



XIX FERIA INTERNACIONAL ARTE CONTEMPORANEO  
**ARTESANTANDER 2010** / 21 al 25 de Julio  
Palacio de Exposiciones y Congresos de Santander

**GENERAL  
INFORMATION  
and  
SPECIFIC RULES  
FOR PARTICIPATION**

**ARTESANTANDER 2010**

## **GENERAL INFORMATION**

### **NAME**

Nineteenth edition of Santander's International Fair of Contemporary Art,  
ARTESANTANDER'10

### **SUPPORTED BY:**

Regional Ministry of Culture, Tourism and Sports of the Government of Cantabria. Santander City Council.

### **LOCATION, DATES AND TIMES**

ARTESANTANDER'10 will take place in the Palace of Congresses and Exhibitions of Santander (Avda. del Stadium, s / n. 39005 Santander).

Official Inauguration and Presentation to the Media (by strictly invitation only).

Wednesday, 21<sup>th</sup> July, 7.30 pm.

Professional visit (invitation only) from 5.00 pm.

Open to the public:

- Thursday, 22<sup>th</sup> and Friday, 23<sup>th</sup>, July from 5.00 to 10.00pm.
- Saturday 24<sup>th</sup> from 12:00 noon to 2.30 pm. and from 5.00 to 10:00 pm.
- Sunday 25<sup>th</sup> July from 12:00 noon to 2.30 pm. and from 5.00 to 9:00 pm.

### **EXHIBITION CONTENT**

32 galleries for Modern and Contemporary Art (painting, sculpture, installation art, photography, new technology mediums, graphic artwork, drawings and miscellaneous).

## **RATES**

Stand Type A modular 3400 € (+ 16% VAT).

- Stand N °: 1, 2, 3, 4, 5, 6, 7, 9 and 32

Stand Modular Type B 3200 € (+ 16% VAT).

- Stand No: 8 and 24

Modular Stand Type C 2900 € (+ 16% VAT).

- Stand No: 17, 19, 21 and 23

Modular Stand Type D 2750 € (+ 16% VAT).

- Stand No: 10, 11, 12, 13, 14, 15, 16, 18, 20, 22, 25, 26, 27, 28, 29, 30 and 31

The type of stand will be selected by the galleries based on the selection that results from the draw (see the STAND ALLOCATION Section).

(The stand includes storage, nine spotlights, one table, two chairs and inclusion in the catalogue.)

**ALL ADDITIONAL MATERIAL WILL BE PAID DIRECTLY TO THE INSTALLATION COMPANIES.**

**GALLERIES THAT DO NOT PAY THE TOTAL STAND RENTAL WILL NOT BE ALLOWED TO REMOVE THEIR ARTWORK AT THE END OR THE FAIR.**

## **ARTESANTANDER SCHEDULE**

Deadline for application for stand space: **25/05/10**

Selection Committee Meeting: **01/06/10**

Contract + First payment (50%): **12/06/10**

Deadline for submission of catalogue material and stand alterations: **19/06/10**

Remaining Payment: **14/07/10**

Arrival of artwork: **20/07/10** (from 8:00 to 10.00 pm) 21/07/10 (from 8:00 to 3.00 pm)

Removal of artwork: **25/07/10** (from 10:00 pm. to 12.00 midnight) and **26/07/10** (from 8:00 to 9.00 pm)

## **INFORMATION**

**Fair Managing Director: Juan González de Riancho Bezanilla**

Technical assistants to:

Ruth Mendez Pinillos (Regional Ministry of Culture, Tourism and Sports of the Government of Cantabria.)

Belén Quintana Poole (Santander City Council.)

Administration and Press Manager: Elena Casquero Nava

Attendance at the manager: M<sup>a</sup> Jesús Gómez Fernández

Photography: Belén Pereda

Technical Office: c / San Fernando, 58. Escalera Derecha. Puerta 7. 39010 Santander. Cantabria. Spain.

Tel +34 942 237 672

e-mail: [info@artessantander.com](mailto:info@artessantander.com)

Website: [www.artessantander.com](http://www.artessantander.com)

## **SPECIFIC RULES FOR PARTICIPATION IN ARTESANTANDER**

These specific rules govern the organisation and participation of EXHIBITORS in ARTESANTANDER, that will take place in the Palace of Congresses and Exhibitions of Santander from 21<sup>th</sup> to 25<sup>th</sup> July, 2010.

## **ORGANIZATION**

The Manager shall be responsible for the technical organization of ARTESANTANDER in all aspects of its design and implementation.

