

AAF is an initiative to promote artists & generate art sale by means of an Art Fair which is designed to provide a versatile exhibition space to every artist where they can come into direct contact of art buyers, connoisseurs and all other constituents of the art market. This festival acts as an ideal springboard for talented artists.

**The 5<sup>th</sup> Awadh Art Festival will be held at the Visual Art Gallery, India Habitat Centre, Lodhi Road, New Delhi 110003, from 1<sup>st</sup> to 6<sup>th</sup> February 2023.**

### THE EMPHASIS OF THIS UNIQUE ART FAIR IS TO:

1. Recognize and promote National and International artists.
2. Introduce international art to the rich Indian market.
3. Promote Creativity and excellence in the field of Art nationally and internationally.
4. Recognize and promote differently abled artists.
5. Involving general public to participate in the acquisition of works of art.
6. Provide artistic opportunities to lesser-known talented artists.
7. Promote Art & Cultural Tourism in India.

### FEATURES OF THE 5<sup>TH</sup> AAF

- |                        |                      |                  |             |
|------------------------|----------------------|------------------|-------------|
| 1. Live Demonstrations | 2. Book Launch       | 3. Story Telling | 4. Art Walk |
| 5. Art Talk            | 6. Indian Old School | 7. Life Story    |             |

### BENEFITS TO PARTICIPANTS

1. ONE MINUTE video promotions for all participating artists through all possible digital Medias.
2. SPECIAL PROMOTIONS TO ALL INTERNATIONAL ARTISTS.
3. PRINTED CATALOGUES FOR ALL PARTICIPATING ARTISTS.
4. Certificates and Mementoes to all Participants.
5. **THREE** national and international participants will get a 25% discount on the registration of AAF November 2023.
6. **TWO** national and international participants will get a 50% discount on the registration of AAF November 2023.

### ENTRIES, SUBMISSION & TERMS

1. **CATEGORIES : a) Paintings    b) Sculptures    c) Pottery    d) Ceramics    e) Mix Media**
2. **INTERNATIONAL ARTISTS CAN SEND PRINTS ASLO BUT IT SHOULD BE DULY SIGNED IN ORIGINAL AS A MARK OF AUTHENTICITY.**

3. Each entry must be authentic, original work of participating artist.

#### 4. ART WORK SUBMISSION DETAILS:

- Paintings and Sculptures can be of any medium
- **TOTAL 2 ARTWORKS PER ENTRY WILL BE ALLOWED.**
- **Arts / Sculptures Pottery etc should not be older than 2020.**
- Every artwork should bear a Title, Year, Dimension, Medium, Price and a short Story / Description of the Paintings.
- Size of Paintings should not exceed 36 inches X 36 Inches.
- PREFERRED SIZE of Sculptures / Pottery / Ceramics is 24 inches X 24 inches and height not more than 36 inches.

5. **Images of art works submitted for registration should be of higher resolution in JPEG / PNG format for catalogue.**

#### 6. PARTICIPATION FEES:

- |                |   |
|----------------|---|
| INDIA :        | INR 10000.00 (Rupees Ten Thousand only)               |
| OUT OF INDIA : | EURO 124.00 (One Hundred & Twenty Four Euros only)    |
|                | DOLLAR 121.00 (One Hundred & Twenty one Dollars only) |

**All payments are to be made online after the artworks gets approved**

7. **Last Date of Registration – 31.12.2022**

8. **Art works / prints couriered from other states / countries should reach us between 15<sup>th</sup> and 25<sup>th</sup> January 2023.**

9. Art works to be couriered at the following Address: **will be informed in DECEMBER.**

10. Artworks that are couriered SHOULD **NOT HAVE ANY GLASS COVERING** instead fibre can be used.

11. **Artworks that needs to be stretched / framed at the venue will be charged at actuals.**

12. Every artwork sold will carry the Letter of authenticity duly signed by the artist.

13. All sales will be negotiated by AAF.

14. **NO COMMISSION WILL BE CHARGED ON ART SALE.**

15. Space allotted to the participants will be final and will not be changed at any cost.

16. **All participants are to keep the displayed art works for one month after the end of exhibition (i.e. till 6<sup>th</sup> March 2022).**

17. Proper & secured Hotel facility can be provided to selected artists at the cost of Rs. 600 per day (twin sharing basis).

18. AAF reserve the right to modify / change / issue new terms / conditions for the efficient and smooth functioning of art fair.

19. AAF reserves the right to cancel the participation. if terms & conditions are violated by the participating artists.

20. Participants will get their space a day prior to the inaugural date.

21. The artists must bear all the costs associated with the transport / courier of their art works to and from the exhibition venue.

22. The participant will not be allowed to display exhibits in such a manner, so as to obstruct the light or impede passages or disturb the displays of neighbouring exhibitors.

23. Any misbehaviour will result in immediate disqualification.

24. The participants shall take utmost care **NOT** to damage floor or structure. The cost of damage, if any, specified by organizers / venue authorities, will have to be borne by the participant immediately.