

ART MERCH FAIR

TERMS & CONDITIONS

ABOUT THE PROJECT



The ART MERCH FAIR program includes ON-LINE and OFF-LINE exhibitions, business meetings and events focused on the production and promotion of Art Merch objects.

The ART MERCH FAIR program offers new forms of promotion and presentation of your Art Collections. Images of your art works will be presented on Art Merch objects (interior items, dishes, clothing, accessories, and other items).

The ART MERCH FAIR program offers new (alternative) markets for selling your Art. Art merch objects with images of your art works will be offered to buyers and companies in such market sectors as INTERIOR, PORCELAIN AND CERAMICS, FASHION AND TEXTILES, ACCESSORIES, etc.

Partners: ETHNO ART FEST, AECA MUSEUM, PURE LONDON, AFFORDABLE ART FAIR, ZUCHEX, AMBIYANS, ISTANBUL ART & ANTIQUE FAIR. See more information on the AMF websites: <https://www.artmerchfair.org/>

PARTICIPANTS

Authors. Artists, Designers, Craft Masters, and other Authors whose original works can be used to create Art-merch objects.

Art Owners. Museums, Galleries, Art Foundations, Corporate and Private collections interested in promoting their art collections through the production and sale of Art merch objects.

Companies customers Art-merch objects. Companies that own corporate and private brands (logos, original signs and names; other distinctive attributes) interested in promoting their brands with the help of collections of Art-merch objects.

PROGRAM GOALS

New forms of cooperation. The AMF program provides ample opportunities for establishing contacts and new forms of cooperation between Authors and Owners of art objects with representatives of Companies in such market sectors as INTERIOR, PORCELAIN, CERAMICS, FASHION, TEXTILES, ACCESSORIES, etc.

Production of art merch objects. As part of the AMF Program, exhibition (exclusive) samples of Art Merch objects will be produced for Authors and Art Owners. The AMF program also helps to establish mass (serial) production of Art Merch objects and organize their sale through the Internet resources of AMF and Partners.

New forms of popularization of Art. The AMF program offers new forms of popularizing your art through presentations of collections of Art Merch objects at On-Line and Off-Line exhibitions of AMF and Partners.

New markets and new art buyers. The AMF program helps to attract attention to your Art from new groups of buyers, since when creating Art Merch objects, painting and graphics take on new life in metal, porcelain, ceramics, textiles and other materials.

ART STYLES

Participants can submit art objects of various art styles to the exhibition:

FIGURATIVE ART (classical realism, academicism, symbolism, impressionism, other areas of figurative art).

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

ETHNO ART (ethno-cultural art, folk arts and crafts).

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CATEGORY OF PARTICIPATION

ON-LINE EXHIBITION

EXHIBITION (PERSONAL): Fee \$55 for 1 (one) art object

EXHIBITION (MIXED): Fee \$300 for 10 (ten) art objects

The ON-LINE exhibition is the First stage of the AMF Program. Participants submit an Application to the AMF Organizing Committee, as well as 1 (one) or several digital images of original art works (painting, drawing, sculpture, craft, other art form).

The art works of the Participants are posted on AMF Internet resources. In the MIXED EXHIBITION section, information about Participants who sent 1 or more art works is posted. In the PERSONAL EXHIBITION section information about Participants who sent 10 or more art works is posted. Personal pages are created for them on the ART MERCH FAIR website.

The ONLINE exhibition allows AMF Organizers and Partners to study the works of art of the Participants in more detail. Each Participant can be offered an individual program for the presentation of their art. Many companies operating in such market sectors as INTERIOR, PORCELAIN AND CERAMICS, FASHION AND TEXTILES, ACCESSORIES are interested in cooperation with AMF Participants.

AMF Organizers and Partners can select one or more art works of the Participant for the production of Design projects for future Art-merch objects. Design projects include digital visualization of Art-merch objects. This allows you to see what the Art Merch objects will look like before production begins. See examples of Art Merch objects from other artists, museums and galleries on the AMF website: <https://www.artmerchfair.org/new-form-of-cooperation>

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).

The period for displaying the art works of Participants on the ART MERCH FAIR website is 1 year. During ON-LINE exhibitions, information about the Participant and his art works is sent to Companies operating in such market sectors as INTERIOR, PORCELAIN AND CERAMICS, FASHION AND TEXTILES, ACCESSORIES, etc.