The members of the Selection Committee are:

- **Mr. Miguel Cereceda**, professor of Aesthetics and Art Theory in the Department of Philosophy at the Universidad Autonoma de Madrid and member of the Board of the Círculo de Bellas Artes de Madrid, art critic for the Madrid daily ABC.
- **Mr. José Guirao**, cultural administrator with a degree in Hispanic Studies, former director of the Museo Nacional Centro de Arte Reina Sofia and current director of The House On, the cultural foundation of Caja Madrid.
- **Mr. Rafael Doctor**, former director of the Museo de Arte Contemporáneo de Castilla y León (MUSAC), cultural manager and current director of the Fundación Santander 2016.
- Secretary of the Committee, without vote, Juan González de Riancho.

Criteria for the performance of the Selection Committee:

The Selection Committee will establish a rating and therefore a classification CANDIDATE GALLERIES according to the following 3 criteria each of which awarded up to 33% of points each of the total.

1. Line of work in the gallery applicant. Exhibition Programme.
2. Program / project ARTESANTANDER prepared for and adapt to the profile of the Fair.
3. Other issues such as present in previous editions of ARTESANTANDER. Attention will be given to aspects related to territorial representation, the possible desirability of opening up the international presence and diverse communities, and even issues related to the potential media impact of the presence of a specific gallery in the Fair.

**COMPLIANCE WITH THE RULES**

Any Candidate Gallery with sufficient powers to represent a possible Exhibitor, undertakes on behalf of itself, and in any event, its employees, to observe

specific rules and general rules of PARTICIPATION N IN ARTESANTANDER.

## **OBJECTIVES**

ARTESANTANDER aims to promote and sell books and editions on contemporary art from the 20<sup>th</sup> and 21<sup>th</sup> centuries, with the aim of:

1. Introducing and disseminating the work of widely renowned galleries that offer a representative view of the artistic creation of the 20<sup>th</sup> and 20<sup>th</sup> centuries.
2. Guaranteeing expertise through the quality of exhibitions, working with collectors and / or arts organizations.
3. Fostering contemporary art's dissemination and collection.
4. Transmitting related information through its publications.

## **TERMS**

Submitting applications to participate in ARTESANTANDER is limited to galleries that offer artwork and of the 20<sup>th</sup> and 21<sup>th</sup> centuries. Candidates must duly prove, by a personal statement, their responsibility and the exercise of activities of a gallery under the following conditions:

1. Regular opening hours and generally set the standard in the industry.
2. Minimum of four exhibitions a year, open to all public and free access during normal opening hours. They will accompany the requests for space, copies of invitations and / or catalogues published for those exhibitions.

Failure to comply with these terms will result in the rejection of applications to participate in ARTESANTANDER 2010.

Gallery applicant must accompany its APPLICATION OF SPACE also graphical information on its artists, especially those whose presentation or ARTESANTANDER proposes, on the gallery space, adding biographies of

artists or any other text that is considered of to be of interest must also be attached.

### **ADMISSION / REJECTION / WAITING LIST / EXCLUSION**

Space Applications must be posted to ARTESANTANDER by 25<sup>th</sup> May 2010 (inclusive) to the following address: Secretaría de ARTESANTANDER c / San Fernando, 58 Entresuelo Derecha Puerta 7 39010 Santander. Cantabria. Spain. Or e-mail: info@artessantander.com. Upon submission, ARTESANTANDER management staff will notify candidates in writing or e-mail the decision taken on admission or denial under the conditions specified in these rules.

As a result of the selection process, there will be one of the following criteria:

#### **Admission:**

Gallery admission applicants will be resolved by those responsible for ARTESANTANDER. The decision will be based on conditions in the present specific rules, criteria, information received from each gallery applicants, in line with the gallery and national activity and / or international presence in earlier editions of ARTESANTANDER.

#### **Admission Process:**

The application of space, the organization will communicate its decision to the Applicant Gallery, that for the period not exceeding 10 working days, counting from the date of receipt of the notification is formalized in the FORM OF ENGAGEMENT and payments are made prescriptive.

Gallery applicant admitted with sufficient powers to represent, now Speaker, commits itself, and in any case to observe the specific rules and general participation and the conditions stated in the CONTRACT FORM on registration fees, payment deadlines, dates of installation, insurance and others.

**Rejection:**

Regardless of participation in previous editions, participation of any candidate Gallery in ARTESANTANDER will be rejected for the following reasons:

1. Failure to comply with the conditions set forth in these rules.
2. Conducting illegal business practices or of doubtful legality.
3. Attack the good name of galleries.

Taking into account the Committee's proposals, no appeal may be made against the decisions taken by ARTESANTANDER.

**Waiting list:**

The waiting list is created for all accepted applicants and Galleries, which have not chosen to stand at the show for lack of space.

