



Application Kit : Mumbai Art Fair and India Art Festival editions at Mumbai and New Delhi

Introduction:

India Art Festival, Mumbai Art Fair and Indian Contemporary Art Journal are the initiatives of 'Kalavishkar Group' dedicated to the marketing, promotion and documentation of visual arts. Our mission is to 'democratise art viewing and buying' by creating quality public art platforms and facilitate collaborations and networking amongst art buyers, art galleries, art dealers, artists, art collectors and connoisseurs. We bring all stakeholders in the art market together every year 'thrice' under one roof at - the India Art Festival, Mumbai & New Delhi editions and Mumbai Art Fair, Mumbai - the series of 3 art fairs for the art galleries as well as independent artists starting. The series of our art fairs start in the beginning of the art season in October at Mumbai, then at New Delhi in November and finally closing art fair circuit at Mumbai again during the season's peak time in January every year!

Upcoming editions :

Here are the details of our upcoming editions from Oct 2019 till January 2020 with **important deadline**

	Mumbai Art Fair, Mumbai 2nd Edition	India Art Festival, New Delhi 5th Edition	India Art Festival, Mumbai 9th Edition
Dates	11 to 13 Oct 2019	14 to 17 Nov 2019	09 to 12 January 2020
Venue	Nehru Centre (Ground Floor) Mumbai	Thyagaraj Stadium, INA, New Delhi	Nehru Centre (Ground and Second Floor) Mumbai



Important Deadlines :

Important Deadlines	Mumbai Art Fair, Mumbai (11-13 Oct 2019, at Nehru Centre)	India Art Festival, New Delhi Edition (14-17 Nov 2019 at Thyagaraj Stadium)	India Art Festival, Mumbai Edition (09-12 Jan 2020 at Nehru Centre)
Booth Application Deadline	30 Sept 2019 or till booths are available	25 Oct 2019 or till booths are available	25 Dec 2019 or till booths are available
Last Date for VIP Preview guide and Catalogue Entry	10 Sept 2019	05 Oct 2019	05 Dec 2019
Last date for full booth Payment for early booking	01 Aug 2019	01 Sept 2019	15 Oct 2019
Booth Cancellation - Last date on any grounds	15 July 2019	30 July 2019	30 Sept 2019
VIP Preview invite dispatch	20 Sept 2019	15 Oct 2019	20 Dec 2019
Installation & booth Setup	10 Oct 2019	13 Nov 2019	08 Jan 2020
VIP Preview	11 Oct 2019, 11.00am-7.30pm	14 Nov 2019, 1.00pm to 8.00pm	09 Jan 2020, 1.00pm to 8.00pm
Public Days	12 & 13 Oct, 2019 11am to 7.30pm	15 to 17 Nov 2019, 11.00am to 7.30pm	10 to 12 Jan 2019 11.00am to 7.30pm
Closing and Dismantling	13 Oct 2019, 6.00pm to 10.00pm	17 Nov 2019, 6pm to 12 Mid-Night	12 Jan 2020 6pm to 12 Mid-Night

Please note: The Exhibitors who book the booths after last entry date for VIP Preview guide and Catalogue, will miss their name in the VIP Preview guide as well as catalogue. No argument in such late booking cases will be entertained from any exhibitors.



General Information:

India Art Festival : India Art Festival (IAF) houses 'Art Galleries pavilion' featuring approximately fifty art galleries every year from India and overseas countries showcasing a range of modern and contemporary art including paintings, drawings, sculptures, installations, prints, photography, and digital art by various artists.

Art Galleries can book the booth(s) either for solo show of their artists and group exhibition at IAF, New Delhi and Mumbai Editions. The participation charges for both the editions are to be paid separately as per deadlines. India Art Festival also features 'Artists' Pavilion for independent artists who can also book the booth either for solo exhibition or group exhibition for their group. The artists who wish to participate in the group show but do not have their own group of artists can book a part of the booth, like one wall of 2 or 3 meters out of 3 or 4 walls in the booth depending on requirement. India Art Festival creates group of 3 or more artists for all the such artists who book the walls separately without any group of artists.

"Artists' Pavilion" showcases more than 200 independent artists – including senior, mid-career and upcoming artists every year. The artists represented by any of the art galleries in the 'Art Galleries Pavilion' cannot participate in the artists' pavilion.

Mumbai Art Fair : Mumbai art fair (MAF) is created especially for independent artists who wish to exhibit their artworks round the year in the metro-city like Mumbai. Mumbai Art Fair is the affordable category of art fair that offers booth or wall of 2 or 3 meters in the booth on running meter basis. However, the promotion of Mumbai Art Fair is done at par with the professional art fairs following standard method. Mumbai art fair is an ideal platform for the independent artists who wish to stay in touch with art market round the years through art fair circuit.