Based on the results of participation in the ON-LINE EXHIBITION category, 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. Art merch objects are produced for further participation in the PARTNER EXHIBITIONS category (in agreement with the Participants).

During the ON-LINE EXHIBITION, Participants may receive offers to purchase their art works. The Organizing Committee agrees with the Participants on the prices at which art works can be sold at AMF exhibitions and events.

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, photographs, publications in printed publications, videos, 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 PARTNER EXHIBITIONS.

TERMS & CONDITIONS

CATEGORY OF PARTICIPATION PARTNER EXHIBITIONS



PARTNER EXHIBITIONS (OFF-LINE) is the Second Stage of the ART MERCH FAIR Program.

AMF Partners in the UK and Turkey: ETHNO ART FEST, AECA MUSEUM, PURE LONDON, AFFORDABLE ART FAIR, ZUCHEX, AMBIYANS, ISTANBUL ART & ANTIQUE FAIR. AMF Partners kindly provide their venues for organizing exhibitions of Art-merch objects. See more information on the AMF websites: <https://www.artmerchfair.org/>

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. Art merch objects are produced for display at PARTNER EXHIBITIONS for the purpose of conducting marketing research and searching for Companies interested in producing art merch objects. See examples of Art Merch objects from other artists, museums and galleries on the AMF website: <https://www.artmerchfair.org/new-form-of-cooperation>

For PARTNER EXHIBITIONS, various types of Art Merch objects (3D three-dimensional objects made of metal, porcelain, ceramics, textiles and other materials) can be made. Art merch objects can be shown in the following exhibition sectors: INTERIOR, PORCELAIN & CERAMICS, FASHION & TEXTILES, ACCESSORIES & SOUVENIRS. At the ETHNO ART FEST, AFFORDABLE ART FAIR, ISTANBUL ART & ANTIQUE FAIR exhibitions, both Art-merch objects and original art works of Participants can be presented.

Each Art Merch object produced under 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 company logo. Exhibition (exclusive) samples of Art-merch objects have collection value; they are made in limited editions using manual labor in the production process.

During the period of 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 the Participants on the prices at which Art Merch objects can be sold at AMF exhibitions and events.

At PARTNER EXHIBITIONS, Participants may receive offers of cooperation 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 of objects on the Internet resources of AMF and Partners.

AMF Participants in the PARTNER EXHIBITION category are awarded Diplomas and Certificates of ART MERCH FAIR Partners. The conditions and cost of participation in the PARTNER EXHIBITION category may be adjusted by AMF Partners. The dates for PARTNER EXHIBITIONS are provided to ON-LINE Exhibition Participants during the period 2024.

As part of the PARTNER EXHIBITION program, AMF Participants may be invited to special BUSINESS PARTNERSHIP events, including excursions to the Company Offices or Art Residences of AMF Partners. See the BUSINESS PARTNERSHIP.

EXHIBITION SECTIONS

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. Art merch objects are produced for display at PARTNER EXHIBITIONS for the purpose of conducting marketing research and searching for Companies interested in producing art merch objects. See examples of Art Merch objects from other artists, museums and galleries on the AMF website: <https://www.artmerchfair.org/new-form-of-cooperation>.

PORCELAIN AND CERAMICS

Art merch objects: Decorative Plates, Mugs, other tableware

The payment includes*: Organizational fee for participation in the AMF exhibition in the PORCELAIN AND CERAMICS section, Design project and Production of Art Merch object, Certificate of Authenticity, Diploma of the International Project ART MERCH FAIR.

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

FASHION AND TEXTILES

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

The payment includes*: Organizational fee for participation in the AMF exhibition in the FASHION AND TEXTILES section, Design project and Production of Art Merch object, Certificate of Authenticity, Diploma of the International Project ART MERCH FAIR.

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

INTERIOR

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

The payment includes*: Registration fee for participation in the AMF exhibition in the INTERIOR section, Design project and Production of Art Merch object, Certificate of Authenticity, Diploma of the International Project ART MERCH FAIR.

Decorative pillows can be made from the following materials (fabrics): Silk, Tapestry, Linen, and other materials. An image of the original art work is applied to one or two 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 from natural fabrics (silk, linen, satin, etc.), other similar fabrics and lighting plastic. The base (stand, column) of a table lamp can be made of natural materials (metal, wood, marble, stone, etc.), other similar materials or heat-resistant plastic.

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, mat, 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.

