

THE OTHER ART FAIR

PRESENTED BY SAATCHI ART



L-R, T-B: 'Untitled' by Surzhana Denjean, 'Avatar' by Caroline Mizrahi, 'The Priceless View' by Matt Juke

THE OTHER ART FAIR

October 5-8 2017

Old Truman Brewery

Brick Lane, London E1 6QR

“The Other Art Fair gives you the chance to buy work from tomorrow’s art stars” – **London Evening Standard**

The Art Fair for a New Generation of Art Buyers.

The Other Art Fair (TOAF), presented by Saatchi Art, is the UK's leading art fair for emerging artists, with editions now in London, Bristol, Sydney, Melbourne and New York.

Unique in its approach, TOAF offers astute collectors the chance to discover and buy work directly from the rising stars in contemporary art.

October 5-8 2017 will see The Other Art Fair return to East London's iconic Old Truman Brewery during the capital's world famous Art Week. A mix of works by artists on the verge of global recognition, appearances from a renowned Guest Artist, interactive performances, free kids' activities and live music, plus a superb restaurant and bar are guaranteed to provide visitors a unique and immersive experience. Previous Guest Artists include Tracey Emin, Gavin Turk, Martin Parr, Polly Morgan and Ben Eine.

Featuring sculpture, works on paper, photography and painting, 130 contemporary artists have been handpicked by a respected selection committee including VP Art Advisory + Chief Curator, Saatchi Art **Rebecca Wilson**, arts journalist and author **Elizabeth Fullerton**, British artist **Jonathan Yeo** and Serpentine Gallery Exhibition Curator **Rebecca Lewin**.

'Rather than gathering together galleries, this fair cuts out the middleman and lets you go straight to the artists' – Freire Barnes, Time Out

Since its launch in 2011, TOAF has welcomed more than 167,000 visitors from around the world to its fairs and facilitated total sales in excess of £5 million, while becoming an unmissable fixture of the London art scene. With its distinguished committee of experts and guest curators, TOAF has established itself as fair of choice for London's emerging collectors. Over 60% of clients at the TOAF London 2016 edition were first time buyers.

In keeping with its position as both progressive and accessible, TOAF is affiliated with the Arts Council's 'Own Art' initiative. The scheme allows buyers to spread the cost of a purchase over 10 months with an interest free loan, enabling more art lovers to become collectors.



L-R: 'Bias' by Yann Brian, 'Atrium ||' by Zelijka Paic

Highlights of the October 2017 programme include:

130 artists selected from across the globe including **Carolina Mizrahi, Kristjana S. Williams, Fei Alexeli, Marit Geraldine Bostad, Surzhana Denjean, Yann Brian, Zelijka Paic, Benjamin Parker, Archie Proudfoot, Benjamin Thomas Taylor, Karen Wood, Victoria Young-Jamieson, La Shuks, Susana Lopez, Matt Juke** and **Paul West**.

Saatchi Art Talks, a series of discussions and artist Q&As taking place throughout the weekend in the Saatchi Art Lounge, which will feature a number of immersive installations.

The return of **London Futures**, a curated section of the fair devoted to 20 hand-picked artists who will be showing in London for the first time.

New to TOAF, the team behind the infamous Shangri-La area at Glastonbury Festival present **ShangrilART**, a movement dedicated to making art accessible and affordable. Find original artworks, limited edition prints and artists in action, spreading Shangri-La's message of love, rebellion and humour.

Hand Poke Tattoos – Choose your own living artwork in the form of a stick and poke tattoo. TOAF's best selling artist **Dan Hillier** will create a series of exclusive designs.

Guardian VR will present **Beat The Hustler**, a fully interactive virtual experience where participants pit their wits against a wily street hustler in this pioneering new VR film.

Soho Radio will curate the music programme throughout the weekend, presenting an eclectic line-up of music inspired by the city's vibrant and diverse culture, as well as immersive art projects converging art, technology and music.

Younger visitors can participate in creative art activities and crafty challenges in the popular **Kids Create** corner. Children's activities are free of charge and suitable for all ages.



L-R: 'Sunset Rising' by La Shuks, 'Fernandez Capsula' by Susana Lopez

Visitor Information

Old Truman Brewery, 91 Brick Lane, London E1 6QR

Opening Hours:

Private View: Thursday 5th October, 5pm-9.30pm £14 (£11.20 concession)

**Limited tickets available, must be booked in advance*

Public Viewing Days:

Friday 6th October, 12pm–9pm Advanced online booking: £8 (£6 concession)

Saturday 7th October, 11am–7pm Advanced online booking: £8 (£6 concession)

Sunday 8th October, 11am–6pm Advanced online booking: £8 (£6 concession)

Tickets bought at the door for Friday-Sunday entry cost £10 (£8 concession)

Notes to Editors

About The Other Art Fair

The Other Art Fair, founded in 2011 by Ryan Stanier, is the leading artist fair for discovering emerging artists. A platform for artists to present and sell their work directly to art buyers, each fair presents the works of more than 130 artists. In six years, The Other Art Fair has hosted 19 fairs presenting over 1000 artists from more than 20 countries.

Acquired by Saatchi Art in 2016, TOAF continues to grow both in the UK and abroad with editions now in Bristol, Sydney, Melbourne and New York, and with further international fairs to be announced. Previous guest artists include Tracey Emin, Gavin Turk, Martin Parr, Polly Morgan and Ben Eine.

The London fair held in June 2017 saw an increase in visitor numbers, with visitors in the past twelve months surpassing 53,000. Participating TOAF artists are also featured on Saatchi Art's online gallery, joining an international powerhouse of emerging talent, including more than 50,000 artists from over 100 countries.

About Saatchi Art

Saatchi Art features the world's largest selection of original art and helps people all over the world find art and artists they love. The online gallery offers more than 500,000 original paintings, drawings, sculptures and photographs by over 50,000 emerging artists from over 100 countries. Saatchi Art is redefining the experience of buying and selling art by providing art lovers with free art advisory services and an expertly curated selection of art, while giving artists a convenient and welcoming environment in which to exhibit and sell their work. To discover the world of Saatchi Art, please visit www.saatchiart.com. Saatchi Online, Inc., which operates Saatchi Art, is a wholly owned subsidiary of Leaf Group Ltd. (NYSE: LFGR).

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