

# LONDON MASTERPIECE

24 – 29 JUNE 2021

## Masterpiece London 2021 Application and Selection Process

There are no datelines at Masterpiece London, but all exhibits are expected to be of the highest standard, of excellent quality and inherent integrity.

In the case of Contemporary Art, Design or Jewellery, all applications must be submitted from the representing gallery rather than directly from the artist. Artist / Designer led galleries will usually not be permitted.

### 1. The Selection Committee will review applications based on the following Selection Criteria:

- a. The available space at the Fair in each represented discipline. Maintaining the balance of different periods and categories offered for sale at Masterpiece is of utmost importance to the organisation.
- b. The integrity and market standing of the Applicant.
- c. The proposed stand concept (See 2.g).
- d. The quality of the proposed artworks and their adherence to the criteria (outlined below in 2.j).
- e. The standard of presentation as demonstrated at exhibitions or other fairs.
- f. The perceived overall contribution of the Applicant for the development of the Fair as a whole.
- g. The Applicant's engagement with international museums and sales to public institutions.
- h. Relevant press coverage.

The Selection Committee may involve third parties to assist in the overall assessment of Applicants.

All applications will be reviewed by a member of the appropriate Vetting Committee for the discipline(s) applied to exhibit. The Vetting Committee is comprised of academics, art historians and conservators, and both non-exhibiting and exhibiting dealers.

Should the elected Vetting Committee representative support the application the prospective exhibitor will be reviewed by the Masterpiece Selection Committee which is comprised of a group of advisors affiliated with the Masterpiece Fair.

Should the application be successful, the Applicant will be required to only exhibit pieces within their contracted discipline as specified by the organiser. The exhibition of exhibits outside of the contracted discipline may be permitted in exceptional cases but any requests to exhibit such pieces must be made by **3 May 2021** and are only permitted if confirmed in writing by the organiser.

Please note: all exhibitors are required to comply with the Fair's Terms & Conditions and Best Practice Guidelines.

**Accepted Applicants will be charged a one-off new exhibitor joining fee of £2,000 excl. VAT**

### 2. The application must contain the following:

- a. Applicant name and contact details.
- b. Foundation date.
- c. Description of the discipline which the Applicant wishes to exhibit at Masterpiece. The specified discipline must correspond to the Applicant's known area of expertise. If accepted the

- Applicant will be required to keep to the discipline for which they have been accepted to exhibit.
- d. Preferred stand size in square metres corresponding to the ranges specified on the application form.
  - e. A list of recent exhibitions and other fairs.
  - f. Two references that Masterpiece may contact in relation to the application. Suggested references may be existing Masterpiece exhibitors, other galleries, museum representatives. Please note that Masterpiece does not accept references from clients/private collectors.
  - g. A stand concept, which may be a specific theme, style, time period or selection of artists.
  - h. A recent image of an exhibition/stand/installation which demonstrates the Applicant's standard of presentation.
  - i. High resolution images and corresponding information for at least three pieces which the Applicant proposes to show at Masterpiece London.
  - j. These pieces must adhere to the following criteria:
    - i. All pieces shown at Masterpiece must be offered for sale, with the price displayed on the accompanying label.
    - ii. Every exhibit at Masterpiece London should be the best of its type, demonstrating sufficient quality and integrity and conform to the high standards of the Fair's Vetting Criteria.
    - iii. All pieces must be a genuine antique or work of art of the period it is represented to be, and in its original form, and not a copy of an earlier period that could be defined as a reproduction.
    - iv. Post-1980 exhibits must be unique, bespoke, or of a limited edition; must be in their original form, respectful of materials used, and not be of a design that could be defined as a pastiche.
    - v. Of such a standard that its exhibition is in the best interest of the Fair as a whole.
    - vi. Within the area of expertise for which the gallery is best known within the market.

The Selection Committee may request additional information from the Applicant (including financial records) should they feel these necessary to evaluate the application.

Selection Committee decisions will be made by simple majority. In cases where this is not possible the casting vote is held by the Selection Committee and Chairman of the Fair.

The Selection Committee's decision will be communicated to the Applicant in writing. Please be aware that grounds for the decision are not required to be included in this communication.

No Applicant has the right to be accepted based on fulfilment of the Selection Criteria or a part thereof.

### **3. Shared Stands**

- a. It is possible to apply to share a stand at Masterpiece London 2021.
- b. In such cases a strong and coherent stand concept should be supplied and the proposed works must be deemed complementary by the Selection Committee.
- c. Both Applicants will be assessed against the normal application criteria as outlined above.
- d. Shared stands, if approved, are subject to a surcharge of £2,500 excl. VAT in addition to the normal new exhibitor joining fee of £2,000 excl. VAT per Applicant.