



100+  
Asia Art  
Season

100+ Fairs

# 100+ Fair

## Introduction

### Heading to ASIA!

100+ Fair 2024 is the centrepiece of the 100+ Asia Art Season, emphasizing a diverse vision of Asia with a wide array of Asian art. This event also serves as a platform to nurture the young generation of artists. Staged in Shenzhen, the 100+ Asia Art Season features artists from China and across Asia to show their works and engage in cultural exchange. It offers opportunities for professional artistic development, public engagement, and industry networking, fostering in-person interactions among art enthusiasts worldwide.

The theme of 100+ Fair this year is "Group Portrait", focusing on individual artists at its core, the fair emphasizes the diverse cultures, aesthetics, and unique creative characteristics across Asia. From style to concept, record evolves into expression, with artworks often serving as aesthetic reflections and conscious projections of the artist's worldview. Thus, artworks are deeply intertwined with specific regional cultures and personal experiences. Asia is no longer a static concept but a vibrant collection of diversity. We focus on the unique individual perspectives in art creation, placing artworks within their narratives, and glimpsing how each artist interprets and shapes the contemporary Asian spirit.

Therefore, the 100+ Fair aims to recruit over 100 young artists, encouraging them to connect with the wider art industry ecosystem. Meanwhile, we will launch the "100+ Awards," inviting renowned artists, corporations, and media to participate in the review process. Winners will gain opportunities for Asian tour exhibitions, residency projects, brand collaborations, personal column and others. Additionally, the "10X10 Masters" will showcase splendid works by Asian art masters, providing opportunities for interaction and communicate with them. In the "100+ Specials," we will offer a platform for artists to establish industry connections and collaborations, discussing industry development trends. These initiatives, driven by a forward-looking vision and innovative thinking, aim to expand the boundaries of art and elevate Asia's presence on the international stage.



# 100+ Fair 1/Information

**Venue:** Shenzhen Buji Cultural and Sports Center, Longgang District, Shenzhen, China

**Opening Hours:** 10:00 - 18:00 (Last entry at 17:00)

**Dates:** 2024.11.28 (THU) - 12.01 (SUN) , 4 DAYS

**VIP Preview:** 2024.11.28 - 11.29

**Public Opening:** 2024.11.30 - 12.01

**Installation Date:** 2024.11. 26 - 11.27

**Dismantle Date:** 2024.12.02

\*The specific dates and venue of the fair are subject to the final implementation details.



# 2/Application Outline

## 2.1 Recruitment of Artists

### 2.1.1

The 100+ Fair focuses on individual artistic expression, and highlighting the connection between the artwork and the artist. Artists from various fields across the Asian region are welcome.

### 2.1.2

There are no restrictions on the form of the artworks. We welcome different forms of artistic expression and encourage artists to use various materials in their creations. In addition, we are also interested in presenting more interactive activities, such as on-site impromptu creations and performances. According to the review policy, please do NOT submitting or exhibiting works that contain obscene, pornographic, violent, war-promoting, superstitious, or national security-threatening content.

### 2.1.3 Application Materials

- Personal Profile: DOC format, written in English, within 200 words;
- Personal Photograph: JPG or PNG format, printable quality, file size not less than 1MB, resolution not less than 300DPI;
- Portfolio: PDF format, no larger than 5MB, containing your representative works and descriptions that fully reflect your creative concepts and ideas;
- Application Form: Please fill in the 100+ Fair Application Form in the folder in English.

## 2.2 Process and Review

### 2.2.1 Application Method

From now until **20th July 2024 (24:00pm, GMT+8)**, please send the aforementioned application materials to our official email address **100plusart@szfringe.org**. Please include the subject “100+ Fair 2024 - Applicant’s Name” in the email.

**\*Please Notice: Deadline for overseas artists is 1st August 2024.**



### **2.2.2 Review and Confirmation**

The fair will feature 100 booths and is open to artists of all ages, genders and nationalities across Asia. We extend our heartfelt thanks to all applicants. Successful applicants will receive a confirmation email from the Executive Committee by 1st September 2024. The finalists will be officially confirmed once both parties have signed the participation agreement.

### **2.2.3 Passport and Visa Application**

After completing all application process, the Executive Committee will provide an official invitation letter and event itinerary to overseas artists for visa applications. Unfortunately, we are unable to assist with any visa services, please arrange your passport and visa application or any relevant consultations at the local visa authorities.