Booth Booking Procedure: For booking the booth, please select the booth position/booth Number and confirm from our office if preferred booth is available. After selecting booth and confirmation of availability, please mail scanned copy of application form to concerned booking executive or at indiaartfestival@gmail.com or photograph of duly filled application form can also be sent by whatsapp on the cell phone of booking executive's number or on +91 8976044104-5-6-7. The booth charges payment can be made then either by cheque or by online transfer to our bank account given below in this application.



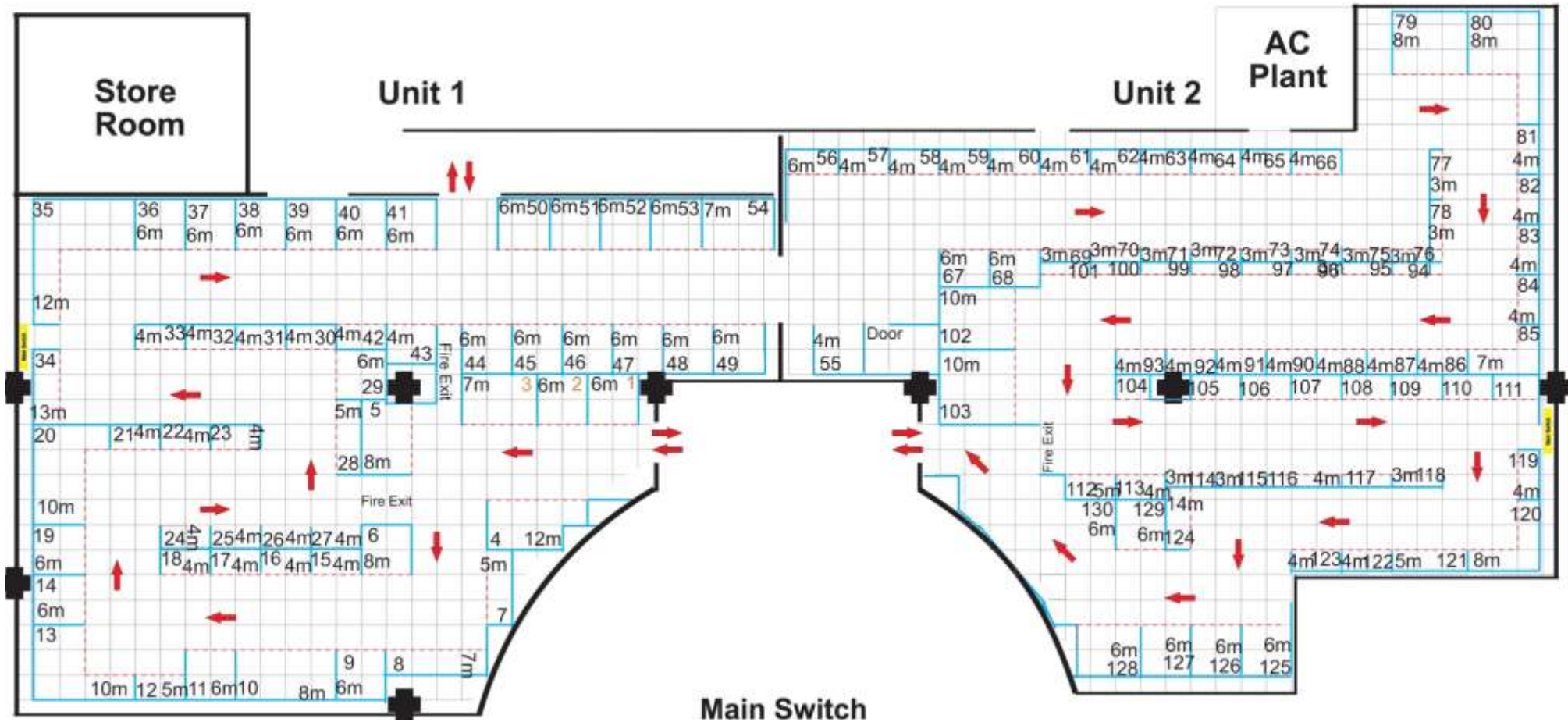
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Booth Layout : Mumbai Art Fair, 2nd Edition: 11 to 13 Oct 2019 at Nehru Centre, Mumbai





