 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 with your request if you are accepted to the fair.

5 linear metres + 2 spotlights = **£1,620** + VAT

6 linear metres + 2 spotlights = **£1,900** + VAT

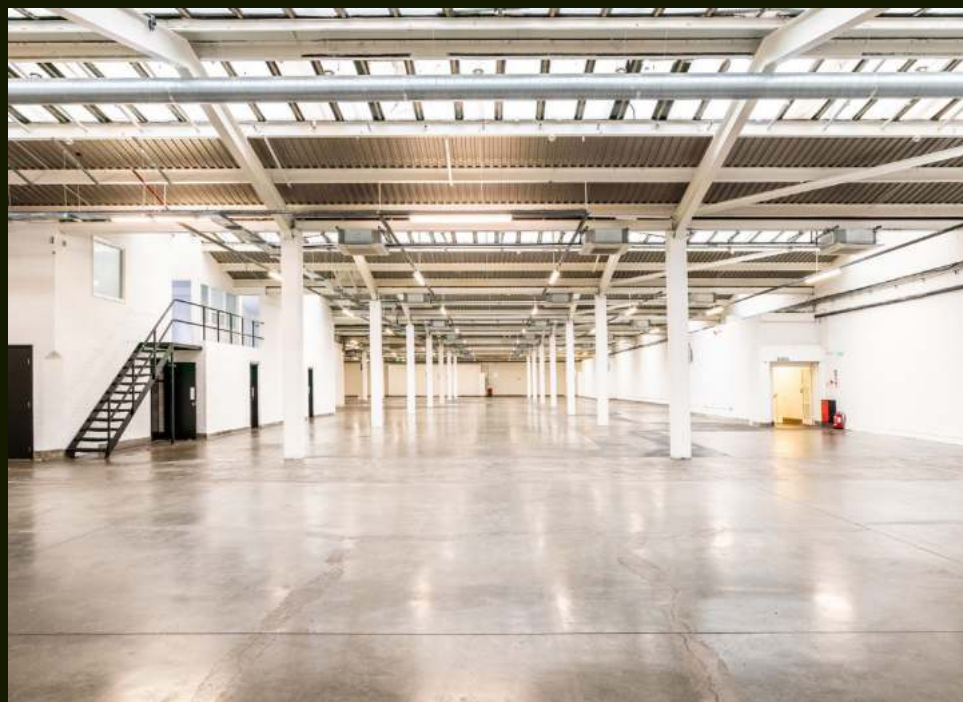
7 linear metres + 3 spotlights = **£2,155** + VAT

# OUR VENUE

## The Truman Brewery, Brick Lane

If you take part in The Other Art Fair London in our Spring or Autumn fair you'll find yourself in the Truman Brewery—a 29,500 sqm space located in East London. With its entrance on the very popular Brick Lane, and with easy transport access, Truman Brewery is the perfect space to host you, your art, and our thousands of visitors.

An expansive space across one floor, with three local public car parks, the Truman Brewery offers easy access and a perfect backdrop to our one-of-a-kind art fair.



# 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 Chief Curator and VP, Art Advisory 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?

[Apply Now](#)

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