



OSO
ARTS CENTRE



**OSO Gallery
Easter Art Fair
14 - 17 April 2022**



Exhibitors' Handbook



Welcome to all the artists

Introduction

Welcome to OSO Gallery, a new initiative which comprises a number of art-themed events throughout the year. The first event, The Easter Art fair, takes place this April and will showcase a selection of talented artists.

In this guide we have included all the information that you need as an exhibitor but please don't hesitate to contact the Art at the OSO team on artfairs@osoarts.org.uk if you have any questions.

Venue:

The OSO Arts Centre, Barnes Green, London SW13 0LF

Art at the OSO Key Dates, Timing and Deadlines

Wednesday 13 th April	10pm onwards	OSO to build exhibition space
Thursday 14 th April	10pm-6pm	Exhibitors to hang labelled work
	7pm-10pm	Private Viewing by invitation
Friday 15 th April	10am-4pm	Art Fair open to public
Saturday 16 th April	10am-4pm	Art Fair open to public
Sunday 17 th April	10am-4pm	Art Fair open to public
	4pm-6pm	Exhibitors to dismantle and remove work
Monday 18 th April	10am-4pm	OSO to dismantle exhibition space



Important Information and Deadlines

1. Exhibitors' Selection and Fees

- Exhibitors are asked to contribute a £75 entry fee to cover exhibition set-up costs, lighting, publicity, refreshments at the private view party, and other ad-hoc expenses.
- The entry fee guarantees the exhibitor one 1.2m wide by 2.4m high wall panel (or the equivalent floor space for 3D work) to display their work.
- There are 30 exhibition spaces available to artists.
- To apply to exhibit at the Easter Art Fair, artists will need to complete the form located on the website [here](#) including their contact details, a short bio and description of, and link to, work.
- The entry cut-off date for artists is 25th February.
- All applicants will be notified by the OSO on the 1st March confirming acceptance to exhibit. The aim of the Art Fair is to feature a diverse selection of work across different genres and mediums. On acceptance, payment will be required.
- Any unsuccessful applicants will be placed on a waiting list in the event a place to exhibit becomes available.
- Artists are requested to donate 20% of the value of the sales to the OSO as part of the OSO's ongoing charity fundraising.

2. Publicity and Marketing

- There will be a range of marketing activities to support the Art Fair which will include printed promotional material (posters etc.), inclusion within the OSO quarterly programme, the OSO website and the OSO social media platforms; Instagram (@osoartscentre), Facebook (OSO Arts Centre) and Twitter (@osoartscentre). Artists will be sent a selection of messages that they can use on their own social media platforms, and are encouraged to include the hashtags #OSOGallery #OSOartcentre
- As part of the marketing content, we request that all exhibitors provide one image that best represents your work (and ideally one that will be shown at the Art Fair), along with 7 words to describe your work.
- The deadline for images/artist information is 7th March
- Images must be in jpeg format at 300dpi resolution and between 1500-2000 pixels wide and supplied as follows:
 - a. Name the image file [Firstname]_[Surname]_[Title].jpeg
 - b. Include in the body of the email the following information,
[Name of the Artist]
[Title]
[Medium]
[Price for framed/unframed]
[Edition size (if applicable)]



- Please email your image and the information above to artfairs@osoarts.org.uk with **'Image followed by your name' as the email subject.**

3. Consignment List / Display labels

- Artists are required to provide a list of work that will be shown at the Art Fair. A consignment list form will be sent to you once you have been accepted as an exhibitor. This information will be used as a record of what is sold and also to produce the required display labels. All pieces of work to be hung on the wall (including any spare/reserve artwork) will require display labels on the display panel and on the back of the picture.
- Two sets of display labels will be supplied by the Art Fair organisers to ensure a consistent look. Handwritten labels are to be avoided.
- We require all exhibitors to email us their consignment list by **4th April** in order to print the display labels in time:

4. Risk, Loss & Liability

- Exhibitors display and sell their artwork entirely at their own risk and the OSO Gallery will NOT accept any liability for loss or damage to any exhibitor's artwork.