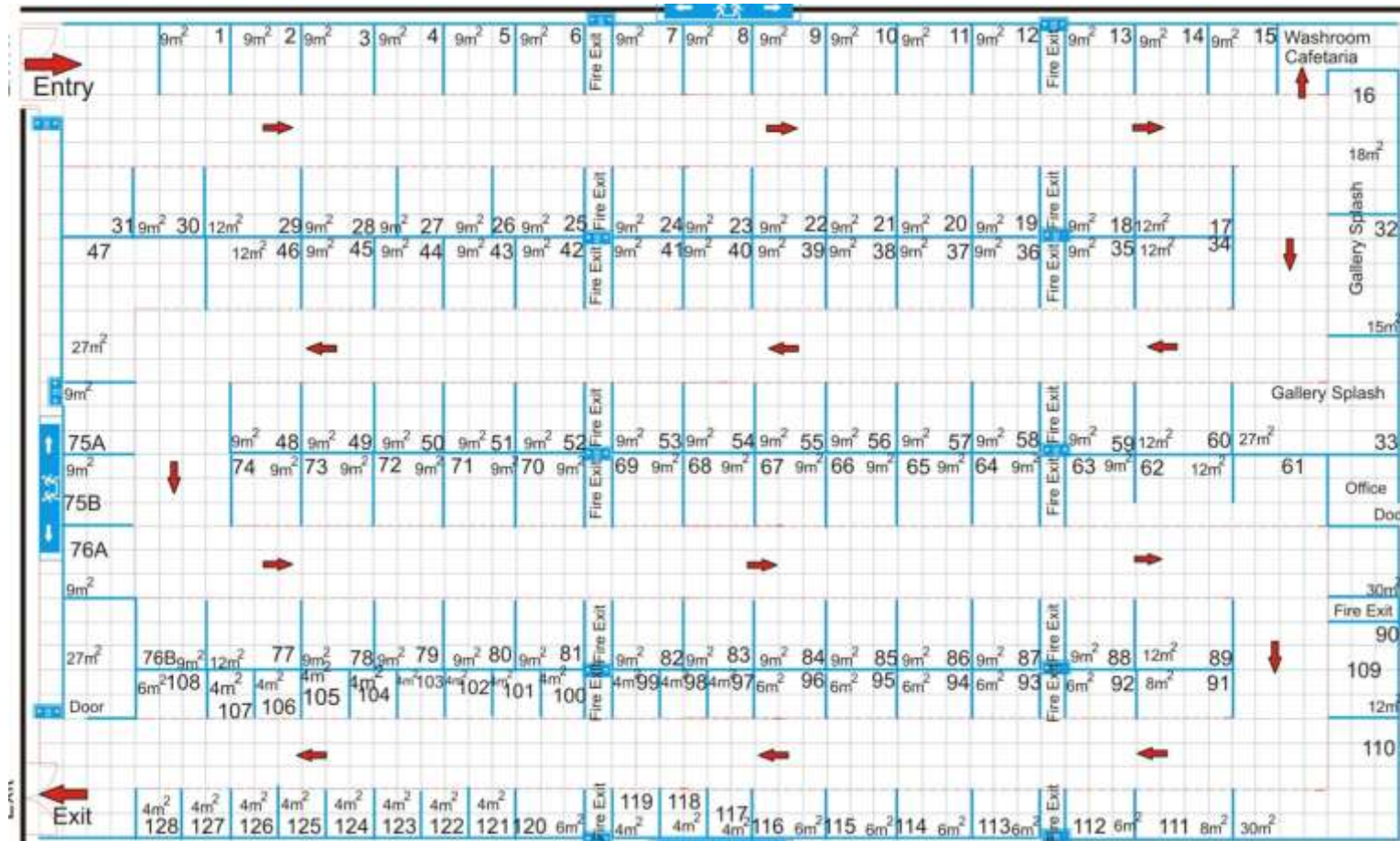
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Booth Layout : India Art Festival, 5th Edition: 14 to 17 Nov 2019 at Thyagaraj Stadium, New Delhi



