

# ART MERCH FAIR

[www.artmerchfair.org](http://www.artmerchfair.org)

The ART MERCH FAIR program includes exhibitions, master classes, seminars, presentations, business and educational events in On-line and Off-line formats, focused on the production and promotion of art merch objects

## SPECIAL SECTION «MUSEUM ART MERCH»



**NEW FORMS OF POPULARIZATION & PROMOTION OF ART**

**NEW MARKETS & NEW BUYERS OF ART**

**NEW AREAS OF APPLICATION OF ART**

**NEW FORMS OF COOPERATION**

**PRODUCTION OF ART MERCH OBJECTS**

**NEW KNOWLEDGE IN THE FIELD OF ART MERCH INDUSTRY**

**INTERNSHIPS IN ART RESIDENCES**

**INTERNATIONAL AWARDS**



## ABOUT THE PROGRAM

The ART MERCH FAIR program includes exhibitions, master classes, seminars, presentations, cultural and business events in On-line and Off-line formats, focused on the production and promotion of art merch.

The ART MERCH FAIR exhibitions present art and design objects made by designers and artists from different countries. The project events demonstrate both traditional art objects - painting, graphics, sculpture, photography, and art merch objects - design objects made of porcelain, ceramics, textiles, metal, made based on images of original author's works.

The MUSEUM ART MERCH section presents art merch objects made based on images of original works by famous artists from the collections of museums, galleries, art funds, creative centers, corporate and private collections.

Information about the ART MERCH FAIR program on the website: <https://www.artmerchfair.org/>

## PARTICIPANTS

**OWNERS OF ART COLLECTIONS (ART OWNERS).** Museums, galleries, art funds, creative centers, corporate and private collections interested in promoting their art collections through the production and sale of art merch objects.

**Companies producing art merch objects.** Companies operating in various market sectors, owners of corporate and private brands interested in promoting their brands through collections of art merch objects. Companies that supply equipment and components for the production of art merch objects.

**AUTHORS OF ART OBJECTS.** Artists, designers, craft masters, photographers, other authors whose original works can be used to create art merch objects.

## BENEFITS

**PRODUCTION OF ART MERCH OBJECTS.** Within the framework of the AMF Program, participants will be able to expand their knowledge of modern technologies in the art merch industry, and will also take part in all stages of the production of art merch objects. Project participants, in cooperation with AMF designers and specialists, will be able to create design layouts, as well as produce 1 (one) or several samples of exhibition (exclusive) art merch objects based on digital images of their works. Images of your works will be presented on various types of art merch: interior items, porcelain, ceramics, metal, clothing, accessories, and other items.

**NEW FORMS OF POPULARIZATION AND PROMOTION OF ART.** The ART MERCH FAIR program opens up new opportunities for popularizing art on the international art market. Within the framework of the project, Participants will be able to use Internet resources, exhibition venues and shops of AMF and Partners to promote and sell their art in the UK, Turkey, Russia and other countries. As is known, many art owners (museums, galleries, theaters, cultural centers, etc.) actively use art merch products to popularize their collections. This is excellent advertising for both art owners and authors.

**NEW MARKETS AND NEW ART BUYERS.** Exhibitions and events of ART MERCH FAIR help to attract attention to your art to new groups of buyers. Art merch industry offers buyers new original ideas, when traditional types of art, such as painting, graphics, photography and others acquire a new concept in art merch objects. Presentations and sales of art merch objects at exhibitions and fairs in different sectors of the market expand the audience of art buyers. By replicating and selling art merch objects with images of original works, you can receive regular additional income.

**New forms of cooperation.** The AMF program provides ample opportunities for new forms of cooperation with companies operating in such market sectors as Interior, Porcelain, Ceramics, Fashion, Textiles, Accessories, etc. Cooperation with manufacturing companies helps Participants to establish mass (serial) production of art merch objects and organize their sale through Internet resources, exhibition venues and AMF and Partner stores.

