



**Invitation for galleries to participate in:  
contemporary art ruhr (C.A.R.) 2018, The Media Art Fair & Photo Special, June 1-3, 2018,  
Zollverein, World Heritage Site, exhibition halls 5, 6, 8, 12, Essen, Germany**

**- Closing date for participants: March, 31, 2018, post stamp -**

### **I. The Aim**

contemporary art ruhr (C.A.R.), the innovative contemporary art fair, takes place within an excellent industrial architecture, **the World Heritage Site Zollverein**, located in Essen. C.A.R. consists of two annual art fairs that have been taking place in several halls at Essen's Zollverein World Cultural Heritage Site since 2006: the more experimental Media Art Fair in summer and the innovative art fair for contemporary art in autumn. Within the unique atmosphere of the area of Zollverein innovative exhibitors present **at the Media Art Fair video and media art, installations (e.g. motorized, kinetic, animated, acoustically) performances, environmental sculptures, light art, 3d art, net art, multimedia projects but also photography as one main theme!**

- **The location:** The World Heritage Site Zollverein, with its unique architecture, located in Essen. Formerly the world's largest coal mine, Zollverein is also known as "the most beautiful coal mine" designed in New Sobriety style, it is regarded as one of the most impressive monuments of the industrial age and is now a centre of the Ruhr metropolis's creative industry.
- **The concept:** With an open exhibition space art and communication will be the focus; communication barriers between participants and visitors are disappearing.
- **The participants:** with a choice of exhibitors that make perceptible blend of innovation and quality within their conception.
- **The support:** with high quality – and the option of individual and uniting all interested galleries of contemporary art, renowned art projects and institutions as well as young artists selected by a jury.

### **II. The Conception**

In an open exhibition situation galleries present their program. Instead of the usual art fair scenario we provide to create an aesthetic open space atmosphere, which shall put the peculiarity and the special offer of your gallery into focus, bound into an exclusive overall-view. We offer a modular exhibition-system especially created for galleries' presentation. This system consists of modular walls. In order to ensure a sort of puristic exhibition-aesthetic, we exclude all other exhibition and fair-furnishings.

**We offer various exhibition areas:**

**Hall 5:** exhibition hall for galleries; special areas (1000 sqm)

**Hall 6:** exhibition hall für galleries, special areas (300 sqm)

**Hall 8:** special areas (400 sqm)

**Hall 12, upper floor:** exhibition hall for installations, special exhibitions, (850 sqm)

**Hall 12, foyer, upper floor/ ground floor:** special exhibitions, lounge area (550 sqm)

As well as the outside area of Zollverein

### **III. Different variants of presentation & participation fee (plus 19 % value added tax)**

**We offer the following variants of presentation, which will be determined by the management according the option and availability:**

**1. Basic booth and gallery space** with an area of circa 16 metres square à EUR 800,- *optionally* 1 wall system is inclusive, both sides usable, 2,15 m high x 2,40 m broad, existing of 4 parts (each is 1,20 m broad x 2,15 m high), wooden, white, which are fixed by an angle of 90 degree, so that there is a wall running metres of circa 9,5 m.

**2. Larger booth and gallery space** with an area of circa 25 metres square size à EUR 1400,-, *optionally* **2 wall systems** are inclusive (combined as U or L), so that there is a wall running metres of circa 19 m.

**Please inform us, if you are interested in alternative variants, e.g. to rent two or more basic booths, option!**

**Further options (only in connection with a gallery booth!)**

**3. For the first time, we offer 1 additional exhibition space for 1 contribution in the field of video art or installations in consultation with the management and only according to availability for a fee for use à 200,- EUR. Please note it in your application!**

**4. We offer every gallery to take part in the C.A.R. Video Lounge by 1 contribution for a fee for use à 100,- EUR. Please note it in your application!**

**The fee includes also:**

- two chairs or stools are inclusive
- light: the halls with daylight are generally illuminated
- free electricity at your booth

**as well as communication services:**

- presentation in the exhibition catalogue and on the website; further on professional PR Campaign, press relations and publicity-activities, social media
- each exhibitor receives 6 VIP-cards, 40 Vernissage cards, flyers and posters, up to 4 exhibitor-passes and 2 exhibitor catalogues (printed or digital version); standard labeling of your gallery booth inclusive.