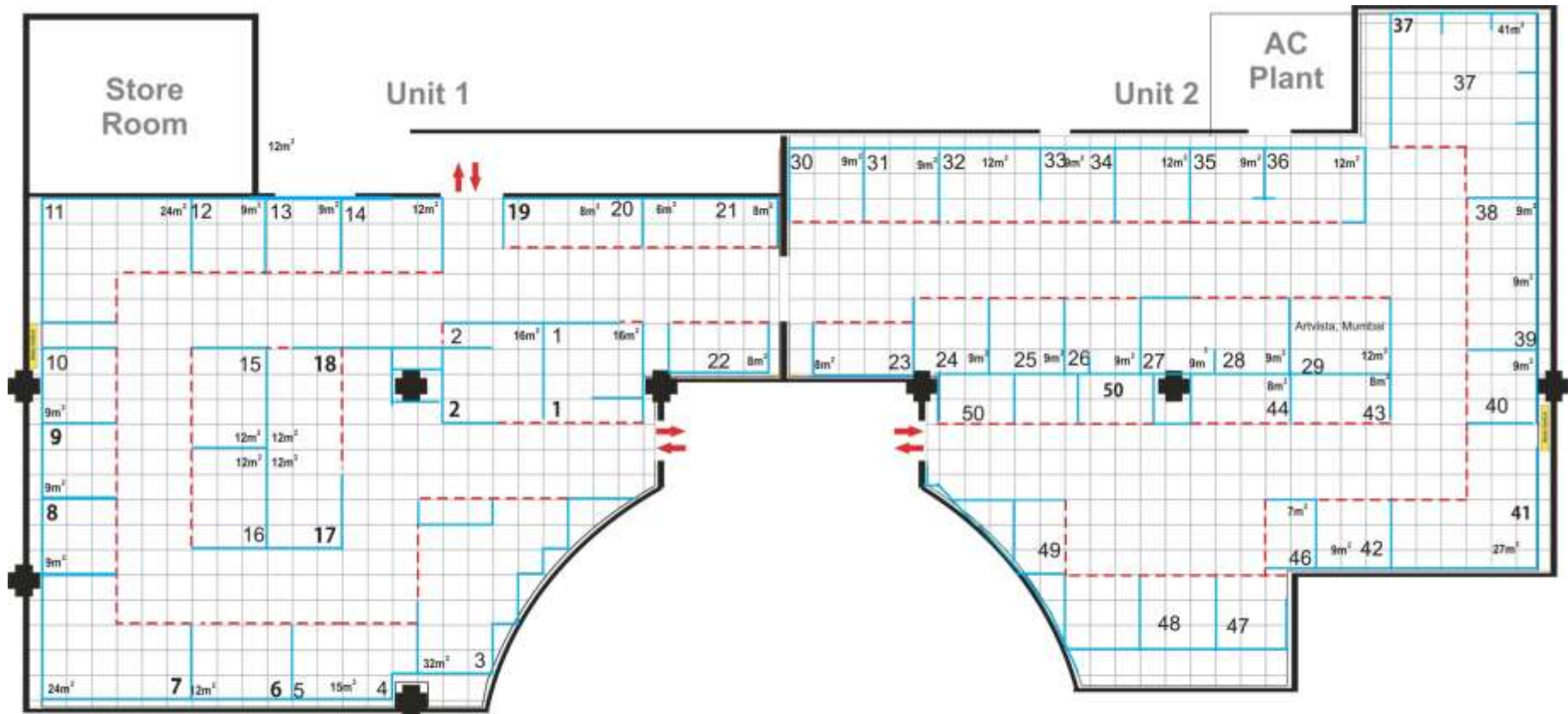


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Booth Layout : India Art Festival, 9th Edition: 09 to 12 Jan 2020 at Nehru Centre. Mumbai : Ground Floor



Hall of Knowledge
Nehru Center Ground Floor

Main Switch



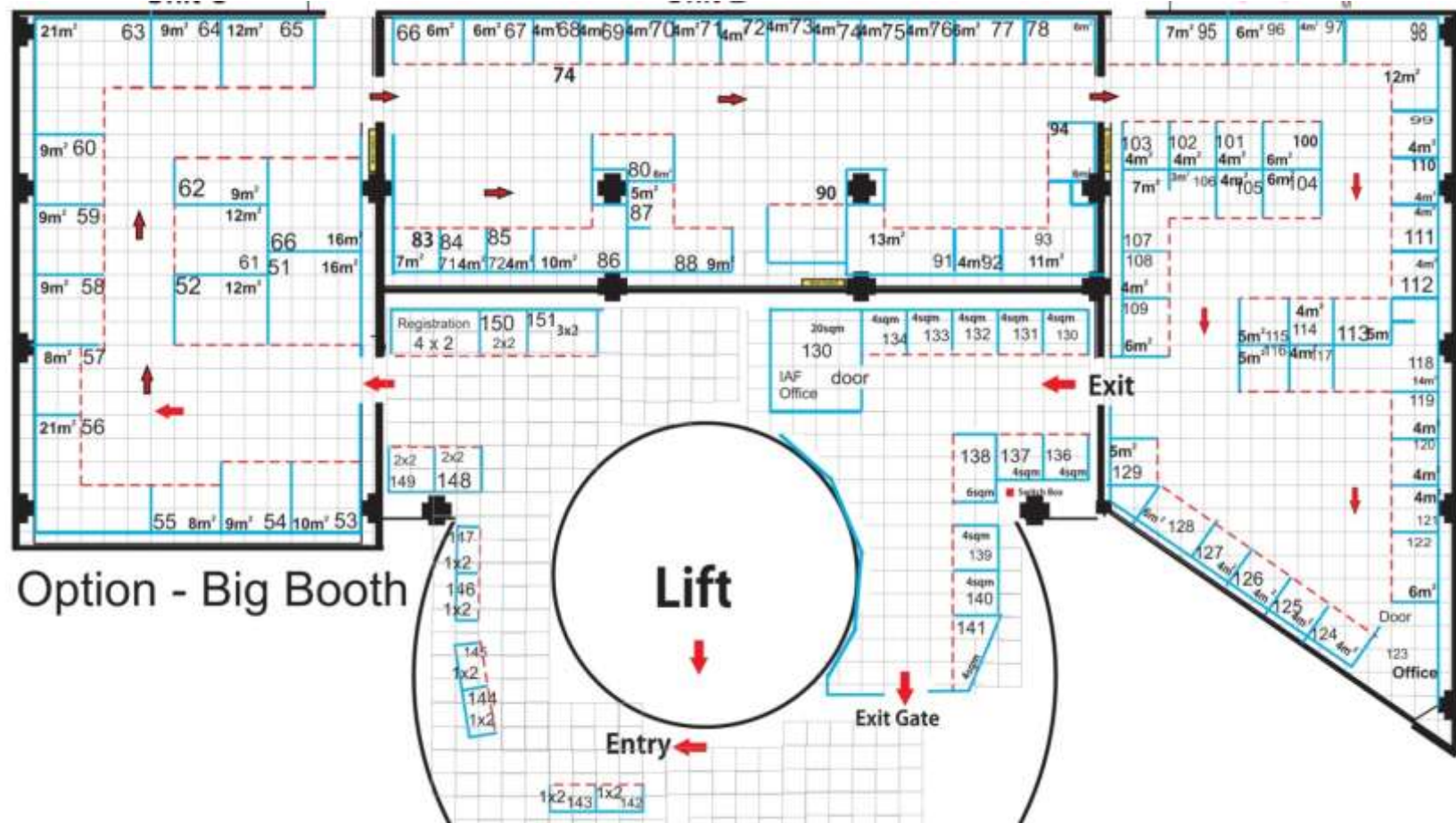
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Booth Layout : India Art Festival, 9th Edition: 09 to 12 Jan 2020 at Nehru Centre. Mumbai : Second Floor