**NEW KNOWLEDGE IN THE FIELD OF THE ART MARKET & ART MERCH INDUSTRY.** Within the framework of the AMF Program, participants will be offered On-line and Off-line courses, seminars, master classes, lectures, internships in art residences. Meetings with leading designers, art managers and experts from the UK and other countries will undoubtedly help participants expand their knowledge of modern technologies in the art merch industry. British certificates allow participants to apply for vacant positions in ART MERCH FAIR and Partners projects, as well as in other companies in their homeland and abroad.

**ART RESIDENCES.** Participants of AMF ART MERCH FAIR exhibitions and events receive priority rights to visit Art Residences in the UK and Turkey. The main objectives of the Art Residences include: exploring the possibilities of various art technologies, developing new creative ideas in the visual and performing arts, creating new original art objects, including the production of new types of art merch.

**INTERNATIONAL AWARDS.** The organizers of ART MERCH FAIR and Partners nominate participants for international awards in the field of art and design. Within the framework of the project program, ceremonies are organized to award participants of exhibitions with Certificates, Diplomas, and Medals.

## **PARTICIPATION CATEGORY ON-LINE EXHIBITION TERMS & CONDITIONS**



### **ON-LINE EXHIBITION PROGRAM**

The ON-LINE exhibition is the first stage of the ART MERCH FAIR Program. The main objective of the ON-LINE Exhibitions is to present the art works of the Participants to the Organizers, Partners and the international audience of ART MERCH FAIR. Participants can present at the exhibition from 1 (one) to several digital images of original art works (painting, drawing, sculpture, craft, other art).

ON-LINE Exhibitions allow the Organizers and Partners of AMF to study the works of the Participants in more detail. During the ON-LINE exhibitions, information about the Participants and their art works is sent to companies operating in such market sectors as INTERIOR, PORCELAIN, CERAMICS, FASHION, TEXTILES, ACCESSORIES, etc. The site is visited by managers of museums, galleries, theaters, creative centers and various companies interested in cooperation with authors whose works can be used in the production of art merch. Participants may receive offers of cooperation in the production of art merch objects. Each Participant may be offered an individual program for the promotion and production of art merch objects.

The AMF Organizers and Partners may select 1 (one) or several Participant's art works for the production of Design Projects (digital visualizations) of future art merch objects. This allows you to see what the Art merch objects will look like before production begins. Design Projects (digital visualizations) are also posted on the AMF website next to the original works of the Participants. See the DESIGN PROJECTS AND PRODUCTION OF ART MERCH OBJECTS section.

During the ON-LINE exhibitions, Participants may receive offers to purchase art works and/or art merch objects, as well as an invitation to take part in the Partners' OFF-LINE exhibitions in Turkey and the UK. The Organizing Committee agrees with the participants the prices at which art works and art merch objects can be sold at AMF and Partners exhibitions and events. In case of offers to purchase art merch objects, AMF designers and specialists can make additional samples of art merch objects. See the PARTNERS' EXHIBITIONS section.

The period of display of Participants' art works on the ART MERCH FAIR website is from 1 year (the ON-LINE exhibition period can be extended). The ON-LINE Exhibition provides Participants with ample opportunities to



promote their art on the international art market. Participants can provide additional materials about their Art: albums, catalogs, booklets, photos, publications, etc.

AMF Participants in the ON-LINE EXHIBITION category are awarded the ART MERCH FAIR Diploma. Additional awards from AMF Partners are provided for Participants. See the PARTNERS' EXHIBITIONS section.

## **ON-LINE EXHIBITION SECTIONS**

Artworks of the Participants are posted on the website of the International Project ART MERCH FAIR. Participants are offered three ON-LINE exhibition sections:

**MIXED SECTION / ON-LINE EXHIBITION.** The ART MERCH FAIR / MIXED SECTION website will feature images of original works and art merch objects of the Participants who have sent 1 (one) or more art works to the AMF Organizing Committee. See PARTICIPATION FEES. See examples of art-merch objects on AMF website: <https://www.artmerchfair.org/exhibition-mixed>

**PERSONAL SECTIONS / ON-LINE EXHIBITION.** The ART MERCH FAIR / PERSONAL SECTION website will feature images of original works and art merch objects of the Participants who have sent 10 (ten) or more art works to the AMF Organizing Committee. Personal pages are created for them on the ART MERCH FAIR website. See PARTICIPATION FEES. See examples of art-merch objects on AMF website: <https://www.artmerchfair.org/personal-exhibitions>

