



Artesantander 2021

GENERAL INFORMATION / SPECIFIC RULES FOR PARTICIPATION

Del 24 al 28 julio 2021

Feria Internacional de Arte Contemporáneo
Palacio de Exposiciones y Congresos de Santander
C/ Real Racing Club, 3, 39005 Santander, Cantabria

GENERAL INFORMATION

SPECIFIC RULES FOR PARTICIPATION

TITLE: Twenty-ninth International Fair of Contemporary Art in Santander, from 24 to 28 July 2021. ARTESANTANDER'2021

SUPPORTED BY:

- Vicepresidency and Regional Ministry of University, Equality, Culture and Sports, Government of Cantabria.
- Santander City Council.

PLACE, DATES AND TIMES: ARTESANTANDER'2021 will take place in the Palace of Congresses and Exhibitions of Santander (c/ Real Racing Club, 3, 39005 Santander, Cantabria).

Official Opening and Presentation Media. **Saturday, July 24, 18:30 h. Opening hours (Free entrance):**

Saturday, July 24, from 5:00 pm to 9:30 pm.

Sunday July 25, from 5:00 pm to 9:30 pm.

Monday July 26, from 5:00 pm to 9:30 pm.

Tuesday July 27, from 5:00 pm to 9:30 pm.

Wednesday, 28 July, from 5:00 pm to 9:30 pm. CLOSING

CONTENT: 42 galleries of contemporary art (painting, sculpture, installation art, photography, new technology mediums, graphic artwork, drawings and miscellaneous).

The stand is free. Between 20 and 24 square meters, includes lights, a table, two chairs and insertion in the catalogue. (To be drawn up and distributed in pdf). (The attached plans. The attached maps).

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

ARTESANTANDER SCHEDULE

Presentation project deadline: **12nd May 2021**

Applications have been made **12nd May 2021** (inclusive)

BY our online application system: [Applications for ARTESANTANDER 2021](#)

Selection Committee Meeting: **14th May 2021****

****** It might be modified for agenda of work of the members of the Committee of

Selection Deadline for submission of catalogue material: **16th June 2021**

Arrival of artwork: **23th July 2021** (from 8:30 am to 10.00 pm) **24th July 2021** (from 8:30 am to 3:00 pm)

**Not allowed installation work within the stands during
the days of the fair**

Removal of artwork: **28th July 2021** (from 09.30 pm to 11.30 pm) and **29th July 2021** (from 8:30 am to 3.00 pm)

Attention to the exhibitor (company stand assembly and Secretary Artesantander) during assembly and disassembly will be 8:30 am to 8.30 pm.

Fair managing director: Juan González de Riancho Bezanilla

Coordination and communication: Elena Nava Casquero

Graphic and design exhibition identity: [María José Arce Design](#)

Technical Office: Asociación Cultural Artesantander

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www.facebook.com/FeriaARTESANTANDER

[@artessantander_feria_arte](https://www.instagram.com/artessantander_feria_arte)

SPECIFIC RULES FOR PARTICIPATION IN ARTESANTANDER

These specific conditions governing the organization and participation of exhibitors in ARTESANTANDER, to be held in the Exhibition and Congress Santander from 24th to 28th July 2021.

ORGANIZATION: It is the responsibility of the Director, the technical organization of the fair, in all that regards its conception and execution.

The Selection Committee will review the dossier provided by the Applicants Galleries containing a specific project (based on the proposal of one of the artists represented-one-man show from a group, or several of its artists in a booth curated for ARTESANTANDER. As the committee because, depending on the quality of the proposals (and its relevance to the show), who shall issue the invitation to the final gallery at the event. Each gallery will have **ONLY ONE PROJECT**. The Committee will respect the commitment of the Director of the fair, which ensures the presence of stands for the galleries of Cantabria, respecting territorial representation.