**Exclusion:**

Shall be grounds for excluding an exhibitor ARTESANTANDER before or during the fair, where appropriate, with closure of the following stand:

1. Closure of the gallery.
2. Breach of general or specific rules for participation, such as non-observance of the conditions expressed in the form of recruitment.
  - a) Non payment of any sums due to ARTESANTANDER by participating in the fair.
  - b) Exhibition of fake, of illicit origin, as works very well restored, damaged or processed.
  - c) Exhibition of artwork from the art trade by correspondence.
  - d) Exhibition of artwork included in the category of applied art (glasses, ceramics, etc.)..
  - e) Do not respect the opening hours of the booth to the public, or irregularity apparent in the time of opening.

- f) Failure received written warnings on installation and maintenance of the stand.
- g) Sub-rental of part or all of the entire stand to another gallery or artist.

## **CANCELLATIONS**

Only in justified cases of major force, may be canceled participation in ARTESANTANDER provided in accordance with the management. If opt-out of participating galleries after the beginning of the schedule of payment of booth rental, refund the payment if he could lower substituted with another gallery. Otherwise, no amount will be refunded any amount paid under any circumstances.

## **STANDS ALLOCATION**

The Selection Committee will carry out a draw in order to establish the order in which the gallery owners will select their own stand. This draw will take place on the day of the reunion committee. Once the spaces, the Organization will develop a site plan showing the location of each of the individual stands of the exhibitors.

**The Organization reserves the right to modify the conditions of each stand within the reasonable and departing the site, size or shape requested, when the concept, configuration or distribution of the exhibition space so require.**

Each exhibitor will be informed of their allocation by receiving a general plan showing the exact location of their stand.

The galleries that have taken part in previous editions of the fair will have preference selecting the type of stand they prefer from the four types in ARTESANTANDER 2010.

## **EXHIBITOR OBLIGATIONS**

Each of the works that the exhibitor must be accompanied by a brief description (artist name, title of work, date of creation, technique, number of circulation in case of graphic work ..)

## **EXPOSED BUILDING INSPECTION**

Management, with the advice of the experts will inspect the stands during the assembly and development of the fair to check that the exhibits match the project presented by the gallery selected and chosen by the Selection Committee.

If there are objections about some of the exhibits or exhibit, the exhibitor shall be obliged to withdraw the work and replace it with one that meets the requirements. Not to proceed with its replacement, it could shut down the stand with no right to compensation.

## **INSURANCE**

The gallery owner and / or Exhibitor may not impose any responsibility to the Department of ARTESANTANDER for loss, damage or injury of any kind caused to the material, personnel and objects within its stand. Each gallery are advised to subscribe an insurance policy to cover any contingency that might arise before and during the fair to people, goods and articles which are in the booth. The organization of ARTESANTANDER, complying with current legislation relating to fair business, just signed a general liability policy.

## **PARTICIPATION OTHER INSTITUTIONS, PUBLICATIONS**

Management of ARTESANTANDER may allow fair participation in certain institutions for the promotion and dissemination of contemporary art of the

autonomous communities, national or international. It may also allow the participation of specialized magazines on contemporary art.

## **CATALOGUE**

ARTESANTANDER publishes an Official Fair Catalogue in which each of the Exhibitor is obliged to insert information about the material presented in the exhibition. The Exhibitor will contribute to the high quality of the publication by providing written and graphic information necessary to ensure the quality and accuracy desired.

Exhibitors should adhere strictly to delivery times and technical characteristics of the material required.

## **COTAUNO PROJECT**

The COTAUNO Project is a proposal concerning the visualisation of artwork by Cantabrian galleries.

The objective is the achievement of a sample on the ground floor exhibition hall of the exhibition, in turn composed of a series of stand in which the participating galleries mounted exhibitions due to living artists from Cantabria.

The installation of the exhibition areas on the ground floor of the Santander Exhibition Centre, all based on the same design, will propose a diverse and plural outlook of Cantabrian art.

Each gallery will present a living artist without conditions of any kind.

The gallery can not file an artist who has participated in previous editions of COTAUNO

(Specific rules are published).

## **PRESS OFFICE**

The Media's mission is to publish suitable information about the artists and galleries in the daily press and specialized.

Exhibitors shall provide, in turn, comprehensive and accurate and high quality material that may be requested.

## **ENTRY TICKETS**

Standard price: 4.00 Euros

Discount fee (aged 65 years, students and children): 2.00 Euros

Professional passes for galleries, commissioners, critics, museum managers, curators and collectors.

Catalogue Price: Public: 8.00 euros.

Exhibitors: Two free issues. Further issues 4.00 euros.

**The organization rejects any responsibility for stolen items and materials and / or damaged during ARTESANTANDER days or days of assembly and disassembly except in the case of objects under custody arrangement.**

**Management of ARTESANTANDER will not be responsible for decisions taken by the Selection Committee regarding selection of participating galleries.**