**MUSEUM SECTIONS / ON-LINE EXHIBITION.** The ART MERCH FAIR / MUSEUM SECTIONS website features images of art merch objects by famous artists whose works are in the collections of museums, galleries, art funds, cultural centers, corporate and private collections. This section also features products from companies (art merch manufacturers) working in such market sectors as Interior, Porcelain, Ceramics, Fashion, Textiles, Accessories, etc. See PARTICIPATION FEES. See examples of art-merch objects on AMF website: <https://www.artmerchfair.org/museum-sections>

## **DESIGN PROJECTS & PRODUCTION OF ART MERCH OBJECTS**

The organizers of ART MERCH FAIR, in agreement with the Partners, select one or several art works of the Participant to produce design projects for future art merch objects. Design projects include digital visualization of art merch objects. Design projects (digital visualizations) are necessary for the production of exhibition (exclusive) samples of art merch objects (3D three-dimensional objects made of metal, porcelain, ceramics, textiles and other materials). Design projects allow you to see how art merch objects will look before they are produced. See examples of production of art merch objects for museums, galleries, theaters, cultural centers on the AMF website: <https://www.artmerchfair.org/>

Participants (authors) will be offered to work together with designers and specialists of AMF in creating design projects and preparing for the production of art merch objects. Designers can offer various design project options, where the concept of the future art merch object will be presented. In order to achieve the best result, designers can adapt the image for placement on the surface of the object. Artists express their suggestions and wishes during the preparatory work, choose the best version of the design project, make amendments, send additional sketches. After agreeing on the design project, specialists (craftsmen) of AMF and Production Partners begin creating art merch objects.

One of the conditions for participation in the ART MERCH FAIR Program exhibitions is that, within the framework of the project, British designers and AMF specialists will produce one or more art merch objects for the participants based on the original works of the participants. The process of producing an art merch object takes place in contact with the author of the image. The type of art object, material, technique, number of copies and other details are agreed upon with the Participant (author). Art merch objects can be produced at any stage of the AMF and Partners exhibitions. Exhibition (exclusive) samples of art merch objects have collectible value; they are made in a limited edition using manual labor in the production process. Each art merch object produced within the AMF Program has a Certificate of Authenticity confirming its production by British designers and specialists. The Certificate indicates the name of the art merch object, its collection number, information about the Author, technical data, company logo and country of manufacture.

## PARTICIPATION CATEGORY

# PARTNERS' EXHIBITIONS



PARTNERS' EXHIBITIONS (OFF-LINE) are the Second Stage of the ART MERCH FAIR Program. Exhibitions are organized at the Partners' venues ETHNO ART FEST, AECA MUSEUM, PURE LONDON, AFFORDABLE ART FAIR, ZUCHEX, AMBIYANS, ISTANBUL ART & ANTIQUE FAIR. AMF Partners kindly provide their venues for organizing Art Merch exhibitions.

The AMF Organizing Committee and Partners can produce 1 (one) or several samples of exhibition (exclusive) Art Merch objects based on digital images of Participants' art works. Art Merch objects are produced for display at PARTNERS' EXHIBITIONS for the purpose of conducting marketing research and searching for Companies interested in producing Art Merch objects. See examples of Art Merch objects made by other artists, museums and galleries on the AMF website: <https://www.artmerchfair.org/>

Various types of Art Merch objects (3D objects made of metal, porcelain, ceramics, textiles and other materials) can be made for PARTNERS' EXHIBITIONS. Art Merch objects can be shown in the following exhibition sectors: INTERIOR, PORCELAIN AND CERAMICS, FASHION AND TEXTILES, ACCESSORIES AND SOUVENIRS. Both Art merch objects and original art works of Participants can be presented at PARTNERS' EXHIBITIONS.

Each Art Merch object made within the AMF Program has a Certificate of Authenticity. The Certificate indicates the name of the Art Merch object, its collection number, information about the Author, technical data, and the company logo. Exhibition (exclusive) samples of Art-merch objects have collector's value; they are made in limited editions using manual labor in the production process.