They are members of the Selection Committee Artesantander 2021 (alphabetical order):

- **Oscar Alonso Molina**, art critic and independent curator of exhibitions. During the period 2003-15 he was professor at the Faculty of Fine Arts at the CES Felipe II in Aranjuez, Madrid, UCM. A regular essayist and lecturer, his work focuses on the latest artistic manifestations, dedicating special attention to aspects related to visual rhetoric and the development of textual and narrative strategies. As a researcher he pays special attention to all aspects related to the practice of drawing. He has been responsible for the only Project of the fairs of Lisbon (2009), Santander (2010) and Swab (2014), and since 2011 is the curator of the program "Connections" in the museum ABC, exhibition cycle around the contemporary drawing.
- **Beatriz Espejo Arce**, art criticism. Degree in art history from the University of Barcelona and Master in art criticism and communication from the University of Gerona. From January of 2017 is responsible for Babelia , the art section in the 'El País' newspaper and, from 2018 section Director of the project Madrid45 of the community of Madrid. Previously, she was responsible for the art section of the magazine El Cultural supplement of the newspaper El Mundo. She has worked in management and curating exhibitions, and she was part of the team Gallery Estrany-Mota (Barcelona) and the project Urroz (Madrid). Since 2000, she published in various

specialized media; She has been a regular contributor to supplement *Cultura/s* of *La Vanguardia*, writes in exhibition catalogues, teaches courses and seminars on contemporary art and is a member of several juries of awards and contests related to contemporary art. The mentions of her work include the GAC 2017 Prize for art criticism.

- **Fer Francés**, with 29 years old, he has got a solid career of international prestige as gallery owner and curator of contemporary art. His career as a gallery owner began at age 15, when he stationed six solo exhibitions in the gallery MCO in Oporto. He collaborates with galleries such as XL Gallery in Moscow, Tim Van Laere syndrome Gallery in Antwerp or David Zwirner from London, among others. In September 2013 he joined the Javier López & Fer French Gallery with which he participated in more than fifty fairs including FRIEZE NY, Independent Brussels, MACO México, Dallas Art Fair and Expo Chicago. Simultaneously, he has participated among other public projects such as the MAUS (Malaga Urban Art Soho,) an initiative for the rehabilitation of the neighborhood of Soho in Malaga through urban art interventions that meant the incorporation of this city to Google Street Art. This project also served to bring to the streets artists whose works are usually exhibited in galleries or museums within the section Out Door Gallery. Fresh walls Somo in Ribamontán del Mar begins in 2017 and is the first integral project of urban art in Cantabria, with the participation of more than 15 artists. The project will continue over the next few years by intervening the walls of this small coastal town trying to make the culture of this time reach the most rural corners.
- **Rafael Ortiz Domínguez**, all of his long professional career has developed in the field of contemporary art. Since 1977 he is director of the Art Gallery that currently bears his name, and in 2013 opens in Madrid the exhibition space R.O. projects. Its trajectory is marked by a wide participation in fairs of international character (Mexico, London, Lisbon, Basel, Miami, Santander, Madrid...). In 2009 it creates the senses editions, in order to help the diffusion of texts (narrative, essay, poetry...) always related to the art world both old and contemporary. Vice-President of the Consortium of Contemporary Art Galleries (2009 and 2010) and founding member of the Association of Friends of italics, of which he has been vice-President, has been awarded the Public RTVA 2009 Awards for the Visual Arts, prize in cover *Abcdesevilla.es* 2015 and open Sevilla Initiative Award 2017 for modernization.
- **Blanca de la Torre**, Curator, art writer and part of the advisory board of MUSAC Museum in León, Spain. Before 2009, she curated exhibitions internationally in cities such as New York, Prague, London and Madrid. From 2009-2014 served as Curator and Head of Exhibitions and Projects at ARTIUM, Museum, Spain. Afterwards, she has curated exhibitions worldwide, standing out: MoCAB, Museum of Contemporary Art of

Belgrade, Serbia; Salzburger Kunstverein, Salzburg, Austria; Elisabeth Foundation Project Space, New York; Centro de las Artes, Monterrey, Mexico; Museo Carrillo Gil Mexico city; Museo de Arte Contemporáneo de Oaxaca, Mexico; Ex Convento del Carmen Guadalajara; Museo de Arte Ciudad Juárez, México; NC-Arte, Bogotá, Colombia; RAER, Rome, Italy; LAZNIA Center for Contemporary Art, Gdansk, Poland, Alcalá 31, Madrid CentroCentro, Madrid; National Gallery (NGMA) Delhi, India; MUSAC in León; 516 Contemporary Arts Museum in Albuquerque, EEUU, among others.

As secretary of the Committee, without vote, **Juan González de Riancho**.