## **2.3 Benefits and Supports**

### **2.3.1 Booth Fee Waiver**

To better support and encourage the artists for their wonderful creations, this year's art fair will provide each selected artist with a booth measuring approximately 2x4 square meters, with the booth fee waived.

### **2.3.2 100+ Awards**

We will conduct an on-site review of artworks, with three types of awards given by renowned artists, enterprises, and art media from Asia. These awards aim to encourage splendid art creations and innovative booth displays. Winning artists will have opportunities for solo exhibitions, art residencies, and travel support, among other benefits.

### **2.3.3 Media Promotion**

We will promote the artists and their works through both online and offline channels, offering a wonderful opportunity to showcase your artistic vision to audiences.

### **2.3.4 Master Artists Conversation**

During the fair, we will host a series of talks and present an Asian master artists exhibition, offering an opportunity to engage with leading figures in the art industry. This experience may significantly enhance your career development and artistic inspiration for the future.



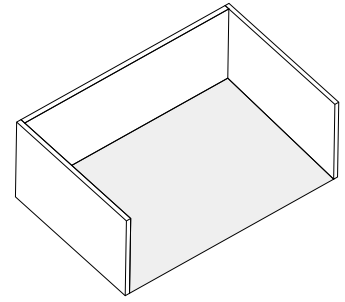
## 2.4 Booth Regulations

### 2.4.1 Booth Configuration

Booth Area: 2x4m<sup>2</sup>

Booth Panels: white three-sided panels (PVC panels/trusses, final material to be confirmed by the supplier)

Basic Equipment: 1 table, 2 chairs, spotlights and electricity



\*The final booth construction will be based on the actual implementation outcome.

The above equipment will be provided free of charge to each exhibitor. Any additional equipment will be at the exhibitor's expense. If exhibitors plan to bring additional equipment, please obtain approval from the Executive Committee by 30th October 2024. Please send photos and specifications of the equipment to the following email address: [100plusart@szfringe.org](mailto:100plusart@szfringe.org).

### 2.4.2 Booth Arrangement

The 100+ Fair features 100 booths, spanning two levels and covering an area of over 1,000 square metres. If you have any specific requirements for your booth, please let us know during the application process. The final booths allocation will be determined by the Executive Committee.

### 2.4.3 Booth Usage

We kindly request that all exhibitors respect their booth usage rights. Booths cannot be sublet, either wholly or in part, nor shared in any form. Exhibitors should refrain from displaying any items that are not listed on their application form.

### 2.4.4 Booth Design

Booths will be constructed and set up by suppliers designated by the Executive Committee. Booth designs must comply with exhibition safety regulations and align with the overall theme of the fair. We encourage exhibitors to showcase their creativity in booth design. If you require any equipment, exhibitors can seek assistance from our official exhibition partners during the setup process.

# 3/Delivery and Customs Clearance

## 3.1 Artwork Registration

According to national regulations, all artworks exhibited (including those from foreign countries and regions such as Hong Kong, Macao, and Taiwan) must be registered in advance with the Shenzhen cultural administration authorities for review and approval. Relevant customs departments will verify all artworks against this registration data to ensure compliance. Please ensure that the artworks presented at the fair match those declared. Once we receive all artwork information, we will jointly submit a review application to the Culture, Media, Tourism, and Sports Bureau of the Shenzhen Municipality.

## 3.2 Artwork Transportation

Exhibitors are responsible for transporting their artworks. The Executive Committee will engage a logistics company to assist with transportation, customs clearance, and the return of artworks, including managing all duties and taxes.



# 4/Selling and Transaction

100+ Fair aims to establish a fair and transparent platform for art transactions. To enhance the experience for both artists and consumers, we kindly request that all exhibitors refrain from engaging in private transactions with consumers in any form and please respect the Executive Committee's rights.

Artists participating in 100+ Fair are generally required to pay taxes on the sale of their artworks. A portion of the sales proceeds will be collected as commission for all artworks sold.