During ON-LINE and OFF-LINE events, exhibitions and presentations of ART MERCH FAIR, Participants may receive offers to purchase Art-merch objects. The Organizing Committee agrees with Participants on prices at which Art-merch objects can be sold at AMF exhibitions and events.

At PARTNERS' EXHIBITIONS, Participants may receive offers to cooperate in the production of Art-merch objects. The AMF program provides ample opportunities for establishing contacts and new forms of cooperation between Authors and Owners of art objects with Companies in such market sectors as INTERIOR, PORCELAIN, CERAMICS, FASHION, TEXTILES, ACCESSORIES, etc. The AMF program helps Participants organize mass (serial) production and sale of Art-merch objects on the Internet resources of AMF and Partners. AMF

Participants in the PARTNERS EXHIBITION category are awarded with ART MERCH FAIR Partner Diplomas and Certificates. The terms and cost of participation in the PARTNERS EXHIBITION category may be adjusted by AMF Partners. The dates of the PARTNERS EXHIBITIONS are provided to Participants of the ON-LINE exhibition during 2024.

As part of the PARTNERS EXHIBITION program, AMF Participants may be invited to special BUSINESS PARTNERSHIP events, including excursions to the Company Offices or Art Residences of AMF Partners in the UK, Turkey and other countries. See the BUSINESS PARTNERSHIP section.

## ART STYLES

Participants can present art objects of various artistic styles at the exhibition:

**FIGURATIVE ART** (classical realism, academicism, symbolism, impressionism, other figurative art trends).

**CONTEMPORARY ART** (abstraction, conceptualism, expressionism, digital art, other contemporary non-figurative art).

**ETHNOART** (folk art and crafts, other ethno cultural trends in art).

# BUSINESS PARTNERSHIP

AMF participants are invited to the events of the BUSINESS PARTNERSHIP category. The events include meetings, seminars, master classes, and specialist training courses. The events are attended by museum directors and managers, gallery founders and employees, auction house representatives, art dealers, art collectors, art merch companies, British artists and designers, and founders of successful personal art brands. The main objectives of the BUSINESS PARTNERSHIP are:

1. To establish creative and business connections between the participants and partners of the AMF project.
2. To prepare specialists (employees) for new projects of the AMF and Partners.

## PROFESSIONAL TRAINING COURSES

### "MANAGEMENT & BUSINESS ADMINISTRATION IN THE ART INDUSTRY"

As part of the business partnership, Professional training courses are organized for candidates for vacant positions in the ART MERCH FAIR and Partner companies.

The training courses include the following topics:

- Art merch industry management.
- Gallery management. How the gallery business works.
- Auction management. The auction business - how it works.
- Museum management. Museums and how to cooperate with them.
- Partnership (cooperation) of art and various business sectors.
- Financial management in the field of art. Development of business plans and their implementation.
- Participation in international art projects (fairs, exhibitions, auctions, museum projects, etc.).
- Modern technologies and their application in the production of new art objects.
- Formation of personal art brands. Branding and its impact on the cost of art.
- Promotion of art collections on the international market. Private, corporate and museum collections.
- Other practical and theoretical classes.

#### **Event Features BUSINESS PARTNERSHIP:**

Participants will get acquainted with advanced technologies in the field of Art industry, and will also take part in the production of art merch objects based on digital images of original works.

AMF designers will help participants prepare design projects and produce one or more art merch objects. Joint work with British specialists and designers will help participants take a fresh look at their creativity, create new art and design objects combining different types of materials and techniques.

Communication with managers, art dealers, collectors from different countries will allow Participants to better understand the processes taking place in the international art market, expand useful contacts, and integrate their art into the international cultural space.

#### **Certificates of completion of the Courses:**

Participants of the BUSINESS PARTNERSHIP events are awarded Certificates of completion of the Professional Training Courses "MANAGEMENT & BUSINESS ADMINISTRATION IN ART INDUSTRY" (Management and Business Administration in the Art Industry).

British-style certificates allow Participants to apply for vacant positions in ART MERCH FAIR and Partner projects, as well as in other companies in their home country and abroad.

## VACANCIES

Participants who successfully complete the Professional Training Courses will be offered work in the ART MERCH FAIR project and Partner companies.

