

THE OTHER

**2025 Artist Guide
Australia**

ART

Presented by



SAATCHI ART

FAIR

CONTENTS

A WORD FROM LUKE POTKIN, FAIR DIRECTOR	03
SAATCHI ART	04
WHY APPLY?	05 - 06
YOUR STAND	07
THE FAIR PACKAGE	08
OUR VENUE	09 - 11
TALK TO THE TEAM	12
HOW TO APPLY	13



A WORD FROM LUKE POTKIN, FAIR DIRECTOR

The Other Art Fair started with a simple thought: why is it so hard for brilliant artists to get seen, and for curious art lovers to discover them? So, we did something about it. We tore up the rulebook, ditched the middle people, and built a space where artists and buyers could connect face-to-face. No pretence, just good vibes and most importantly great art.

Since day one, our mission's been the same: make art accessible and give artists the platform they deserve. We believe in art people can connect with, from people they can actually meet. It's about levelling the playing field and giving you access to art lovers at a time when they are looking to buy.

In 2016, we teamed up with Saatchi Art, the world's biggest online gallery for independent artists. That link-up opened doors for our artists like never before, giving them access to a global army of collectors and fans.

Now, more than a decade in, The Other Art Fair is a global movement, popping up in cities like Brooklyn, Chicago, Dallas, London and LA. We've built a global community of artists who are bold, brilliant, and proudly independent and we're just getting started.

Over the next 12 months we look forward to creating the ultimate art marketplace in Sydney, Melbourne and Brisbane. Artists can expect to share their work with over 10,000 art lovers each and every time, who will arrive hungry to discover the best independent artists and buy directly from you.

We can't wait to see you there.

Luke Potkin
Fair Director - Australia, The Other Art Fair

Hear from some of our Exhibiting Artists

[Play Video](#)

The Other Art Fair is presented by Saatchi Art, the world's leading online gallery.

With our shared goal of supporting independent artists to sell their work, it made sense for Saatchi Art to hitch their wagon to The Other Art Fair, expanding from online and into in-person art buying at the Fair.

The Other Art Fair uses your Saatchi Art profiles in a number of ways through our marketing campaign, so it's super important you've got an up to date profile. If you don't have one now, no worries—we can help you put one together, or you can sign up for a free profile at any time!

Once you come on board as a The Other Art Fair exhibitor, you'll get to expand your reach on Saatchi Art, where the curators are constantly looking for new talent and ways to feature our artists—whether that be through their art advisory service, in catalogs, or marketing campaigns. There will be featured collections of work, Fair Director's picks, and a range of ways that your work on Saatchi Art can be highlighted to both audiences. After the Fair, you can continue to sell your work long term, while still maintaining ownership of your pricing and sales.



[Find Out More](#)

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.

SHOWCASE

your art directly to thousands of art lovers and collectors.

CONNECT

with fellow artists and future collaborators.

DRIVE

online sales via Saatchi Art and The Other Art Fair Online Studios.

DEVELOP

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

GROW

your profile and following.

LEARN

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

JOIN

a supportive and welcoming artist community.

A CAMPAIGN THAT DELIVERS FOR YOU

We welcome around 10,000 visitors to each edition of The Other Art Fair in Australia. So what does a typical 'Other Art Fair' visitor look like? Well, there's not really one typical visitor! We get a huge range of visitors, from first-time buyers who are finally ready to take on the adventure of buying original art, to the seasoned collector who knows what they want, and is ready when they see it. We also see a whole range of industry professionals—from gallerists, curators, architects, interior designers and more—who are looking for new and fresh talent.

To reach the people passionate about art we run a full marketing campaign in advance of each Fair that targets art-engaged audiences. We use out of home (think posters, flyers etc!), email marketing, digital & social media, partnerships and more, plus work closely with our PR agency THINK HQ to make sure that every dollar spent is working as hard as it can.

"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

KEY STATS

280,000+

followers on social media

1,500+

artworks sold per fair

60,000+

newsletter subscribers

93%

of exhibiting artists would
recommend the Fair

2M+

impressions on published
media stories per Fair

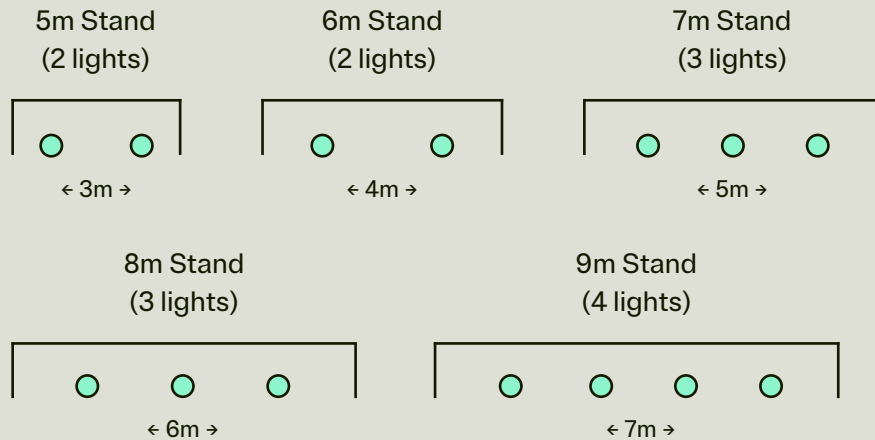
93%

of artists sold at the Fair

16.5%

of audience buy art

YOUR STAND



The Fair has a range of stand sizes to suit all budgets and art styles. Stands are configured to create a U-shape. For example, a 5 linear metre stand would follow the configuration 1m x 3m x 1m walls.

