

Multiplied 2015

Application Form

About Multiplied

Multiplied is an annual fair hosted by Christie's showcasing the best contemporary art in editions. Coinciding with FRIEZE, it is a unique opportunity to exhibit at Christie's South Kensington during one of the most important weeks in the contemporary art calendar.

Now in its sixth year, the fair encompasses print, digital and 3D multiples, artists' books and photographs, reflecting the whole spectrum of contemporary publishing. Exhibitors range from established galleries representing high-profile artists to start-up spaces and artists' collectives. With up to 45 international galleries, publishers and studios on view, the fair attracts over 7,000 visitors each year. Multiplied visitors are typically art lovers and professionals aged between 25 and 55 looking to see and buy contemporary art and discover new galleries and artists. A third of the visitors are non-UK based.

Multiplied 2015 will run for three days, from 16-18 October, with an opening night preview on 15 October. In addition to its popular programme of talks and events featuring established contemporary artists and curators (previous speakers include Marc Quinn, Yinka Shonibare and Sir Peter Blake), this year Christie's South Kensington will be celebrating its 40th anniversary with a guest exhibition of art and objects from the UK's busiest saleroom.

Public Relations

Multiplied is delighted to have Flint PR managing publicity for the fair for the fourth year running. This year we will be working with Flint to execute an engaging programme of events, establish strong media partnerships and secure a wide range of coverage in mainstream media. Flint has previously secured excellent features in long and short-lead publications including *The Financial Times*, *Tatler*, *The London Magazine*, *Vogue* and *The Art Newspaper*. Previous media partners include *Aesthetica*, *ELLE Decoration*, *FAD*, *Livingetc*, *PORT*, *State*, *The Resident* and *ArtSlant*.

Christie's, South Kensington
85 Old Brompton Road
London SW7 3LD

CHRISTIE'S

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Exhibitor Support

- Each exhibitor will be profiled on the Multiplied website hosted by Christies.com (which attracts 15.6 million visitors annually) and in the Multiplied exhibitor guide
- Multiplied implements an extensive marketing campaign managed by Christie's including London Underground adverts, printed materials, dedicated emails and online editorial content
- Publicity from Flint PR
- Social media coverage and support from Christie's social media

How to apply for a stand

1. Complete the application form, selecting your first, second and third choices for zone and booth size (see the Multiplied sitemap).*

**Requests for specific booths will not be considered.*

2. Include five digital images (postcard size at 300 dpi / 1MB or larger) of proposed works to be exhibited at the fair with complete cataloguing details.*

**Images may be used for Multiplied marketing. If used they will be appropriately credited to the artist and publisher.*

3. Submit by Wednesday 13 May 2015 to multipliedartfair@christies.com

Applicants will be informed on Wednesday 27 May 2015 if successful, with a formal contract, stand allocation and invoice to follow by post.

Queries can be directed to:

Jessica Shiel

Project Coordinator

multipliedartfair@christies.com

+44 (0) 20 7389 2707

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Please read and fill in the form carefully

Gallery name _____

Contact name and details

Contact _____

Address _____

Telephone _____

Email _____

Website _____

Please tick where relevant

Type of organisation:

Gallery Publisher Printer Institution

Artists' Collective

Type of works to be exhibited:

Print Photography 3D Multiples Book-Art

Other (please specify) _____

Average price of works exhibited:

Up to £100 £100-1,000 £1,000-5,000

£5,000-10,000 £10,000+

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Do you require floor display space for 3D work?

Yes No

Is access to a power point an integral part of your exhibit
(i.e. for digital displays)?

Yes No

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Multiplied is divided into three exhibitor zones: Standard, High Visibility and Premium.

Gallery walls are comprised of modular panels with stand costs calculated by number of panels according to zone rate, subject to VAT.

Every endeavour is made to divide the space in response to exhibitor wishes. Christie's has sole authority in the allocation of stands, however, and we cannot guarantee that we will be able to accommodate your preferences.

Please tick your 1st, 2nd and 3rd choices from the list below:

Premium

Stands in optimum exhibition spaces.

- Baized walls, spot lighting, many also with natural light
- Panel size 200–235 x 121 cm. (approx.)
- Cost per panel: £600 plus VAT

Small

5–7 panels (£3,000–4,200)
Choice 1 2 3

Medium

8–13 panels (£4,800–7,800)
Choice 1 2 3

Large

14 panels plus (£8,400)
Choice 1 2 3

High-visibility

Stands with shop-front windows onto Old Brompton Road, or in high-traffic areas.