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**Mumbai
Art Fair**

Booth sizes and rates :

Mumbai Art Fair (Rates inclusive of 18% GST per running meter is Rs.13000/-)		India Art Festival, New Delhi Edition (Rates inclusive of 18% GST per Sqm is Rs.23600/-)		India Art Festival, Mumbai Edition (Rates inclusive of 18% GST per Sqm is Rs.23600/-)	
Booth/Panel Sizes	Rent in INR	Booth Sizes	Rent in INR	Booth Sizes	Rent in INR
9 Running Meter Panel booth	117000	24 sqm booth	600000	24 sqm booth	600000
6 Running meter Panel Booth	78000	18 sqm booth	450000	18 sqm booth	450000
4 Running meter Panel Booth	52000	9 sqm booth	225000	9 sqm booth	225000
3 Running Meter Panel Booth	36000	8 sqm booth	200000	8 sqm booth	200000
2 Meter Panel	26000	6sqm booth	150000	6sqm booth	150000
1 meter Panel	13000	4sqm booth	100000	4sqm booth	100000
		3 Meter Panel	75000	3 Meter Panel	75000
		2 meter Panel	50000	2 meter Panel	50000

Note: Exhibitors can make payment for booth booking either cheque or online transfer to India Art Festival's current account. In exceptional cases cash (below 2 Lakhs) payment can be made by providing PAN card copy of the exhibitor. The 18% GST on the total booth charges which are included in the above rates are compulsory for all types of payments - whether cheque, online payment or cash payment. The payment from Foreign Exhibitors is accepted only by online transfer



Standard Booth Package and payment information

Booth Rent includes

AC booth made up of Standard Octonum Panels; Height 8 ft(2.44 m)

One spotlight per meter (per 3.3 ft) / Booth Fascia / Standard carpet flooring

Furniture set : 2 chairs, 1 counter table, 1 dustbin (only for booths above 4 sqm or 6 running meters)

Furniture set for Booth above 24 sqm : 4 chairs, 2 counter tables, 1 dustbin

One 230V, 5Amp AC supply socket

Official IAF / MAF catalogue entry and one copy of IAF/ MAF catalogues for each participant artists

Inclusion of exhibitor name in advertising, marketing & publicity campaign

Inclusion of exhibitor name at www.indiaartfestival.com and artworks at www.eindiaartfestival.com

Exhibitor & VIP passes

Please note: Booths smaller than 4 sqm or 6 running meters cannot accommodate counter table. Hence counter tables won't be provided in the smaller booths below 4 sqm or 6 running meters as mentioned above. Further, artists booking the panels will be adjusted in the shared booths and they will have to share the booth along with table, chairs with other artists in the respective shared booth.

Note: Extra walls/panels other than basic structure, lights and furniture will be charged extra. The list of available items with rates and application form for extra items/services will be provided in the Exhibitor Manual. The selection decisions made by the organisers will be final and binding. The booth allocation will be done by the organisers and completion of full payment formalities only ensures booking confirmation. The booth allocation will be done on the basis of booth sizes and categories; though organisers will try to accommodate all possible requests, the request for specific booth size & position will be difficult to accept. The final layout with exact booth positions will be mailed to exhibitors after the complete allocation of booths.