Stand Prices

Stand prices are listed on the Artist Apply page. Click [here](#) to view prices for all cities.

Here at The Other Art Fair we know the importance of being careful with your money and how it is spent. 100% of your stand fees goes towards making The Other Art Fair happen. If you booked a 5 linear metre stand at The Fair this is how your money will be spent.

23% - Venue

Hiring the brilliant space to hang out with all your new art friends in

25% - Walls

Painting and Installing the walls to show off your work

5% - Lights

Adding those lights to make sure your work is looking its best

23% - Marketing

Promoting the fair and getting 10,000 people to show up to the ultimate art party

6% - Security

Keeping your precious artwork (and you!) safe

4% - Cleaning

Its a party. There will be mess!

3% - Signage

Helping all those visitors find their way around the fair

11% - All the extras

An abundance of Fair Features to give even more reasons for guests to attend, building a pop-up bar to quench thirsts and open wallets, DJs and the sound system to keep the party going, meet ups for artists, staffing the event, wrapping for sold works, furniture etc.

THE FAIR PACKAGE

WHAT'S INCLUDED IN THE PRICE?

- Inclusion on TheOtherArtFair.com & SaatchiArt.com leading up to and following the Fair
- Opportunity to be featured in PR & Marketing materials for the Fair, such as radio interviews, posters and more.
- A host of resources to help you get the most out of the process, and up your art admin game in areas like operations, marketing & curation
- Personalised help and direction through the process by the Fair Team
- Lifetime membership to the global Other Art Fair Artist Community, with access to insider newsletters, professional networking and social events, and the exhibitor-only Facebook group.

YOUR BOOTH AT THE FAIR

Your booth includes walling, basic lighting and your nameboard—the perfect canvas to set up a space that reflects you and your practice!

COMMISSION

Most commercial galleries in Australia charge between 40%-60% commission on works sold, and they keep the details of sales private, so you can't build a lasting relationship with your collectors without them.

At The Other Art Fair, we retain a small commission of 18% + GST on sales made at the Fair, plus you retain all the details so you can nurture lasting relationships. This means that the Fair can only make money if you sell work – our success is tied to yours. Charging a commission allows us to keep our stand prices as low as we can, and continue to put on Fairs long term.

We spend every dollar of your stand fees on making the Fair the best version it can be, so that you only have to worry about bringing your best work, and your best self!

OUR VENUE - MELBOURNE

29 January - 2 February 2026

The Timber Yard

Port Melbourne

The Timber Yard is built on the philosophy of recycling, up cycling and bringing people together for amazing events. Located on 6,000 sqm, comprised of indoor and outdoor space, in the Port Melbourne industrial precinct, The Timber Yard is a landmark Melbourne venue. The site has been restored remaining true to it's heritage of second hand timber storage and fabrication. The Timber Yard is an urban sanctuary designed to bring the flavour and personality of the country into the city.



OUR VENUE - BRISBANE

6 - 9 November 2025

**Brisbane Showgrounds Exhibition Building
Bowen Hills**

We're thrilled to announce that our Brisbane fair will take place at the Exhibition Building in the Brisbane Showgrounds. Built in 1986, this spacious, light-filled venue has hosted everything from concerts and markets to exhibitions and gala dinners—making it the perfect blank canvas for creative transformation.

Located just 1.5km from Brisbane's CBD in vibrant Bowen Hills, the Exhibition Building combines industrial charm with versatility.

We can't wait to reimagine this space with you and bring it to life with incredible art and energy.



OUR VENUE - SYDNEY

8 - 11 May 2025

**White Bay Cruise Terminal
Balmain**

Discover the exciting new home for The Other Art Fair Sydney—the White Bay Cruise Terminal in Balmain. Nestled along the picturesque Sydney Harbor foreshore, this stunning venue provides a perfect backdrop for our one-of-a-kind Fair.

With its remarkable waterfront setting, ample natural light flooding through its many windows, and spacious 12-meter-high ceilings, it's an artist's dream canvas. The location also boasts the convenience of free parking. The White Bay Cruise Terminal is not just a venue; it's a stage for creativity, where art thrives against the breathtaking backdrop of the Sydney skyline.



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 Manager, 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. Applications are made online, and require 4 images of your work and some information about you and your practice.

All applications are reviewed by our latest Selection Committee of art world experts, led by the Chief Curator of Saatchi Art, Rebecca Wilson.

ELIGIBILITY

We encourage applications from artists working in all mediums and at all stages of their careers to apply. We offer staggered stand payments and stand sharing options, and can help you put together a strong application if this is your first time—just reach out.

Ready to press go?

Head to our [apply now](#) page to apply for Melbourne, Brisbane and Sydney.

[Apply Now](#)

Stay in the loop:

📷 @theotherartfair

#theotherartfair

📘 /theotherartfair

theotherartfair.com

