



2018 Exhibitor Prospectus

[Apply Here](#)



LOCATION

Studio Two Three Event Space
1400 Mactavish Road
Richmond, VA 23222

CONTACT

Sarah Irvin
Director, CURRENT Art Fair. LLC
sarah@currentrichmond.com

DATES

Friday, March 30	7 - 9 pm	Panel Talk: <i>Publishing as Curation</i> (free)
Saturday, March 31	11 am - noon noon - 8 pm 8pm - 10 pm	Preview Brunch (\$5) General Admission (free) S23 After Party (cash bar)
TBD	TBD	Studio Two Three Workshop



www.currentrichmond.com

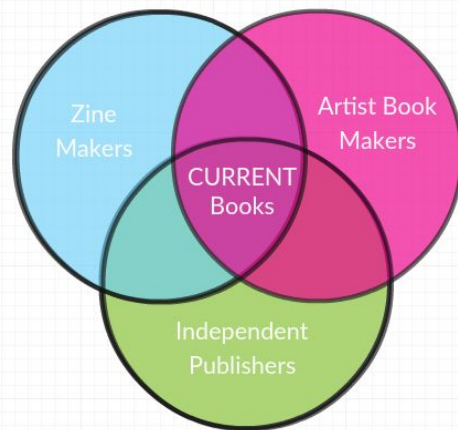
CURRENT BOOKS

INVITATION TO PARTICIPATE

CURRENT Art Fair invites independent makers of art-related publications to apply for **CURRENT Books 2018**, a special CURRENT Art Fair event featuring artists' book makers, zine makers, and small independent publishers of artist monographs and other book-based art objects. The inaugural event will see the return of **CURRENT** to its original neighborhood in Scott's Addition, and will be held March 31, 2018, in the special event space at **Studio Two Three**. Visitors will have the opportunity to purchase books directly from artists and publishers based in Maryland, Washington DC, Virginia, and North Carolina that produced them.

The event will be paired with special programming throughout the week, including live podcast recordings, a panel talk, and Studio Two Three workshops. The panel talk, moderated by **Don Russell**, will take place the evening of March 30th. Russell is the **Executive Director of Provisions Library**, a research center for arts and social change based out of George Mason University.

A **CURRENT Books Preview Brunch** (\$5) will be held 11 am - noon on March 31 with pastries, mimosas, and the first opportunity to meet the exhibitors and purchase books. A cash bar benefiting **Studio Two Three** will run throughout the day during **free general admission** from noon - 8 pm and food trucks will be parked in the Studio Two Three back patio. Visitors are invited to take a break in the reading room where they can be the live audience for recordings of **Paper Cuts**, a podcast focusing on the world of DIY publishing hosted by **Christopher Kardambikis**, and **LookSEE**, a podcast dedicated to the visual arts in Richmond hosted by **Paige Goodpasture**. An after party will take place from 8 - 10 pm on site at **Studio Two Three**.