See information on the website <https://www.artmerchfair.org/>

# ART RESIDENCES

Internships in Art Residences in Turkey and the UK are organized for participants of ART MERCH FAIR exhibitions. The main objectives of the internships in Art Residences: research of various art technologies, creation of design projects for new art merch objects, as well as development of business plans in the production and promotion of new types of art merch.

AMF partner Art Residences are multifunctional art centers where master classes, consultations, practical classes in the production and promotion of art merch objects are organized. AMF participants also get acquainted with advanced technologies in the field of Art Management and Business Administration.

During their stay in Art Residences, AMF Participants have the opportunity to establish contacts with companies interested in the production of art trade objects. AMF participants can meet portable companies operating in such market sectors as INTERIOR, PORCELAIN AND CERAMICS, FASHION AND TEXTILE, ACCESSORIES, etc. Participants can become Partners (Co-owners) of new Art Merch Brands.

AMF Partners provide Participants (Authors and Owners of Art Objects) with the opportunity to live (intern) in Art Residences in Turkey and the UK. Art Residence Managers have a minor role in creating new samples of art merch items (3D three-dimensional objects made of metal, porcelain, ceramics, textiles and other materials). Art merch objects are created based on original works of art (painting, drawing, other types of art).

The duration of residence in the Art Residence can be from 1 week to 3 months. If the ART MERCH FAIR program is successfully implemented, the stay in the art residences can be extended. AMF participants may be assisted to obtain a longer visa (1 year) with accommodation in one residence in Turkey and the UK. Participants interested in a long-term BUSINESS PARTNER with Turkey and the UK will be able to extend their stay in the Art Residence. AMF participants may be assisted to obtain an extension of the Business Visa (2-5 years) with accommodation in one of the Art Residences in Turkey and the UK.

## TYPES OF ART MERCH

Art Merch objects are produced for display at AMF and Partners' exhibitions for the purpose of conducting marketing research and finding companies interested in producing art merch objects. The AMF Organizing Committee and Partners can produce 1 (one) or several samples of exhibition (exclusive) Art Merch objects based on digital images of the Participants' art works. See examples of art merch objects produced by other artists, museums and galleries on the AMF website: <https://www.artmerchfair.org/>

### PORCELAIN & CERAMICS

**Art Merch objects: Decorative Plates, Mugs, other tableware**

Art merch objects in the PORCELAIN AND CERAMICS section can be made of the following materials: porcelain, ceramics, earthenware, glass, etc. An image of the original art work is applied to the front side of the plate.

**The participation fee includes\*:** Organizational fee for participation in the AMF program\*; Payment for a place at the Partner's exhibition in the PORCELAIN AND CERAMICS sector\*; Creation of design projects (visualizations) of art merch objects\*\*; Production of art merch objects\*\*\*; Diploma / Medal ART MERCH FAIR; AMF Partners Awards (Certificates, Diplomas, Medals);

### FASHION & TEXTILES

**Art merch objects: T-shirts, Tops, Hoodies, Scarves, Shawls, etc.**

Art merch objects in the FASHION AND TEXTILES section can be made of the following materials (fabrics): Natural silk, Armani silk, Charmus lux, Stretch silk, Cotton, other materials. An image of the original art work is applied to one or both sides of the scarf or shawl.

**The participation fee includes:** Organizational fee for participation in the AMF program\*; Payment for a place at the Partner's exhibition in the FASHION AND TEXTILES sector\*; Creation of design projects (visualizations) of art merch objects\*\*; Production of art merch objects\*\*\*; Diploma / Medal ART MERCH FAIR; AMF Partners Awards (Certificates, Diplomas, Medals);

## INTERIOR

**Art merch objects: Decorative pillow, Table lamp with lampshade, Art object "Graphics", Art object "Painting", etc.**

**Decorative pillows** can be made of the following materials (fabrics): Silk, Tapestry, Linen, other materials. An image of the original art work is applied to one or both sides of the pillow.

