



ART PHOTO BCN – Barcelona´s Emerging Photography Festival

ART PHOTO BCN is a Photo Festival and Fair focused on artistic collaboration and innovation, having the goal to approach professional and amateur people to the new artist's projects.

We propose a mixed event that give the chance to discover, or consolidate the knowledge of emerging photographers and specialized galleries. The activities that we offer from the 4th to 7th of May at Antiga Escola Massana, Carrer Hospital 56 , Barcelona.

- **Photo Fair.**
- **Screening emerging Photo projects.**
- **Specialized Workshops and round tables.**
- **Exhibitions in all the city.**

We believe in the relevance of photography in the contemporary artistic production, that's why we focus all our activities on this. Often, the majority of projects and works that have international significance, haven't the platform's support, as have reported lots of emerging photographer.

With our multifaceted event, organized by Art Deal project, we want to get the people involved in contemporary photography, making this festival a model and hoping that could become a point of inflection in artists's careers and be useful to canalize their projects. Our event support the emerging creatives and try to be a showcase for the next works.

HOW PARTICIPATE AS AN EXHIBITOR

Being an emerging photo Festival, we propose an event that approach comun people to the new creatives's projects. The call for exhibitors is open until de 30th of March 2018. The call is totally free and the projects will be evaluate following the receipt order. The admitted exhibitors will pay 1500 euros + VAT at stand (you can participate with a maximum of 3 photographers). The gallery could be online or have a physical location or be a curator with an emerging photo project.

For any question or doubt please feel free to contact us at:

expositores@artphotobcn.com



The festival may receive a maximum of 20 exhibitors; any of them will receive 25 entries, one entry costs 3 euros. A few of guided visits will be offer to institutions and collectors; the scope is introduced every exhibitor and create a more comfortable interaction between the exhibitor and the guest. We also propose a special programe for invited press and bloggers.

We provide to every exhibitor an exhibition space of 9 lineal meters. You can send packing and boxes starting on the 2th of May, providing the gallery's name. Both organization are not responsable for any delay. The stripping down is from Sunday 7th of May at 9 pm to monday 8th of May, same time. Every exhibitor is responsable for all the elements exposed in his space as well for his belonging.

Timing for exhibitors:

From 1th of February until the 30th of March 2018: open call for exhibitors.

The 4th of April we'll contact with the admitted galleries and we'll give the bank account to make the payment. The exhibitor have to provide the acceptance for all the materials that will be on the catalogue.

The 9th of April it's the payment's deadline.

The 10th of April it's the exhibition space assignment and we will send to the Exhibitor's plan.

The 12th April the list of participant will be public

The 3th of May 2016: check in and standing until 22h.

The 4th of May from 16pm to 18 pm: preview. From 7pm to 22pm: opening

5th-6th of May Festival from 12am to 9pm

7th of May: checkout and stipping down from 9am until 8pm.

THE EVENT

There are a series of guided tours for collectors and institutions. We have the support of the **Fotocolectania Foundation, Soho House Barcelona and the MACBA Foundation** to create the VIP program, as well as a department specifically formed to attract this potential buyer. There is also a special program for the media and blogs invited during the event maximizing the visibility of all attendees.

Our fair format allows exhibitors to risk and publicize their new values in a space created expressly for this purpose. For this fifth edition we place special emphasis on attracting foreign collectors who have special interest in the acquisition of new authors' work.

For the first time, in the fair section we will welcome two new figures, the stand-thesis and the established photographer. For both spaces we will have the **Roca**



Umbert Fàbrica de les Arts collaboration with a stand-thesis to work on new media and photography connections, while the stand-author will be dedicated to the project carried out jointly by **Cristina de Middel and Bruno Morais** as example of renowned international artists with the *EXCESSOCENUS* project.

ASSEMBLY AND DISASSEMBLY

The assembly of the stands will take place on Thursday, May 3rd, from 9 a.m. to 9 p.m., with the possibility of entering works in previous days if needed, provided that this shipment is coordinated with the organization. At the entrance a welcome pack will be delivered to the participants with 4 exhibitor passes, 20 printed invitations, printed works, as well as 4 catalogs. A space will be made available for the exhibitors to store packaging and diverse materials. They may also have access to a dataphone for card payment at a percentage of 5%.

The dismantling will take place on Sunday, May 6 from 8 pm to 10 pm and may continue on Monday, May 7 from 9 am to 3 pm. The output of the works will be coordinated in a time slot with the organization.

THE ENTRANCE

The fair opens on Friday, May 4 from 5 to 9pm. Previously, on the same Friday from 11 a.m. to 2 p.m., the press preview and VIPs are made, a moment of vital importance for the event management to present the gallery owners to both the media and the attending VIP visitors.

The opening party of the fair takes place on Friday, May 4, from 9:00 a.m. to 11:00 p.m., serving refreshments and drinks to the participants as well as entertaining the event with music.

The opening hours of the fair on Saturday 5 and Sunday 6 are from 11 a.m. to 8 p.m.

The awards ceremony will take place on Saturday, May 5 at 8:30 p.m.

Art Photo Bcn in numbers.

Each edition has been growing in number of exhibitors and visitors, a small but constant growth without ceasing to be the event of human scale that we intend to be. A total of 1,600 people visited the Art Photo Bcn fair in its latest edition. The ticket has a symbolic sale price of € 3. The VIP guests had, in addition to the guided tour, a gift catalog.

Growing as a SPECIALIZED FAIR. We intend to grow in the number of exhibitors, from 14 of the last edition to 20, taking into account that all participants have already shown their interest in repeating, as well as contact with foreign galleries that are pending to confirm and make their proposals. For this reason has been of special importance our visit to New York, Paris, Amsterdam and London, appointments that we will repeat in the months of September to November to secure possible stands. We also carried out a special campaign to attract exhibitors to Latin America through collaboration with the RM publishing house and the NEXO Foto prize.



Consolidating our SCREENINGS. We want to make the viewings in a single day on Saturday morning, in which the presentations are intensified to get results of the jury so that it can be released on the same Saturday afternoon. Our viewings have a longer and more intense life than the presentation session thanks to the collaboration of diverse entities that make possible the exhibition of the selected projects (CC Pati Llimona, CFD and Copia)

Greater visibility for our participants. We hope to achieve a greater impact on media and public after the good results and feedback from previous editions by both sectors. In this fifth edition we want to bring photography to all audiences through a series of street screenings.

Art Photo Bcn is a private initiative promoted by **Art Deal project**, agency of curated projects and art gallery of Barcelona. It has been created and developed by **Isabel Lázaro** art historian, curator and gallery owner together with **Stefano Marchei** independent curator and gallerist. The **Art Photo Bcn** image is the result of the work of **Ariadna Serra**. The dissemination of the event is in the hands of **Miren Pastor** de Blankpaper and Dinamo Visual Lab.

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