- Baized walls, spot lighting
- Panel size 240 x 95 cm. (approx.)
- Cost per panel: £500 plus VAT

Small

5–7 panels (£2,500–3,500)
Choice 1 2 3

Medium

8–13 panels (£4,000–6,500)
Choice 1 2 3

Large

14 panels plus (£7,000)
Choice 1 2 3

Standard

Stands reserved for start-up galleries, publishers and collectives less than six years old, as well as not-for-profits (limited places available)

- Baized walls, spot lighting
- Panel size 240 x 95 cm. (approx.)
- Cost per panel: £200 plus VAT

Small

5–7 panels (£1,000–1,400)
Choice 1 2 3

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Stand Specifications

Each booth will contain the following:

- White baized walls
- One trestle table with floor-length cloth
- Two chairs
- Wastepaper basket
- Lighting

Please note:

- Pictures should be hung from nails or stapled to the baizing
- A small number of spotlights will be allocated to exhibitors. These are multi-directional but pre-positioned.
- There is no facility for hanging works from the ceiling

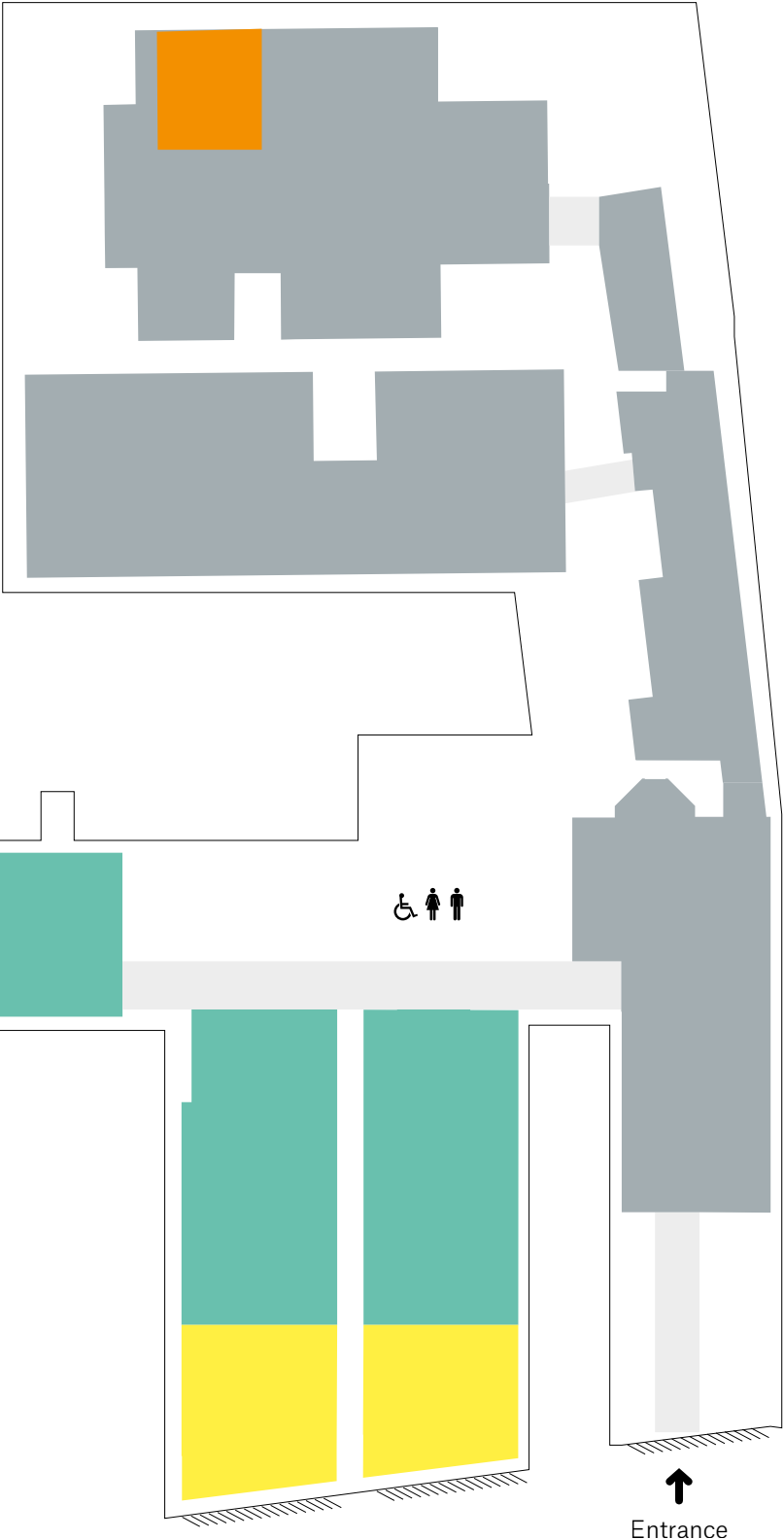
Exhibitor Criteria

It is a requirement that applicants are involved in publishing projects, and that the majority of works shown are editions by living artists. Artists' collectives must comprise a minimum of three artists in order to be considered for a place.

Additional Information

- Exhibitors are fully responsible for the delivery, set-up, manning, dismantling and collection of their stand
- Any additional display requirements (shelves, plinths, cabinets and folio stands) and their installation must be arranged by the exhibitor
- Exhibitors are required to promote the fair to their clients and patrons
- Christie's must be informed of additional furniture/display equipment by 1 October 2015 at the latest
- Exhibitors are responsible for insuring their property
- Christie's reserves the right to vet each stand and request the removal of works deemed unsuitable or inappropriate
- This application is not intended to be a legally binding document. Full details of the terms relating to exhibiting at Multiplied will be set out in the contract.

Map



- Premium
- High visibility
- Standard
- Café
- Walkways
- ▨ Front windows