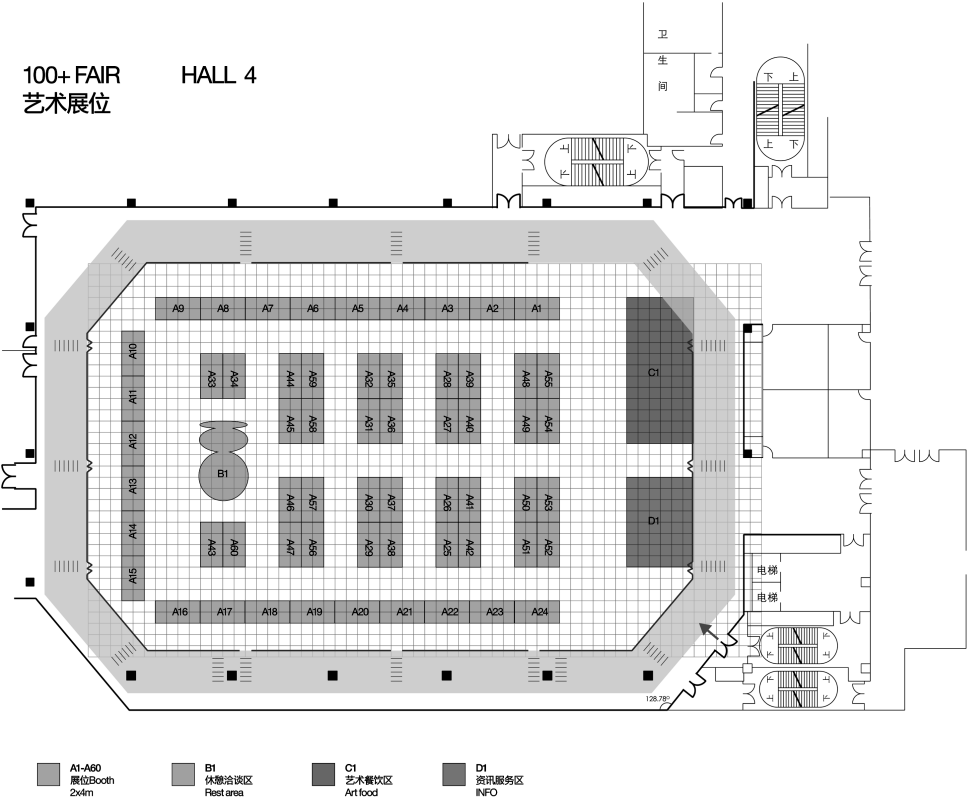
# 5/Venue Information

## 5.1 Venue Distribution and Floor Plan (TBC)

### Hall 1: Booths (60)

100+ FAIR  
艺术展位

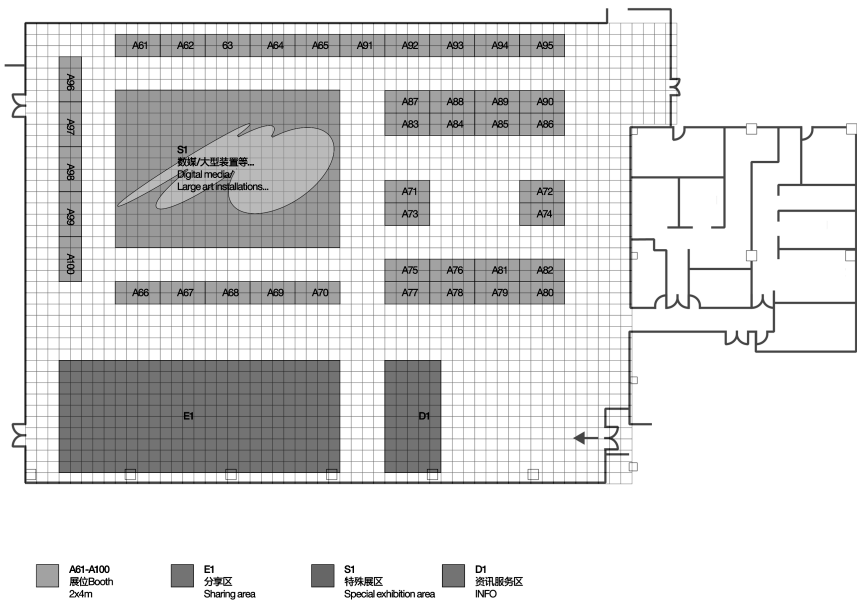
HALL 4



### Hall 2: Booths (40)

100+ FAIR  
艺术展位

HALL 7



# 6/Regulations and Declarations

## 6.1 Security

The Executive Committee will arrange for basic security guard services in the public spaces of the fair venue. Artists are expected to actively ensure the safety and cleanliness of their booths, and comply with the venue's regulations regarding fire safety and security. Artworks may not be removed during the exhibition without permission from the Executive Committee.