India Art Festival: 305 Owners Industrial Estate, Gabriel Road, Mahim West, Mumbai 400016 Tel: +91 22 4445508-9, M: +91 8976044104-5-6-7-8 | 9820737692

E: indiaartfestival@gmail.com | info@indiaartfestival.com W: www.indiaartfestival.com | www.eindiaartfestival.com | www.mumbaiartfair.in | IAF Director: +91 7400009978



Payment Information

Payment Schedule

Payment of 25% is to be made along with the booth application and remaining 75% payment is to be made as per last instalment date mentioned in the schedule above. (Not Applicable for early bird discount booking or late booking beyond the last instalment payment date)

Mode of Payment

The India Art Festival and Mumbai Art Fair are protected by Trade mark registration. Payment can be made by

1. Demand Draft/Cheque in favour of "INDIA ART FESTIVAL"
2. Online transfer to:

Beneficiary Name: INDIA ART FESTIVAL

Bank Name : HDFC Bank Ltd.

Current Account Number : 50200023774311

Bank Branch : Bombay Scottish School Premises, Veer SavarkarMarg, Mahim West, Mumbai - 400016

RTGS /NEFT IFSC Code : HDFC0000541

Swift Code: HDFCINBB

Note: In exceptional cases, cash payment below 2 Lakh can be accepted only on producing PAN Copy of the exhibitor for the GST invoice



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**Mumbai
Art Fair**

Application Form

(Strike out whichever is not applicable)

Application for booth/Panel at : India Art Festival, Mumbai | New Delhi | Mumbai Art Fair Edition

We would like to apply for booth at _____ Edition hosted from _____ and agree to abide by the terms and conditions mentioned herein the application kit and at www.indiaartfestival.com | www.mumbaiartfair.in

Name of the Exhibitor/Gallery/Artists :
Gallery Directors/Partners/Artists :
Detailed Correspondence Address :
All Mobile and Tel Numbers :
Email IDs of all participants :
Application for Booth (Size) : _____ sqm/ running meter booth (Please refer booth rent chart for booth sizes)
Names of the all participating artists :
Fascia Name on the booth :
Name of booking executive who :
gave confirmation on booth availability : Name & Signature of the Exhibitor



Terms and Conditions:

- The Exhibitors applying for booth at India Art Festival agree to observe and abide by the Terms & Conditions of participation at INDIA ART FESTIVAL / Mumbai Art Fair as mentioned below.
- The organisers reserve the right to modify, change or issue new terms, conditions & rules of participation at IAF/MAF for efficient and the safe operation of India Art Festival/Mumbai Art Fair
- The organisers reserve the right to allocate the booth at India Art Festival / Mumbai Art Fair
- The organisers reserve the right to change the booth layout and re-allocate the booth in case venue authority make changes in entry-exit points/electrical fittings/pillar-wall extensions, fire-exits etc
- **Artworks of only living artists are allowed to be exhibited in the India Art Festival/Mumbai Art Fair.** The paintings/sculptures by 'Deceased (Non-living)' artists (Bombay School, Bengal school, old masters, modern masters and progressive group artists) are strictly prohibited to be displayed in the India Art Festival irrespective of sound provenance / authenticity of any nature. India Art Festival do not intend to check authenticity or provenance of any artworks of deceased artists does not mean that we have any objection to the artworks of deceased artists from any particular art dealers or art galleries but we simply wish to position India Art Festival as a contemporary Art Fair only for living artists – which include living established, masters and upcoming artists.
- **To look the display uncluttered in the booth, minimum 30% wall space should compulsorily remain devoid of display at all the time (blank space) in the entire booth after display of artworks.** The organisers reserves the right to remove exhibits if booth is found to be over-hanged. No argument in such cases will be entertained from exhibitors if above condition is not met and few artworks are need to be removed.
- Apart from artworks displayed on the wall space, **no other artworks will allowed to be stacked in the booth, either on floor or on table top except** in separate enclosure if made for the purpose. Organisers do not provide the storage facility for the artworks.