5. Exhibitor's Wall Space, Hanging Requirement and Storage Space

- Each exhibitor is allocated their own 2400x1200mm display panel which will be decided by the event organisers in advance. Exhibitors must abide by the organisers decision and not move to a different location.
- Exhibitors must hang their own display.
- All artwork that is displayed on the walls should be professionally framed.
- Framed work should have D rings attached to the back of the frame 10cm from the top with brass picture hanging wire secured - without too much slack - through the D rings.
- **Exhibitors are responsible for correctly labelling the back** of every piece of their work using the labels given.
- A border of 100mm at the top, 300mm at the bottom, and 100mm each side of the display panel must be kept clear to avoid crowding out neighbouring displays. This margin is clearly delineated with a red line on the hanging grid. This will leave an overall area of exactly 2m² within which to display as much work as you choose.
- Wood screws (8 to 10 gauge – 4 to 5mm diameter) will be provided by the organisers for you to use to hang your framed artwork. Please bring your own tools (e.g. screwdriver, tape measure) to hang the pictures.
- Exhibitors are encouraged to have a number of spare works that can replace any work that has been sold and removed from the display. Artists are asked to come in at 4pm each day to replenish their panel.



6. Promotional Postcards and Prohibited Sale Items

- A limited number of A6 clear postcard holders will be available for artists postcards, to use as promotional material to give away to the public. **Please DO NOT sell Postcards, Books, Calendars, Christmas Cards, T-Shirts or any other kind of promotional merchandise.**

7. Browsers

- There are a number of browsers available on loan if required (please inform the organisers if you require a share of one). Exhibitors may include up to 10 additional pieces of work to go in the browsers.
- Browser pieces can be replaced at the end of the day by new pieces once they are sold.
- Please ensure that art for the browsers is protected by acetate sleeves and strong backing card to prevent them getting creased, marked or damaged.
- **Artwork in the browser must be clearly labelled by the Exhibitor** on the back of the acetate sleeve using the labels provided,

8. Art Sales

- Whilst it is preferable if all artists were in attendance throughout the duration of the fair, we understand this is not possible. All artists are however required to attend the preview night (or provide a representative). For the remainder of the fair, each artist will need to commit to be in attendance for half a day to ensure that there is a good presence of artists at any time to help the sale of all artwork. OSO staff and volunteers will also be in attendance at all times.
- Artists are also requested to check at the end of each day which of their pieces have been sold and ensure the space is replaced by alternative work.
- The purchase of work will be managed by the OSO. All sales money will be payable to the OSO trading account. Exhibitors will be paid 80% of the sales value by the OSO within four weeks of the fair end date of the 17 April.
We kindly ask exhibitors not to negotiate the private sale of, or take personal payment for, any of the work on display for the duration of the Art Fair.
- Please do not exhibit any work that is 'Not for Sale'
- Sales will be recorded on the consignment lists supplied by each exhibitor. Customers will be given a receipt and a copy will be retained by the OSO.
- Purchasers will be asked to leave their name and contact details.
- Purchasers are requested to take the Artwork immediately. When this is not possible the purchaser will be given a receipt and a red dot placed against the picture.
- Once a picture is sold a replacement piece of work will be hung at the end of the day. OSO will provide a holding sign 'this item is sold.. more art coming soon'.



9. Dismantling and Removal of Work from the OSO

- All work should be dismantled and removed from the OSO on Sunday 17th April between 4pm-6pm following the exhibition.

10. Theft and Loss of Work

- Although very rare, losses through accidental damage or deliberate criminal activity can occur from time to time. All exhibitors are reminded that their work is displayed at their own risk and the OSO will not accept liability for any loss due to accidental damage or theft apart from that of cash, cheques, and other forms of payment for which they are responsible.

11. Private View Party

- The private view takes place on the 14th April. Invites and a link to book tickets on the OSO website will be sent to potential buyers and artists will also have the opportunity to invite potential buyers.
- Each guest will be welcomed at the door with a free drink. There will also be a pay bar running for the duration of the Private View Party run by the OSO.

Summary of Key Timelines and Requirements for Artists

- 28th Jan: Guide and application form available on website
- 25th February: Deadline for artists to submit application
- 1st March: Artists notified of approval to exhibit
- 7th March: Deadline for return of artist information and image of work
- 4th April: Artists to supply full list of work to be exhibited