

## The Affordable Art Fair Hampstead – June 2013 Proposal

We very much enjoyed organising the Affordable Art Fair event on Hampstead Heath in 2011, and providing a successful event which benefitted the local and the art community. The forthcoming fair in November 2012 is creating a huge amount of interest with much excitement from galleries and visitors about AAF's return to the Heath. The feedback about the art fair last year has been very positive, particularly as the event underlined the areas rich traditions with the arts and incorporated many community values whilst also creating a key revenue stream for the City of London Corporation.

### Key facts and figures from 2011 and 2012

- The inaugural AAF Hampstead welcomed 17,000 (adult) visitors over the course of four and a half days and £2.6 million\* of art work was sold by the 98 galleries exhibiting.
- In 2012 the fair expects to receive between 18,000 – 20,000 visitors over the course of four and a half days with approximately 110 galleries exhibiting.
- Considering the scale of the project, AAF Hampstead was deemed a real success for the Heath, the City of London Corporation and for the art community, with much positive feedback garnered from both visitors and exhibitors alike.
- Operations ran smoothly due to careful planning and organisation, with consultation and support from the City of London. We aim to improve the fair in areas of weakness and build on efficiency in 2012.
- The Affordable Art Fair beneficiary in 2011 was the Royal Free Charity who raised approximately £2000, promoted the charity and gained valuable information about their archive of artwork.
- The charity beneficiary for 2012 is the neighbouring Keats Community Library.
- Other partners include Hampstead School of Art, Heath Hands, City of London Corporation, Cass Art, The Contemporary Art Society and Laithwaites.

*\*AAF does not take any commission on artwork sold – this figure is solely based on the items sold by all the participating galleries*

### What the Affordable Art Fair Hampstead has to offer

- AAF's contribution to existing cultural facilities within the area builds on greater creative and educational opportunities for audiences to participate in.
- Supports local galleries and artists by expanding the art market in the area.

- Collaborates with members of the community by incorporating their skills and enthusiasm for the arts and provides free art-based workshops and activities as part of the AAF Education Programme.
- The fair attracts and engages a new, diverse audience to the area that possibly have not utilised the Heath previously.
- Visitors and exhibitors support nearby traders by using local businesses and facilities.
- The event provides a platform for a local charity such as Keats Community Library to raise its profile, fundraise and reach a new audience to recruit members. (A percentage of every Charity Private View ticket sold through AAF is donated to the beneficiary and the beneficiary receives 100% of the Private View ticket (£25 each) if the charity sells tickets to supporters directly).
- A substantial hire fee as agreed with City of London Corporation.
- Operation fee for the City of London Corporation's collaboration.
- Complimentary and discount ticket offers for local residents and community members.
- Extensive nationwide PR and marketing campaign highlighting the Heath and surrounding area.

### **June 2013 Proposal**

- We propose to move AAF Hampstead from the Autumn to a more suitable Spring/Summer season.
- Ideally we would like to take over the site on the weekend of 2 June for a 23 day licence with the fair taking place between Wednesday 11 - Sunday 16 June 2013.
- AAF will then be off-site before the peak season on the Heath commences in July.
- We would like the fair to become an annual fixture in the community and the Hampstead Heath diary from June 2013 onwards.
- The proposed timing coincides with the Hampstead Summer Festival where the art fair would be of substantial support to the festival by attracting audiences from across London to visit. AAF would aim to collaborate with the Hampstead community to tie into their Summer Festival and add a large cultural event to the festival rostra.
- Reasons for the move as explained previously include problems between AAF and galleries who exhibit at the Battersea fair in October as well as various logistics determined by the weather.
- Additionally we feel that AAF Hampstead is very much in the shadow of AAF Battersea that takes place the week before. We believe the Hampstead fair would become comparatively more successful if it became a stand alone event and would be an even stronger asset to the area at that time of year.
- No other London art fair is held in June currently. If AAF Hampstead became an annual June event, it would be heralded as a very prestigious and integral arts event within London's cultural diary, focusing particular awareness on the area at that time.
- Understandably it is a busy time for the City of London and their staff and so we would aim to alleviate pressures where possible and collaborate with their schedule ensuring operations continue to run smoothly.
- The marquee layout would be the same as in 2011 and 2012.
- The schedule on the following page outlines the amount time the fair would be on site.

## June 2013 Schedule

DAY	DATE	JUNE	SCHEDULE
1	Sun 2		Take over site (Race for Life)
2	Mon 3		Scaffolding & tent equipment delivered
3	Tue 4		Scaffolding
4	Wed 5		Scaffolding
5	Thu 6		Scaffolding & floor
6	Fri 7		A frame lifted
7	Sat 8		Roof, Walls, Stairs
8	Sun 9		Ancillary tents. Production install
9	Mon 10		Internal build
10	Tue 11		Internal build. Exhibitors move in
11	Wed 12		AAF
12	Thu 13		AAF
13	Fri 14		AAF
14	Sat 15		AAF
15	Sun 16		AAF
16	Mon 17		AAF dismantle & production removed
17	Tue 18		Ancillary tents down
18	Wed 19		Roof & walls removed
19	Thu 20		A frame lowered, flooring removed
20	Fri 21		Flooring & scaffolding dismantled
21	Sat 22		Scaffold dismantle
22	Sun 23		Scaffold dismantle & removed
23	Mon 24		AAF off site

N.B. Please note Sunday has been taken into account as a work day in the schedule. Tenancy will be extended by three days if contactors are unable to access the site on Sundays.