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- Art Galleries or artists cannot sublet booth without prior approval from the organisers. **Maximum three booth attendants are allowed in 9 sqm booth** including gallery director, manager or any of the participating artists. More booth attendants are allowed proportionately in the bigger booths.
- **Maximum 2 booth attendants are allowed in the booth less than 8 sqm including participating artists or assistants**
- **For Panel booking in the 'Group Show', only single artist can attend the booth. Family members of the artist are strictly not allowed to stay in the shared booth for entire day** (except brief visit).
- The booth will not be kept reserved beyond one week if 25% booking amount is not made within a week from date of booking. Please note, the booth allocated or charges paid for booth are non-transferable.
- Please note that if full payment is not made as per schedule (01 Aug 2019 for MAF, 01 Sept 2019 for IAF, Delhi edition and 15 Oct 2019 for IAF edition at Mumbai), the organisers reserve the right to cancel the booking and will retain the payment already paid and dispose of aforesaid booth as per their discretion. Anyone booking the booths after above dates has to make full payment at the time of booking itself.
- Mumbai Art Fair and India Art Festival booth cost is available in our application kit online and complaints either from galleries or artists regarding overcharging of booth space in the cases of mutually sub-let booths won't be entertained by India Art Festival.
- Art Galleries, Art Dealers who regularly stage public exhibitions on their own space/public galleries or on their websites can apply for a booth at India Art Festival. Booth can be booked jointly by two galleries or independent artists for the group or solo shows.
- The organisers will not return any documents, material & CDs submitted to India Art Festival for any purpose.
- The Application will be considered valid only when DD/cheque of full amount is submitted or if amount is transferred online to the beneficiary account mentioned under payment information.
- The applicants can issue a Demand Draft/Cheque in favour of "INDIA ART FESTIVAL" payable at Mumbai, India.
- On acceptance of application and allocation of booth, the Exhibitor by default enters into a contract with the organisers wherein the Exhibitors agree to participate and abide by the Terms & Conditions of INDIA ART FESTIVAL.



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- Organisers reserve the right to cancel the booth booking if any of the terms & conditions are violated by the Exhibitors. In this eventuality, the booth booking amount may be forfeited in part or full by the Organisers. In such cases, organisers can ban the exhibitors from participation in the future editions of India Art Festival /Mumbai Art Fair.
- The Art Galleries and artists who intend to do counter sale would have to pay GST and intimate the GST authorities (Government of Maharashtra/Govt of NCT) as per the prescribed format for sale of the artworks at the art Festival, using a current GST number.
- The Exhibitors who do not hold GST Number of the state in which they are exhibiting, but intend to do counter sales would have to obtain a Casual GST number online from the GST Portal for respective exhibition for art festival duration in that state. The counter sale will not be allowed if the Casual GST number is not submitted to the organisers prior to the art festival. Chartered Accountant's services for the Casual GST number purpose can be made available on request at the Exhibitor's cost. (Please refer Exhibitors' Manual)
- 12% GST is applicable on the sale of artworks in the Art Festival for independent artists & Art Galleries irrespective of turnover.
- The organisers will try to accommodate the Exhibitors' requests about specific booth sizes and position; however, it cannot be made a condition for participation.
- The booth possession will be given one day prior to the opening of the Art Festival / Art Fair at 12 noon – i.e. on 10 Oct 2019 for MAF, 13th November, 2019 for New Delhi IAF edition and 08th January 2019 for Mumbai edition. The booth setup/display/installation of exhibits must be finished on the same day. All additional panels, lighting, furniture, security and other equipment required by Exhibitors, has to be taken only from the official contractors of the art festival appointed by the organisers, as mentioned in the Exhibitor Manual. Please note that display is not allowed on the VIP preview day or any day during exhibition hours.
- The Exhibitors must begin to remove all exhibits and belongings after 7:00 pm on the last day and finish the packing before 10:30 pm on the same day.
- The Exhibitors will receive a detailed Exhibitor Manual with art festival / Art Fair information, charges for additional services, lighting, panels & request forms for the same. The Exhibitors will have to abide by the general rules of the venue authority (Thayagraj Stadium/Nehru Centre) as well as the safety & maintenance requirements issued by various agencies as mentioned in the Exhibitor Manual.



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- All exhibits must fully comply with applicable health, fire and safety regulations. The organisers reserve the right to conduct a health & safety inspection once the booths are setup and display is completed. If any exhibit/installation/artwork does not meet the health & safety requirements as stated in the Exhibitor Manual, the Exhibitors will be requested to remove the exhibit/installation or take steps to ensure that they comply with the health & safety requirements.
- The organisers will provide security on 24 hour basis, from the start of the setup day till the end of the dismantling day. Organisers will provide only general security at the art festival / Art Fair venue and will not be responsible for each individual booth or exhibit.
- The Exhibitors must cover all the costs and risks associated with the transport, display & removal of their exhibits and goods. Exhibitors must insure their exhibits & belongings against loss, damage, theft, fire or any other risks and third party insurance for the total duration at their own cost. While the organisers would employ adequate security and take all precautionary measures, the organisers cannot be held liable for any loss, theft or damage due to any untoward incident or natural calamities. The Exhibitors must insure their exhibits in the manner they think fit.
- The organisers will appoint one official Shipping & Freight Handling Agent for the festival to assist the Exhibitors. The Exhibitors are free to use other Shipping & Freight Handling Agents as well. The organisers will not be liable for any dealings between the Exhibitors and Shipping & Freight Handling Agent appointed by IAF/MAF. (Please refer Exhibitor Manual for details of the shipping agent)
- The organisers will be unable to provide storage facilities for packing cases, crates, boxes or other belongings of the Exhibitors. The arrangement of safe-keeping of such items must be made with the Shipping & Freight Handling Agent or should be shifted to the Exhibitor's local storage facility. All expenses related to transport & storage with the Shipping & Freight Handling Agent would be borne by the Exhibitors.
- Safe storage facility for exhibitor's extra artworks is not available onsite for storage of exhibits. Please do not bring extra artworks at the exhibition venue. No trunks, cases, or packing material shall be brought into or out of the exhibition space during open hours.
- The Exhibitors or their representatives cannot advertise or distribute advertising material anywhere from the Art Festival premises except at their booth. Exhibitors can't display/ Paste name / logo of their gallery anywhere in the booth except standard fascia name provided by the organisers. If such names/Logos are displayed anywhere, organisers have the right to remove it without intimation to the exhibitors and organisers will not be responsible for damage if any caused to artworks or other items of the exhibitors due to such removals.