**Table lamps with lampshades** can be made in various design variations and styles (classic, baroque, empire, art nouveau, etc.). Lampshades for table lamps are made of natural fabrics (silk, linen, satin, etc.), other similar fabrics and lighting plastic. The base (stand, column) of the Table Lamp can be made of natural materials (metal, wood, marble, stone, etc.), other similar materials or heat-resistant plastic.

**The art object "Graphics"** is a copy of the original art work, made using one of the color silk-screen printing technologies. Technique and equipment: silk-screen printing on paper, passe-partout, cardboard, baguette frame, suspension system.

**The art object "Painting"** is a copy of the original art work, made using silk-screen printing technology using acrylic paints. Equipment: silk-screen printing on canvas (acrylic), stretcher, baguette frame, suspension system.

**The participation fee includes:** Organizational fee for participation in the AMF program\*; Payment for a place at the Partner's exhibition in the INTERIOR sector\*; Creation of design projects (visualizations) of art merch objects\*\*; Production of art merch objects\*\*\*; Diploma / Medal ART MERCH FAIR; AMF Partners Awards (Certificates, Diplomas, Medals);

## ACCESSORIES & SOUVENIRS

**Art merch objects: Mirrors, Bags, Umbrellas, Cosmetic bags, etc.**

Art merch objects in the ACCESSORIES AND SOUVENIRS section can be made of the following materials: Polystyrene, Natural silk, Stretch silk, Artificial silk, other materials. An image of the original author's work is applied to the front side of the Umbrella or Bag.

**The participation fee includes:** Organizational fee for participation in the AMF program\*; Payment for a place at the Partner's exhibition in the ACCESSORIES AND SOUVENIRS sector\*; Creation of design projects (visualizations) of art merch objects\*\*; Production of art merch objects\*\*\*; Diploma / Medal ART MERCH FAIR; AMF Partners Awards (Certificates, Diplomas, Medals);

\* The terms and cost of participation in AMF and Partner exhibitions may be adjusted.

\*\* As part of the project, AMF designers and specialists create design projects (visualizations) of art merch objects based on images of the Participants' original works (subject to agreement with the Participant and AMF);

\*\*\* As part of the project, AMF designers and specialists produce art merch of the object based on images of the Participants' original works (subject to agreement with the Participant and AMF). Production of 1 (one) type of art merch object for participants in the "Personal Section" and "Museum Section" categories is included in the participation fee. AMF Partners can produce several types of art merch objects for exhibitions at their venues (subject to agreement with the Participant and AMF). Art merch objects for participants in the General Section category are produced for an additional fee. The type, material, technique, and quantity of art merch objects are agreed upon with the Participant and AMF. The cost of producing art merch objects may vary depending on the type of art merch, material, technique, and quantity of copies (subject to agreement with the Participant and AMF).

\*\*\*\* Exhibition participants receive priority access to AMF Partner Art Residencies in the UK and Turkey. Residential internships at Art Residencies are provided based on participation in AMF and Partner exhibitions (see the Business Partnership and Art Residencies section).

## COPYRIGHT

The copyright for the original works remains with the Participants (Owners and Authors of the works of art). During the exhibitions and events of AMF and Partners, Participants may receive offers to purchase art works and art merch objects. The Organizing Committee agrees with the Participants on the prices at which art works and art merch objects can be sold at the exhibitions and events of AMF and Partners. In the event of offers to purchase art merch objects, AMF designers and specialists can make additional exhibition samples. Art merch objects not sold during the exhibitions will be returned to the Participants after the end of the AMF and Partners events. The Organizing Committee agrees with the Participants on the procedure for the return (delivery) of art merch objects.

Submitting an Application for Participation in AMF means the Participant's consent to the further use of art objects (images, digital copies, texts, etc.) for informational, scientific, educational or cultural purposes without payment of remuneration to the Participant, but with the obligatory indication of the name of the author, owner,



title of the work. In order to popularize and promote the creativity of the participants, the AMF Organizing Committee has the right, at its own discretion, to use design projects, art merch objects, images and other products created within the framework of the AMF Program. The Organizing Committee has the right to process (correct, format, change the design, etc.) images of art objects of the participants for the purpose of posting on Internet resources, a catalog, publications in the media and other sources.