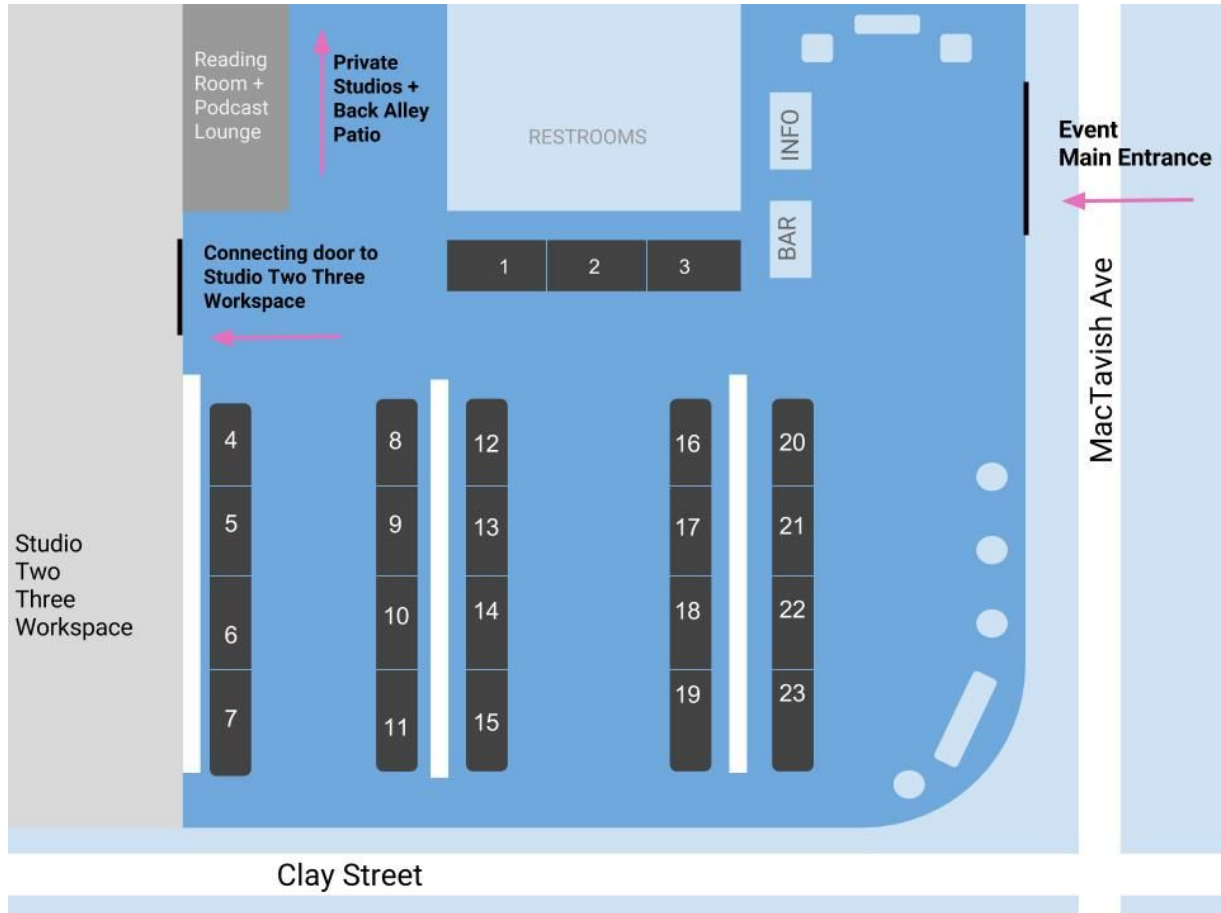
CURRENT Art Fair is based in Richmond, VA, a city with a robust art scene including institutions such as the Virginia Museum of Fine Arts, 1708 Gallery, the forthcoming VCU Institute for Contemporary Art, the Visual Arts Center of Richmond, and thriving commercial and non-profit gallery spaces. In 2015, Richmond was named as the **"Most Artistic Mid-Sized City in America"** by Trip.com, and was also named **a top destination** by Frommer in 2014. **CURRENT Books** will take place in of **Scott's Addition**, a neighborhood of creatives, makers, and artists as well as a vibrant array of craft breweries, distilleries, and restaurants.

We look forward to reviewing your [application](#) for **CURRENT Books 2018**.



CURRENT BOOKS

TABLE INFORMATION



CURRENT BOOKS

Tables 1- 3

\$150 full table



Exhibitor Fees for Tables 1 - 3 Include:

- Use of 74 inches of built in black table at 36 3/4 inches high and 42 inches deep
- Primary placement in venue
- 1 Reserved Vendor Parking Spot for March 31
- Use of two teal bar height stools
- Name on freestanding sign on table
- Option to bring approved bookshelf or freestanding sign behind table (60 ½ inches between table and wall behind)
- 4 tickets to Preview Brunch
- Vendor profile highlight on CURRENT Blog

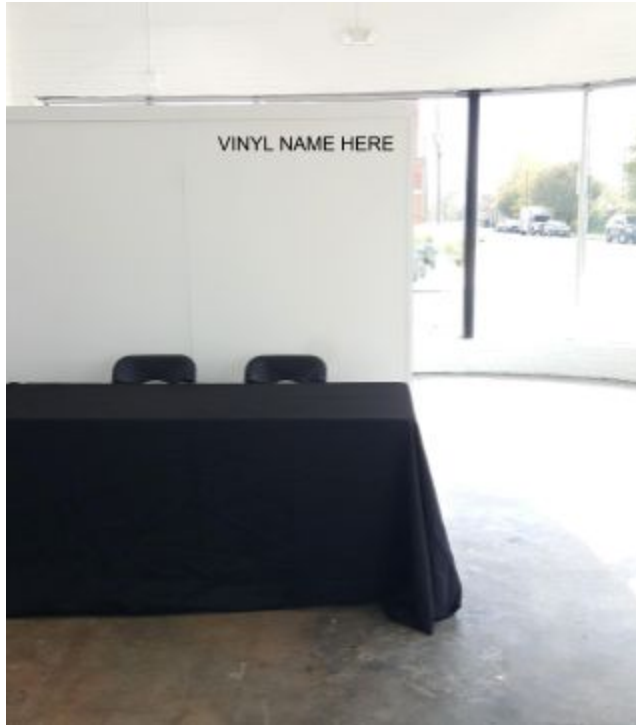


CURRENT BOOKS

Tables 3- 23

\$135 full table

\$75 half table



Exhibitor Fees for Tables 3 - 23 Include:

- Use of 33" deep x 72" wide x 30" tall table
- Use of black table cloth
- 1 Reserved Vendor Parking Spot for March 31
- Two black folding chairs
- Name in vinyl on moveable walls
- Use of 7 foot moveable wall behind table (can screw into walls)
- 4 tickets to Preview Brunch
- Vendor profile highlight on CURRENT Blog
- Option to split table with another vendor (see pricing)



CURRENT BOOKS

PROJECTED MARKETING PLAN

- Social Media marketing campaigns across Instagram, Snapchat, and Facebook
- Invite cards and posters distributed to area coffee shops, arts organizations, libraries, makerspaces, universities, etc
- CURRENT Blog with posts featuring exhibitors
- Host Committee of community advocates for CURRENT Books and related programming
- Opt In email campaigns through Studio Two Three and CURRENT Art Fair email distribution list
- WRIR ad time - Richmond Independent radio
- Style Weekly Email Newsletter Ad Space



CURRENT BOOKS

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PARKING

Reserved Vendor parking at the intersection of Clay Street and MacTavish Avenue



DIRECTIONS

Driving from I 95 (northbound)

Follow signs for I-195 N. Take exit towards US-33/US-250/Broad St from I-195. Continue onto W Clay St. Turn left at the light onto Roseneath Ave, right onto W Leigh St, right onto McTavish Ave, then the destination will be on your right.

Driving from I 95 (southbound)

Follow signs for I-195 S. Take the Hamilton St exit, then turn left onto W Broad St. Turn left onto Mactavish Ave, and the destination will be on your left.

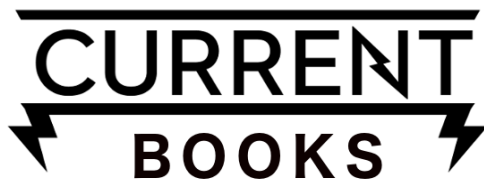
Walking Directions from Greyhound

Head south on Boulevard for half a mile, then turn right onto W Clay St. Continue until you reach Studio Two Three; destination will be on your right.

Directions from Main Street Train Station

Head west on Main Street for roughly 3 miles. Turn right onto Boulevard and follow for 0.7 miles. Turn left onto Broad St for half a mile, then turn right onto Mactavish Ave. The destination will be on your left.





APPLICATION DETAILS

Application Guidelines

1. Who is eligible to apply? - Artists' book makers, zine makers, and independent publishers of art books and artist monographs are eligible to apply. **All applicants must be based in Maryland, Washington, D.C., Virginia, or North Carolina.** Individual artists may form collectives to split a table or half table, however table fees must be payed in a single payment.

2. You Must Submit the following information with your [application](#):
 - a. Name of company/press/collective/individual exactly as you would like it to appear in any CURRENT Books promotional material and on exhibition space signage upon acceptance
 - b. Website link with images and information relevant to the materials you would exhibit at CURRENT Books
 - c. Contact name
 - d. Contact email address
 - e. Address of primary residence
 - f. Type of exhibitor
 - i. Small press/Independent publisher of art books
 - ii. Artist/artist collective book maker(s)
 - iii. Zine maker
 - iv. Other (please describe)
 - g. Type of space desired
 - i. Premium table with space for approved bookshelf or freestanding signage behind
 - ii. Table with wall
 - iii. Half table with half wall
 - h. Brief description of you/your organization and your project or practice's mission
 - i. Description of the kind of materials you would intend to bring to the fair
 - j. Description of how you will use the wall/space behind your table.
 - k. Programming proposals (optional)

3. DEADLINE: JANUARY 5, 2018

[APPLY HERE](#)



www.currentrichmond.com



TIMELINE

Application Deadline	January 5, 2018
Jury Selections Announced	January 19, 2018
Signed Exhibitor Agreements & Exhibitor Fees Due	February 15, 2018
CURRENT Books Main Event	March 31, 2018

CONTACT

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