Criteria for the Selection Committee's role:

The Selection Committee set up a score, and therefore a classification between APPLICANTS GALLERIES, according to the following criteria:

- Specific project designed to ARTESANTANDER 2021 and its adaptation to the profile of the fair.
- Line of work in the gallery applicant. Exhibition Program.


The committee undertakes to respect the commitment made by the Director of the Fair with the institutions that make the event possible, territorial representation, which ensures the presence of 6 stands for many other Cantabrian galleries. Of some other Cantabrian galleries, but they do not break the spirit of the fair to criterion of the committee of selection.

ACCEPTANCE OF REGULATIONS: The Applicant gallery, with sufficient powers of representation of the potential Exhibitor commits itself and in any case, for its employees to observe the specifications and standards RULES OF PARTICIPATION IN ARTESANTANDER.

OBJECTIVES: ARTESANTANDER aims at promoting artists and selling art works and contemporary issues of XX and XXI centuries. Thus, it seeks:

1. Present and publicize the activities of prestigious galleries that offer a representative view of the artistic creation of the XX and XXI centuries.
2. Provide assurances of professionalism through quality exhibitions, dealing with collectors or arts organizations.
3. Encourage the dissemination and collection of contemporary art.

CONDITIONS: The submission of applications to participate in ARTESANTANDER Galleries will be limited to propose artworks XX and XXI centuries. Applicants must provide appropriate



evidence by declaration on their constant and continuous exercise of activities of a gallery under the following circumstances:

1. Regular and usual opening hours with the generally established in the sector.
2. Minimum of four exhibitions per year, open to all public and free access during normal opening hours. In this sense, must accompany the Space Application respective copies of the invitations and / or catalogs published for the above exposures.

Failure to comply with these conditions shall result in denial of participation in ARTESANTANDER 2021.

Gallery applicant must accompany your **APPLICATION OF SPACE** also graphical information about your/s artist/s, integral in the specific project for ARTESANTANDER 2021, attaching a biography / s or artists or any other text that is considered of interest.

3. To be given of discharge in the corresponding epigraph of the Tax of Economic Activities and, in his case, to the current of payment of the same one to the date of filing of the REQUEST OF PARTICIPATION, or responsible declaration of not being obliged to the payment of the same one. The Gallery solicitor will have to accompany on his REQUEST OF SPACE, equally, graphical information on his artist/s, member in the SPECIFIC PROJECT FOR ARTESANTANDER 2021, attaching biography/s of or the artists or any other text that is considered of interest. Not fulfillment of these conditions will be a reason of refusal of the participation in ARTESANTANDER 2021 and, in consequence, the Request of Participation will not be admitted to step.

4. All the documentation that the GALLERIES should present will be in Spanish or, in his case, in English.

5. The fair is sensitive to the logical evolution of its own nature as a cultural event, and aware that the galleries proposals can benefit from other types of stands whose presence will always be justified based on their contribution to the success of the event and the improvement of its Profile, will leave to the selection committee the possibility of including stands with complementary proposals to the fair, and acquires the commitment to admit all kinds of requests that are discussed by the committee, being able to be admitted in this edition if so consider it, or taking note of them to study modifications for future editions. Likewise, it will be the decision of the Selection Committee of ARTESANTANDER to allow the

presence in the fair of institutions destined to the promotion and diffusion of the contemporary art of autonomic, national or international character.

ADMISSION / DENIAL / WAITING LIST / EXCLUSION

Space Applications with the exhibition project should write to ARTESANTANDER **before 14th**

May, 2021 (inclusive) BY our online application system: [Application for participation on Artesantander 2021](#) **PENDIENTE DE ACTUALIZAR EL ENLACE**

Of such application, shall ARTESANTANDER makers to inform the applicant in writing or by e-mail the decision made regarding admission or denial under the conditions specified in these rules.

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

Admission: Gallery Admission of applicants shall be determined by the Selection Committee ARTESANTANDER. These agreements will be based on conditions stated in these specific rules, its own criteria, the information received from each gallery applicants, in line with the gallery and national activity and / or international presence in previous editions ARTESANTANDER.

Disclaimer: The following shall not participate in any gallery ARTESANTANDER-seekers have attended previous editions or not, "if there were any of the following reasons:

1. Breach of the conditions stated in these Specific Rules.
2. Conducting illegal business practices or of questionable legality.
3. Attack the good name of the gallery.

The ARTESANTANDER decisions, taking into consideration the proposals of the Committee are final.