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- The Exhibitors will not be allowed to display exhibits in such a manner as to obstruct the light or impede passages or affect the displays of neighbouring Exhibitors. Any such display, if causing obstruction to smooth movement of the visitors in the passages, will be removed by the organisers. Exhibitors can't display exhibits on the exterior walls of the booth.
- The Exhibitors shall only display the works of artists they have declared in the Application Form. The organisers reserve the right to bar display of any work which does not figure in the proposed list of the Exhibitor. In case of any controversy or objection to any of the exhibit's raised by anyone, organisers have full right to take such exhibit off the display with or without consent of the exhibitors.
- The Exhibitors shall take utmost care not to damage floor or structure; the cost of damage, if any, specified by organisers/venue authority will have to be borne by the exhibitors within a week from the date of closure of the art Festival/fair.
- The Exhibitors shall refrain from any action that will distract visitors from attendance at the festival during exhibiting hours. Exhibitors or any of their representatives shall not conduct themselves in a manner considered offensive to standards of decency or good taste at the Festival, VIP preview etc. If Exhibitor behaves in an unbecoming way, organisers reserve the right to ask exhibitor to leave the premises and vacate the booth along with exhibits. The organisers will not pay any refund to the Exhibitor in any such cases.
- The organisers will provide passage, open area lighting and spotlights in the booths but shall not be liable for any loss or damage due to failure or interruption of electrical services. The electric supply is available at 230 V single phase only. The Exhibitors will not be allowed to install any power sockets on their own for safety reasons.
- The organisers and their authorised contractors can execute works, repairs or alteration anytime during the Art Festival/Fair and can enter any part of the art Festival/Fair premises for such works. Except for the act of negligence on the part of organisers, no compensation will be payable to the Exhibitor for damage, loss or inconvenience thus caused.
- The participation in the official IAF catalogue published by the organisers is obligatory for the Exhibitors. The organisers reserve the right to edit/modify/re-size any catalogue information/text/images supplied by the Exhibitors.
- The organisers reserve the right to retain the exhibitors' belongings if exhibitors fail to fulfil contractual obligation till all dues are settled in full.
- In case Art Festival/fair is cancelled, abandoned or suspended fully or in part due to the reason beyond the control of organisers, such as war, terrorist attacks, weather conditions, fire, natural calamities, national emergency, law & order problem, labour dispute, venue owners



dispute/problems, or any other cause beyond organiser's control, the organisers will repay only the proportionate part of booth rent paid by the Exhibitors, after deducting all the expenses incurred on the art festival/fair including office establishment, advertising & marketing etc right from announcement of the art festival/fair till date.

- All verbal communication, consents and approvals shall be considered valid only if confirmed in writing/email by the organisers. The disputes, if any, are subject to be settled only by the law enforcement agencies under the jurisdiction of Mumbai, India.
- The Exhibitors can not cancel or reduce the size of the booth deadlines mentioned in the application kit. Further, we wish to put it on record that exhibitors participated on their own in the art festival after going through complete enquiries and not due to any allurements from the organisers. After the due date of cancellation, cancellation request will not be accepted nor replied to for any reasons on any ground such as medical emergency, shifting of accommodation, marriage etc and the booth charges paid till date will be fully forfeited if cancelled after the due date. In such cases, organisers can dispose of booth in whatever the way they think fit to recover their losses due to cancellation.
- The Exhibitors cannot claim monopoly selling rights in the art festival/fair for particular artists or particular genre, as other exhibitors may also be selling same artists or genre but different work of art as such.
- For Overseas Exhibitors: The artworks can be imported for India Art Festival on "ATA Carnet" (A document that allows import of goods for six months into India, without paying duties and taxes) or artworks can be imported temporarily on "Import bond supported by Bank Guarantee" that customs department accepts for clearance. The artworks can also be imported into India permanently after paying necessary duties and taxes. The official freight forwarder of IAF/MAF will provide detailed guidance and logistic support on the same.