#### **IV. Dates**

**Setting up:** Thursday, May 31, starting at 3 pm to 6 pm; or Friday, June 1, from 10 am to 3 pm

**Opening:** Friday, June 1, 8 pm

**Main fair days:** Saturday, June 2, 11 am to 7 pm, and Sunday, June 3, from 11 am - to 7 pm

**Dismantling:** Sunday, June 3, starting at 7 pm – 11 pm

**(alteration reserved)**

#### **V. Your Presentation**

Please send us following documents of application completely in time **until March 31, 2018 by post** (post stamp) or **by EMail:** mail@contemporaryartuhr.de

\* the completely filled out registration

\* a short description of your gallery including additional information about the artists: CV of each exhibiting artist, list of exhibitions, photo-material of the artists and their art works which shall be exhibited (title, year, format, number of copies published if applicable; gallery-price)

\* a short information about how you want to present yourself, and if wanted, an additional list of all objects, artefacts and material which are part of your presentation.

You can send these information both per mail or email: mail@contemporaryartuhr.de. Please use exclusively the standard formats (doc; txt; rtf; pdf; tiff; jpg, 300 dpi). In case of films please send only DVD, CD-ROM with maximal 30 minutes running time. The competitor bears the costs for submission. If you want us to send back your documents, please insert an addressed, stamped envelope or package.

#### **VI. Conditions of Participation**

Every professional, innovative and ambitious gallery is invited to take part. The number of exhibition-space however is limited and will be determined by the management. The organizer reserves the right to change the conditions of participations at any time.

#### **Criteria**

- \* provable professionalism
- \* quality of art work
- \* clear main points of emphasis on contemporary art
- \* innovative gallery-conception

At application **a fee of EUR 250,00** is to be paid (Sparkasse Essen, account no.: 0003602109, Bank code no.: 36050105 IBAN: DE31 3605 0105 0003 6021 09, BIC: SPESDE3EXXX, galerie/agentur 162, concerning: contemporary art ruhr 2018 (C.A.R.), Media Art Fair). This fee will be paid back in case of non-confirmation by the organizer. In case of confirmation this fee will be settled as deposit on the total participation fee. This fee

will not be paid back in case of withdrawal of the participant. You will receive an invoice attached to your booking confirmation which has to be paid, minus the deposit, 15 days after receipt.

At registration the participant acknowledges these conditions and gives permission to publish pictures, photos, information in the internet, publications and other media free of charge. The exhibitor transfers all copyrights of all the transferred motives for publicity and guarantees ownership (copyright, use of names, trademark). The organizer is not liable for any damages or loss of photographs and documents. We of course grant to handle all submissions carefully.

#### **VII. Selection**

The application, inclusive the properly filled out, legally binding signed registration and submitted on schedule, does not justify any claim to participation. A circle of independent advisers and curators, being determined by the management, will decide about participation. This decision will not be contestable, there can be no recourse to litigation. On the basis of all applications the management will design the general conception of the art fair and hand out the areas and booths. Exhibitors' claim on a particular area or booth is impossible. The organizer reserves the right of short-term changes concerning exhibition-areas. The contract between management and participants will come into being by confirmation and tendering of account. Products, exhibitors and persons that are not being mentioned in the application documents are not allowed to take part without written permission. All acoustic and visual performances have to be settled between organizers and exhibitors.

#### **VIII. Insurance**

The organizer will not take out insurance concerning the exhibition area and the booth of a gallery as well as in the outside area. Security personnel however will be at disposal. Further on we assure highest care concerning entrance-control of the visitors. Yet control and guarding of exhibition areas and the booth of a gallery as well as the outside area for e. g. multimedia sculptures are not included. The exhibitors are liable for all damages that might occur to exhibition-objects by setting up, by operations, by performance, by employees and colleagues of the exhibitor. If wished for, we can deliver you the contact to our insurance agent.

#### **IX. Acts of god**

In case of acts god or any other legitimate and compulsory reason, the organizers are entitled to postpone or cancel the event. In such a case there is no claim for damages for exhibitors. Exhibitors who act in contrary to the fair's regulation may be excluded by the management. Exhibitors bear full liability.

#### **Information, communication**

You will receive information about the order of events, organisation and activities concerning PR/communication quite soon via email. Moreover, we will publish information about all participants in the internet: [www.contemporaryarttruhr.de](http://www.contemporaryarttruhr.de)

#### **Management/ contact for application**

Silvia Sonnenschmidt, Thomas Volkmann, galerie/agentur 162, project & exhibition office: contemporary art ruhr (C.A.R.) 2018, Bissenkamp 6, D-45257 Essen, Germany, phone.: ++49.201.5646.500; Fax: ++49.201.5646.499; mobile phone: ++(0).160.9626.9437, E-Mail: [mail@contemporaryarttruhr.de](mailto:mail@contemporaryarttruhr.de).