Waiting List: The waiting list will be constituted by all the applicants and admitted Galleries, who have not opted to stand at the show for lack of space.

Admission Process: Admitted to the Application Form, the organization will communicate its decision to the Applicant Gallery, so that, within a period not exceeding 10 working days from the date of receipt of the notification is formalized YOUR INVITATION TO ATTEND THIS ISSUE. Gallery applicant and admitted, with sufficient powers of representation, hereinafter

Exhibitor undertakes itself, and in any case, to observe Specific and General Rules of Participation, as well as the conditions stated in the invitation form on the right registration which of **100 euros** by gallery invited in respect of compulsory insurance, installation dates, insurance and others.

All the stands will pay 100 euros of insurance fee, are galleries institutions or other nature.

Exclusion will be grounds for excluding an exhibitor at ARTESANTANDER before or during the fair, where appropriate, close the stand, the following:

1. Close Gallery.
2. Failure to comply with specific standards or General participation, including non-compliance with the conditions stated in the application form.

a) Submit false works, of illicit origin and works well restored, damaged or processed.

Exhibiting works included in the category of applied art (ceramics, etc.) Or from the trade in works of art by correspondence.

b) Do not respect the opening hours of the public stand, or irregularity seen in the opening times.

c) Failure received written warnings on installation and maintenance of the stand.


d) Subletting of part or the entire booth to another gallery or artist.

REJECTIONS: Only in justified cases or force majeure, may be canceled participation in ARTESANTANDER provided in accordance with the address.

In the event of withdrawal of a participating gallery will be used for waiting list and will be supplied with another gallery down.

ALLOCATION OF STANDS: Will the show management, who make the award of the stands. Made the awards, the Organization will prepare a floor plan showing the location of each and every individual stands exhibitors.

The Organization reserves the right to modify the conditions of each stand, within reasonable and deviating from the site, size or shape requested, when the concept, configuration or distribution of the exhibition space as required. Each exhibitor will be informed of their award by submitting an accurate shot with indication of location.



EXPOSED BUILDING INSPECTION: address, 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 proposal submitted by selected gallery and selected 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.

MAINTENANCE: ARTESANTANDER are responsible for keeping clean public areas of the exhibition area. Each exhibitor shall be responsible for maintenance of its own booth, which should be kept in the state it was delivered. When removing the stand must be free of any work in whole or in part exposed wall will be removed from all devices or fasteners. You are not allowed to drill holes or fasteners that lead to soil deterioration exhibition.

CATALOGUE: ARTESANTANDER published an official catalog of the Fair in each of the exhibitors are required to insert information about the material presented at the fair. The exhibitor contributes to the smooth conduct of the publication providing graphic and written information necessary to ensure the quality and accuracy desired. The catalogue will be available in online and printed format

The Exhibitor shall observe strict, deadlines and technical specifications of the required material.

PARTICIPATION OTHER INSTITUTIONS, EXHIBITORS AND PUBLICATIONS: The management of ARTESANTANDER may allow fair participation in certain institutions for the promotion and dissemination of contemporary art of an autonomous, national or international. You can also support participation in contemporary art journals.

PRESS OFFICE: The Press Office's mission is to deliver appropriate 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.

ACCESS TO THE EXHIBITION HALL: Free from 24TH to 28TH July in the exhibition schedule.

The organization accepts no responsibility for stolen items and materials and / or damaged during ARTESANTANDER days or the days of assembly and disassembly except those that

have been transferred to their custody.

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

PERIODS IN / OUT OF WORK - STAND CONDITIONING

- The stand will be delivered fully built, **23 July at 8:30 am.**
- The entrance and interior work may be carried out in the following days and times:
 - **23 July, from 8:30 am to 10:00 pm**
 - **14 July, from 8:30 am to 3:00 pm**

During the days of celebration of the event cannot be performed assembly work or decoration of the stands.

- The output of work and interior decoration may be made from Wednesday, 28TH July, from 9:30 pm to 11:30 pm and 29TH July, from 8:30 am to 3:00 pm

The exhibitor service hours (Technical office ARTESANTANDER 2021 at the Palace of Exhibitions and Congresses of Santander) during assembly and disassembly will be from 8:30 am to 8:30 pm

FINAL DISPOSITION

ARTESANTANDER will not be responsible for the decisions made by the selection committee regarding selection of participating galleries.