

GENERAL RULES OF PARTICIPATION

ART MADRID'10

These General Rules of participation, describes the conditions to participate as Exhibitors (galleries and editors of contemporary art and historical avant gardes) in Art Madrid, Feria de arte moderno y contemporáneo, to take place in Madrid, Pabellón de Cristal de la Casa de Campo, 16th – 21st February 2010.

ORGANISATION

ARTE Y ASOCIADOS ALMIRANTE, S.L. organizes ART MADRID, this company is also responsible of its creation and management.

ARTE Y ASOCIADOS shall appoint a Committee to rule the exhibitors participation.

This Committee will study all the applications received to participate in ART MADRID.

The Committee will have a minimum of five members and a maximum of thirteen, selected by ARTE Y ASOCIADOS.

The acceptance of the Exhibitors corresponds to this Committee. The Committee may reject that applications that are not in keeping with the purpose of ART MADRID and will inform in written to all the Exhibitors.

ACCEPTING THE RULES

The Exhibitor must comply and accept the general rules of participation.

The presentation of the application form necessarily implies the complete and unconditional acceptance of these rules.

SPACE LIMITATION

The minimum space will be 40 square metres.

In the Young Art Program, the space will be 24 square meters (minimum) up to 40 square meters (maximum).

ADMISSION TO EXHIBITION

The presentation of applications to participate in ART MADRID shall be limited to Galleries that present, exclusively, 20th and 21st century artworks, excluding 19th art works.

Applications should provide a statement, on their own responsibility, declaring that they have engaged in continuous, permanent activity as Gallery :

- Opening dates and hours coinciding with those generally established.
- Minimum of four shows per year, open to the general public with free admission during the usual opening hours.
- Applications should include examples of invitations and catalogues for these shows.
- The art Galleries will have one year developing the activity to take part in ART MADRID.

Non compliance with these conditions will be cause for refusing the participation in ART MADRID.

The gallery should include in its application graphic information of the artists presented to take part in ART MADRID, photos of the gallery space, exhibitions programming, and biographies and any other relevant texts (articles in press and other mass media).

The applicant shall also present and administrative certification, up-to-date at the time of presenting the application, issued by the tax authorities of the country where the applicant is domiciled, that has fulfilled all of its current tax obligations.

All the documentation shall be in Spanish or English.

REFUSAL AND EXCLUSION

The applications should be sent, in writing to ART MADRID before 31 July 2009.

All the applicants will be informed in writing of the decision made regarding its admission or refusal.

The management shall refuse the participation in the following cases :

- Lack of compliance with the conditions expressed in these rules.
- Illegal business practices.
- Offence to the good name of art activity.
- Lack of compliance with the quality criteria of the management.

ADMISSION

The committee will decide the admission of the applicants. The decisions shall be based in the conditions expressed in the specific rules.

ART MADRID, will have a waiting list of ten applicants, for those cases of available exhibition space.

The inclusion in this list will be communicated in writing to the applicant. Only in case of a withdrawal, the applicant will have the right of participating in the Fair, in strict ranking order of number (from 1 to 10).

ADMISSION PROCEDURE

Those galleries selected by the Committee shall be considered Exhibitors, with stands allocated taking into account their significance.

Management shall notify the applicant Gallery that it has been accepted as an Exhibitor, so that it may – within no more than 15 working days from the notification date – formalise the Contract Form and make the necessary payments.

Once the stands are assigned, Management shall draw up a plan of the halls showing the location of each an every Exhibitor's individual stand.

Each Exhibitor shall be informed of its stand assignment with a copy of the map of the entire fair, indicating its exact location.

All the decisions made by the Committee shall be final.

CANCELLATIONS

Only in force major cases, could be cancelled the participation in ART MADRID, always with the management authorization.

In case of voluntary cancellation, the galleries will not have the right to the refund of the registration rights.

If the voluntary cancellation takes place once established the payment calendar, the amounts paid will be refund only if the cancellation is before 31 October.

If the cancellation is after 31 October, only 50% of the amounts paid will be refund.

If the cancellation is after 31 December, no amount will be refund.

The cancelled gallery shall be replaced for the first gallery in the waiting list.

If ART MADRID can't take place for reasons beyond the control of the management, the exhibitors will have the right to the refund of the amounts paid up to that moment, without right to any compensation.

EXHIBITOR OBLIGATIONS

Each one of the artworks presented by the exhibitor must be accompanied by a brief description (artist's name, date, technique, edition number, medium, measurements and any other important data):

ARTWORKS TO BE SHOWN

Exhibitors shall present, exclusively, original 20th and 21st century avant-garde artworks including :

- Oil paintings, watercolours, pastels and drawings.
- Graphic and original multiples.
- Original sculptures.
- Photography and electronic art.
- Experimental and emerging art.
- Installations.

The following are prohibited :

- Forged artworks, or pieces of illicit origin.
- Highly restored, damaged or altered pieces.
- Pieces included in the category of the applied arts (glassware, ceramics, jewellery and desing).

EXCLUSION

The following shall be motives of exclusion of an Exhibitor, before or during the fair, and when appropriate with closure of its stand :

- Closure of the exhibitor.
- Lack of compliance with the general participation rules.
- Failure to pay any amount owed to ART MADRID.
- Present prohibited pieces.
- Non compliance with the stand's public opening hours.
- Non compliance with warnings received regarding the stand's presentation and maintenance.
- Subletting part (or all) of the stand to other galleries.
- Consideration that the artwork on show or the presentation of the stand do not meet the ART MADRID standard.

STAND ASSIGNATIONS

Management shall assign a stand to each Exhibitor.

The assignation shall be based in the quality of the proposed artworks.

The management shall draw up a plan of the Pabellón de Cristal showing the location of each and every Exhibitor's stand.

The management will have the right to modify the conditions of each stand and deviating from the locations or shape requested, when the concept, configuration, or distribution of the overall exhibition space so require.

Each Exhibitor shall be informed of its stand assignment with a copy of the map of the entire space, indicating the exact location.

INSPECTION OF THE ARTWORK

The management shall inspect the stands during the set-up and throughout the Fair, to verify the following :

- Quality and dates of the artworks.
- Design of the stand and presentation in accordance with ART MADRID criteria and special conception.

In the event of objections involving any of the artworks, the Exhibitor shall be compelled to remove the piece or substitute it.

If not, the stand shall be closed, without any compensation for the Exhibitor.

CATALOGUE

ART MADRID publishes an official catalogue of the Fair. Each Exhibitor must include a double page of general information.

The Exhibitor shall provide graphic and written material necessary.

The Exhibitor should comply with the deadlines for the reception of this material.

PRESS OFFICE

ART MADRID has a Press Office to present the information regarding the Exhibitors to the press.

The Exhibitors should provide accurate information as well as high-quality graphic material.

PARTICIPATION OF OTHER INSTITUTIONS, PUBLICATIONS AND SPECIALISED MAGAZINES

ART MADRID may admit as participants those Applicants that are known for their commitment on promoting contemporary art, as well as a selection of publications and specialised magazines.

EVALUATION CRITERIA

The Committee shall evaluate the applications received in accordance with the following criteria :

- Application for ART MADRID'10.
- Gallery programming for 2009 and 2010.
- Professionalism and years of experience.
- Quality of exhibitions and edition of publications of its artists.
- Participation in other national or international Fairs.
- Promotion of its artists.

ART MADRID shall not be responsible for the opinions declared by the Committee. The Committee shall evaluate the applications presented in an independent way from the organisation.