## 6.2 Insurance

We strongly recommend that all exhibitors obtain insurance covering the installation and dismantle period (from 28th November to 2nd December 2024). Public liability insurance will be provided during the fair. Please note, however, that public liability insurance does not cover damage, loss, or theft of artworks.

## 6.3 Intellectual Property

We respect and protect the copyrights of all original artworks. Artists must ensure that their exhibited artworks and all materials submitted to the Executive Committee do not violate the intellectual property rights of third parties. During the fair, the Executive Committee may use materials provided by artists, such as texts, images, and visual files, for publications, promotional activities, media productions, and souvenirs associated with the fair.

## 6.4 Force Majeure

In case of any unforeseen circumstances or force majeure events beyond the Executive Committee's control, such as venue changes, earthquakes, fires, floods, pandemics, or economic disruptions, the Executive Committee reserves the right to cancel, postpone, or shorten the fair period without providing additional compensation.

## 6.5 Declaration

This fair manual has been drafted by the Executive Committee of the 100+ Fair in 2024, which retains the authority to amend and interpret these regulations. The Executive Committee also reserves the right to introduce additional fair rules and provisions as necessary.

# 7/Contact Information

**If you have any questions, please contact us:**

**Email:** [100plusart@szfringe.org](mailto:100plusart@szfringe.org)

**Tel:** +86 0755 8389 0488

**Website:** [www.100plusart.com](http://www.100plusart.com) / [www.szfringe.org](http://www.szfringe.org)



# Q&A

**Q: Who can participate as a 100+ Fair artist?**

**A:** At 100+ Fair, we embrace art that ranges from the sensory to the conceptual, constantly breaking the boundaries and embracing timeless expressions. We provide a stage for expressing their passion for art, and 100+ embodies our vision beyond the ordinary. Through this platform, we aim to connect not only artists but also diverse participants, fostering opportunities for collaborative artistic creation.

We invite artists who are passionate about creativity and expression to join us. Whether you're a seasoned professional or an enthusiastic art lover, we value the spirit of "Create by yourself" and encourage artists to share their personal stories and unique perspectives through various artistic mediums.

**Q: Does the 100+ Fair have specific requirements for themes, content, and the number of artworks to exhibit?**

**A:** The 100+ Fair aims to be a platform for Asian artists to showcase their creativity and individual styles. We embrace a broad definition of "Asia" and "art," welcoming artists who resonate with our mission to share their stories through diverse mediums.

We encourage artists to explore various possibilities and present their creations' unique narratives dynamically. There is no set limit on the number of artworks; our focus is on thoughtful arrangement of that enhances rather than distracts from the overall presentation.

**Q: How should I transport my artworks?**

**A:** Artists are responsible for transporting their artwork to and from the fair. All artworks should arrive at Shenzhen one week before the 100+ Fair. If you have specific needs during the fair or the artworks do not need to be returned immediately after the fair, please contact us.

We will collaborate with an official logistics company for services such as customs clearance, installation, storage, and freight quotes. If you wish to use these recommended logistics services, please get in touch with us.



**Q: Will hotel accommodations be arranged for the artists upon arrival?**

**A:** Artists are responsible for their own accommodation during the fair. However, for convenience, we will recommend suitable accommodation options and offer special discounts to ensure you enjoy a comfortable stay.

**Q: If I am an overseas artist, how do I apply for a visa?**

**A:** According to the policy before the release of this handbook, artists from all Asian countries, except Malaysia, need to apply for a visa to enter China. The cost of the visa needs to be covered by artists. We will send a business invitation letter and the visa application procedure to the overseas artists once the collection of all works is complete.

**Q: Are the works in this fair priced by the artists themselves? Can artists choose to present non-sale items?**

**A:** Yes, all artworks are priced by the artists themselves. The 100+ Fair aims to create a platform for artists to showcase their work directly to the public. We encourage artists to display their creations in various ways, including displaying non-sale items.