Designers, product manufacturing specialists, promotion and sales managers, and other experts participate in the process of creating art merch objects. In order to achieve the best result, designers and specialists can adapt the image for placement on the surface of the art merch object, including changes in composition, color scheme, etc. (correct, format, change the design, etc.). Specialists (masters) in the production of art merch can determine the technical features and parameters of the art object, allowing to create and establish serial production of products. Thus, in the process of work, design projects and art objects in a new concept can be created, the copyright for which is distributed among the participants, designers, manufacturing companies. Participants have the right to use the knowledge gained within the framework of the AMF Program for the production of new art merch objects. Responsibility for non-compliance with the copyrights of third parties lies with the Participants who submitted art works to the exhibition. The organizers are not responsible for the violation of the copyrights of third parties by the Participants.

## APPLICATION

Participants send a completed Application for Participation to the Organizing Committee, as well as 1 (one) or more digital images of original art works (painting, drawing, sculpture, craft, other art). The AMF Organizing Committee includes organizers and partners of the project from the UK, Turkey, Russia, Kazakhstan and other countries. Participants' applications are reviewed by all members of the Organizing Committee.

The Application for Participation can be downloaded from the websites:

<https://www.artmerchfair.org/on-line-exhibitions>

The Organizing Committee accepts the following documents (scanned copies) for consideration:

- Application for participation (download from the website) in Word format or Copy (photo, scan)
- Images (digital photo) of works in TIFF or JPEG format, with a resolution of 300 dpi (at least 2 MB).
- Information about the art works (name, technique, media, size, year of creation, etc.)
- Information about the Author (short biography, date of birth, participation in exhibitions, awards, etc.)
- Information about the current Owner of the art objects (author, gallery, museum, corporate or private collection, etc.)

After sending the Application to the e-mail of the AMF Organizers or the e-mail of one of the AMF Partners, the Participant receives the details for payment for participation in the project. Payment details for participation in the project are provided by the Exhibition Partners in the UK, Turkey, Russia, Kazakhstan. Participants make a payment, which is a confirmation of participation in the project.

For more information, please contact one of the regional offices of AMF Partners by sending an e-mail message:

**Ethno Art Fest (UK / Turkey)** E-mail: [artclubef@gmail.com](mailto:artclubef@gmail.com)

**AEKA Association (AMF Partner in Russia)** E-mail: [association.eca@yandex.ru](mailto:association.eca@yandex.ru)

**Astana Event Design (AMF Partner in Kazakhstan)** E-mail: [astevdesign@gmail.com](mailto:astevdesign@gmail.com)

# ON-LINE EXHIBITION PARTICIPATION FEES

## MIXED SECTION

The ART MERCH FAIR / MIXED SECTION website will feature images of original works and art merch objects of the Participants who have sent 1 (one) or more art works to the AMF Organizing Committee (see the PARTICIPATION COST section).

**Participation fee for 1 (one) art work and production of 1 (one) design project of art merch object: \$ 55 \***  
**Each additional work: \$ 35 \***

**The price includes:**

1. Participation in the AMF ON-LINE exhibition / GENERAL SECTION. Posting 1 (one) or more images of works and art merch objects on the ART MERCH FAIR website;
2. Development of 1 (one) or more design projects (visualizations) of art merch objects (subject to agreement with AMF); \*\*
3. Production of 1 (one) or more art merch objects (type, material, technique, quantity, size, other parameters of art merch objects subject to agreement with AMF). \*\*\*
4. Awarding of the ART MERCH FAIR Diploma;
5. Invitation to participate in AMF and Partners' exhibitions in Turkey;
6. Invitation to visit Art Residences in Turkey; \*\*\*\*;

See information on the website <https://www.artmerchfair.org/exhibition-mixed>

## PERSONAL SECTION

The ART MERCH FAIR / PERSONAL SECTION website will feature images of original works and art merch objects of the Participants who have sent 10 (ten) or more art works to the AMF Organizing Committee. Personal pages are created for them on the ART MERCH FAIR website.

