

THE OTHER
ART FAIR

PRESENTED BY SAATCHI ART

THE OTHER ART FAIR

22-25 March 2018

Victoria House, Bloomsbury Square
London WC1

“The Future of Art” – **The Guardian**



The Other Art Fair at Victoria House

The Other Art Fair, presented by Saatchi Art, has become one of the most important and exciting showcases for emerging artists. Unique in its approach, The Other Art Fair offers astute collectors the chance to discover and buy work directly from the rising stars in global contemporary art, with editions now in London, Bristol, Sydney, Melbourne, New York and Los Angeles.

22-25 March 2018 will see The Other Art Fair return to Central London's historic Victoria House. 120 contemporary artists will be exhibiting a variety of hand-picked works across all mediums, chosen by a respected selection committee that this year includes VP Art Advisory + Chief Curator at Saatchi Art **Rebecca Wilson**, founder of Jealous Gallery and Print Studio **Dario Illari**, director of BEERS London Gallery and author of '100 Painters of Tomorrow' **Kurt Beers** and New York-born and London based contemporary art critic, editor and teacher **Dr. Gilda Williams**.

Since its launch in 2011, The Other Art Fair has welcomed more than 200,000 visitors from around the world to its fairs and facilitated total sales in excess of £4 million, while becoming an unmissable event on London's art calendar. With its distinguished committee of experts and guest curators, The Other Art Fair has established itself as the fair of choice for London's emerging collectors. Uniquely, over 60% of clients at the The Other Art Fair London 2016 edition were first time buyers.

Highlights of the March 2018 programme include:

120 artists selected from across the globe, over half of which are female. The line-up includes ***Kristjana Williams, Victoria Topping, Marcelina Amelina, Sara Dare, Alexander Korzer-Robinson, Olivier Marc Thomas Leger*** and ***Michael Swallow***.

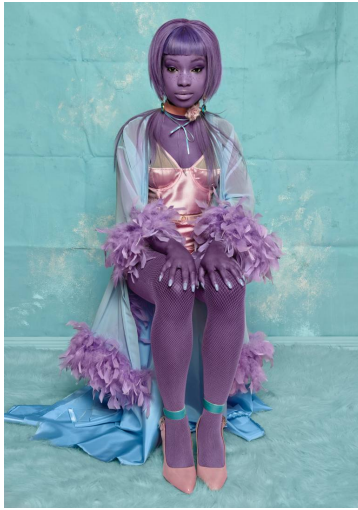
A series of immersive installations by established and emerging artists, including a creation by multi award winning ***Morag Myerscough***, who will be taking over the entrance with her colourful signature graphic style. ***Fei Alexeli*** will be transforming her 'No Bad Days' artwork into a live neon bar installation featuring, complete with swing, exotic plants and 'No Bad Days' cocktails served at the bar. There will also be a small number of limited edition prints of Fei Alexeli's 'No Bad Days' artwork available for sale.

The Big Issue will have a stand selling a range of original artworks by artists and vendors working with The Big Issue. Artists include Rene Robbins, John Sheehy, Antony Pye, Andrew Howard, David Martin and Robyn Foreman. At least half of the profit from each sale of artwork will go directly towards the artist. The remaining profit is used to continue the mission of The Big Issue; to give people in poverty the opportunity of a hand-up.

Art on a Postcard, featuring limited edition artworks on postcards by a mix of renowned artists including 2017 Turner Prize winner ***Lubaina Himid***. Other participating artists include; ***Paula Rego, Ben Johnson, Billy Childish*** and ***Jimmy Cauty***, with a live auction onsite on Sunday.

Handpoke Tattoos by The Other Art Fair Guest Artist, Bluestone Babe. Choose your own living artwork in the form of a stick and poke tattoo. Guest artist and feminist, BlueStone Babe will be flying over from Brooklyn to tattoo a series of her designs for The Other Art Fair. This will be her first time tattooing in London and Europe. No pre-booking required, tattoo slots are limited and available on a first come first served basis.

Sisters of Print and **Print is Power** will be combining forces to bring an extravaganza of all things ink and printed goodness in a program of inclusive workshops specially designed for The Other Art Fair. Expect live printing with 'tongue & cheek' slogans.



L-R: 'Vanessa' by Carolina Mizrahi, 'SNAP' by Stephen Anthony Davids, 'No Bad Days' by Fei Alexeli

Saatchi Art Talks, is 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.

Inspired by the spectacular imagery of solar physics, **Guardian VR** will present **Crime Scene**, a fully interactive virtual reality experience where you are the trainee forensic officer on duty during a 2 am murder. Participants will be guided by a crime scene manager through the process of gathering the right evidence to solve the killing in this pioneering new VR experience.

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.

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

"From its humble beginnings in a warehouse in London in 2011 The Other Art Fair has grown into the world's leading fair for buying directly from artists. 2018 is a monumental year for us, hosting ten fairs including expansion into two new cities, LA and Chicago. We are presenting over 1,000 artists in seven cities, and we anticipate selling over 6,000 artworks. This March our London fair will feature exceptional artwork from the most exciting emerging artists, plus incredible immersive installations and a unique and engaging programme throughout the weekend." says Founder of The Other Art Fair, Ryan Stanier.



L-R: 'Strangers' by May Parlar, 'Internal Object' by Naoki Kawano, 'No Bad Days' by Fei Alexeli

“Saatchi Art and The Other Art Fair are natural partners, with a shared mission of identifying and supporting emerging artists from all over the world,” said Rebecca Wilson, Chief Curator and Vice-President of Art Advisory, Saatchi Art. “The alliance of our two brands has set a new precedent for the art world, with seamless integration between Saatchi Art’s curated online gallery and The Other Art Fair’s offline events giving artists exciting opportunities to show their work locally and globally and enabling art lovers to discover outstanding emerging artists.”

Opening Hours

Private View, Thursday 22nd March: 5pm-9.30pm (Limited tickets available)

Friday 23rd March: 12pm-9pm

Saturday 24th March: 11am-7pm

Sunday 25th March: 11am-6pm

Victoria House, Bloomsbury Square, London WC1A 2QP

Press registration / RSVP: erin@lisabakerltd.com

Ticket Information: £5.50 - £16.00

Notes to Editors

About The Other Art Fair:

Founded in 2011 by Ryan Stanier, The Other Art Fair 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 120 artists. In seven years, The Other Art Fair has hosted 22 fairs presenting over 1500 artists from more than 20 countries.

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

The October 2017 London fair saw an increase in visitor numbers, with visitors in the past twelve months surpassing 60,000. Participating The Other Art Fair artists are also featured on Saatchi Art's online gallery, joining an international powerhouse of emerging talent, including more than 60,000 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 60,000 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).

Press Enquiries

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