ACCESSORIES AND SOUVENIRS

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

The payment includes*: Organizational fee for participation in the AMF exhibition in the ACCESSORIES AND SOUVENIRS section, Design project and Production of Art Merch object, Certificate of Authenticity, Diploma of the International Project ART MERCH FAIR.

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

* Conditions and fees for participation in the PARTNER EXHIBITION category may be adjusted by AMF Partners. The dates for PARTNER EXHIBITIONS are provided to Participants of ON-LINE exhibitions in the period 2024.

BUSINESS PARTNERSHIP

ART RESIDENCES

AMF participants are invited to events in the BUSINESS PARTNERSHIP category. Activities include visits to Art Residencies and offices of AMF partner companies in Turkey and the UK.

Art Residences of AMF partners are multifunctional Art Centers where master classes, consultations, courses on the production and promotion of Art merch objects are organized. AMF participants will also get acquainted with advanced technologies in the field of Art Management and Business Administration.

During their stay in Art Residences, AMF Participants will be able to establish contacts with companies interested in the production of Art Merch objects. AMF participants can meet with representatives of Companies operating in such market sectors as INTERIOR, PORCELAIN AND CERAMICS, FASHION AND TEXTILES, 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 (internship) in Art Residencies in Turkey and the UK. Accommodation (internship) in Art Residences is provided for the purpose of developing design projects, as well as business plans for the production and promotion of new samples of Art Merch objects.

Managers of Art Residences assist Participants in creating new samples of Art Merch objects (3D three-dimensional objects made of metal, porcelain, ceramics, textiles and other materials. Art Merch objects are made on the basis of original art works (painting, drawing, other type of art).

The period of stay at the Art Residence can range from 1 week to 3 months. With successful participation in the ART MERCH FAIR program, the period of stay in the Art Residence can be extended. AMF participants can be provided with assistance in obtaining a long-term visa (1 year) with the possibility of living in one of the Art Residencies of Turkey and the UK.

Participants interested in long-term BUSINESS PARTNERSHIP with companies from Turkey and the UK will be able to extend their stay at the Art Residence. AMF participants can be provided with assistance in obtaining a long-term Business visa (2-5 years) with the possibility of living in one of the Art Residencies of Turkey and the UK.

Participants interested in a long-term BUSINESS PARTNERSHIP can become co-owners of new Art Residences. Additional information available upon request.

COPYRIGHT

Copyright remains with the Participants (Owners and Authors of works of art).

At the ART MERCH FAIR and Partners exhibitions, offers to purchase Art Merch objects may be received. The Organizing Committee agrees with the Participants on the prices at which Art Merch objects can be sold at AMF exhibitions and events.

Art merch objects not sold during the exhibitions will be returned to Participants after the end of the ART MERCH FAIR events. The Organizing Committee agrees with the Participants on the procedure for the return (delivery) of Art Merch objects.

Submitting an Application for participation to the Project Organizing Committee means the Participant's consent to the further use of art objects (images, digital copies) for informational, scientific, educational or cultural purposes without paying remuneration to the Participant, but with the obligatory indication of the Author, Owner, and Title of the work. Responsibility for non-compliance with the copyrights of third parties lies with the Participants who submitted the art object to the exhibition. The Organizers are not responsible for violation of copyrights of third parties by Participants.

The Organizing Committee has the right to process (correct, format) images of art objects of the Participants in order to place the work in Internet resources, the Catalog, other sources and the media.

CATALOG

The catalog can be made in digital and analogue (publishing) formats. The digital version of the Catalog will be sent to the Participants' emails. The analog version of the Catalog (Publication) will be sent by regular mail or delivery service (additionally paid by the Participant). The publication of the Catalog is carried out by decision of the AMF Organizing Committee and Partners.

TIME FRAME

The period for posting art works in the ON-LINE EXHIBITION category is carried out during 2024. PARTNER EXHIBITIONS are organized in the period 2025-2026. Exhibition copies of art merch objects, diplomas, and other awards will be presented to Participants at ART MERCH FAIR events during 2025-2026.

Participants (authors and owners of works of art) can download the Application form on the official AMF website: <https://www.artmerchfair.org/on-line-exhibitions>

APPLICATION

Participants submit an Application to the AMF Organizing Committee, as well as 1 (one) or several digital images of original art works (painting, drawing, sculpture, craft, other art form).

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

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

Application and Image of art works are sent to the Organizing Committee's email: art.merch.fair@gmail.com

After submitting the Application, the Participant receives details for payment for participation in the project. Participants make a payment, which confirms participation in the project.