**Participation fee for 10 (ten) art works and production of 10 (ten) design projects for art merch objects: \$ 300 \***

**Each additional work: \$ 25 \***

**The price includes:**

1. Participation in the AMF ON-LINE exhibition / PERSONAL SECTION. Posting 10 (ten) or more images of original works and art merch objects on the AMF website;
2. Development of up to 10 design projects (visualizations) of art merch objects (subject to agreement with AMF); \*\*
3. Production of 1 (one) or more art merch objects (type, material, technique, quantity, size, other parameters of art merch objects subject to agreement with AMF); \*\*\*
4. Awarding of the ART MERCH FAIR Diploma / Medal;
5. Invitation to participate in AMF and Partners' exhibitions in Turkey and the UK;
6. Participation in BUSINESS PARTNERSHIP events (On-line / Off-Line). Participants are awarded the Certificate "MBA in ART MERCH INDUSTRY" on completion of professional training courses
7. Participants are nominated for AMF Partner Awards (Certificates, Diplomas, Medals);
8. Invitation to visit Art Residences in Turkey and the UK; \*\*\*\*

See information on the website <https://www.artmerchfair.org/personal-exhibitions>

## MUSEUM SECTION

The ART MERCH FAIR / MUSEUM SECTIONS website features images of art merch objects by famous artists whose works are in the collections of museums, galleries, art funds, cultural centers, corporate and private collections. This section also features products from companies (art merch manufacturers) working in such market sectors as Interior, Porcelain, Ceramics, Fashion, Textiles, Accessories, etc.

**Participation fee for 10 (ten) art works and production of 10 (ten) design projects for art merch objects:  
\$ 500 \***

**Each additional work: \$ 25 \***

**The price includes:**

1. Participation in the AMF ON-LINE / MUSEUM SECTIONS exhibition. Posting 10 (ten) or more images of original works and art merch objects on the AMF website;
2. Development of up to 10 design projects (visualizations) of art merch objects (subject to agreement with AMF); \*\*
3. Production of 1 (one) or more art merch objects (type, material, technique, quantity, size, other parameters of art merch objects subject to agreement with AMF); \*\*\*
4. Awarded the ART MERCH FAIR Diploma / Medal;
5. Invitation to participate in AMF and Partners' exhibitions in Turkey and the UK;
6. Participation in BUSINESS PARTNERSHIP events (On-line / Off-Line). Participants are awarded the "MBA in ART MERCH INDUSTRY" Certificate on completion of training courses for specialists for international projects (exhibitions, fairs, art festivals).
7. Participants are nominated for AMF Partner Awards (Certificates, Diplomas, Medals);
8. Invitation to visit Art Residencies in Turkey and the UK; \*\*\*\*

See information on the website: <https://www.artmerchfair.org/museum-sections>

\* The terms and cost of participation in AMF and Partner exhibitions may be adjusted.

\*\* As part of the project, AMF designers and specialists create design projects (visualizations) of art merch objects based on images of the Participants' original works (subject to agreement with the Participant and AMF);

\*\*\* As part of the project, AMF designers and specialists produce art merch of the object based on images of the Participants' original works (subject to agreement with the Participant and AMF). Production of 1 (one) type of art merch object for participants in the "Personal Section" and "Museum Section" categories is included in the participation fee. AMF Partners can produce several types of art merch objects for exhibitions at their venues (subject to agreement with the Participant and AMF). Art merch objects for participants in the General Section category are produced for an additional fee. The type, material, technique, and quantity of art merch objects are agreed upon with the Participant and AMF. The cost of producing art merch objects may vary depending on the type of art merch, material, technique, and quantity of copies (subject to agreement with the Participant and AMF).

\*\*\*\* Exhibition participants receive priority access to AMF Partner Art Residencies in the UK and Turkey. Residential internships at Art Residencies are provided based on participation in AMF and Partner exhibitions (see Business Partnership and Art Residencies sections).

For more information, please contact one of the regional offices of AMF Partners by sending an e-mail message:

**Ethno Art Fest (UK / Turkey)** E-mail: [artclubef@gmail.com](mailto:artclubef@gmail.com)

**AEKA Association (AMF Partner in Russia)** E-mail: [association.eca@yandex.ru](mailto:association.eca@yandex.ru)

**Astana Event Design (AMF Partner in Kazakhstan)** E-mail: [astevdesign25@gmail.com](mailto:astevdesign25@gmail.com)