

The London Art Book Fair is an open submission event showcasing the work of international artist bookmakers, rare book dealers, gallery presses, arts publishing houses and distributors.

#### Venue

##### Whitechapel Gallery

The London Art Book Fair will take place from 23–26 September 2010. Occupying galleries 1, 8 and 9, with events programmed in the auditorium, creative and study studios, the exhibition space covers approximately 521 square metres.

#### Deadline

##### By 12 February 2010

Submissions should be sent to:  
[publications@whitechapelgallery.org](mailto:publications@whitechapelgallery.org)

Or

##### The London Art Book Fair

##### Whitechapel Gallery

77-82 Whitechapel High Street  
London E1 7QX

#### The Application Process

The application form can be downloaded from [thelondonartbookfair.com/apply](http://thelondonartbookfair.com/apply). Please complete all sections of the form and return it with your supporting documentation. Completed forms and supporting documentation should be sent by email to [publications@whitechapelgallery.org](mailto:publications@whitechapelgallery.org). Postal applications will be accepted if digital files cannot be supplied.

#### Supplementary Material

Where possible, applicants should supply weblinks to recent work. Where this is not possible, sample images and page layouts should be supplied on CD Rom.

#### Return of Application Material

Due to sheer volume, we are unable to acknowledge receipt of applications. We regret that we will be unable to return any supporting information sent with application forms.

#### Notification

The selection for The London Art Book Fair 2010 will consist of a collective choice made by the external advisory board, based on the submitted material. Due to the high number of applications, only successful applicants will be contacted by email between March–April 2010. The decision of the selectors is final and non-negotiable.

#### Fee

The fee is dependent upon exhibitor category. Once exhibitors have been selected by the advisory board, they will be notified of their place and an invoice for 50% of the stand price will be sent. This will act as a deposit to confirm the exhibitor's involvement. The deposit is non-refundable and will be deducted from the total cost of the stand. The deposit should be returned with a signed copy of the Terms and Conditions that will be sent with the initial invoice.

#### Appeals

The London Art Book Fair aims to represent the full spectrum of art book publishing. There are a limited number of places in each category. If an application is successful but the committee feel the category selected does not best suit the exhibitor, they will be notified of this decision. There will be a two week appeal period before the deposit invoice is sent out.

#### Enquiries

Please e-mail  
[publications@whitechapelgallery.org](mailto:publications@whitechapelgallery.org)  
Telephone +44 (0)20 7522 7899

In association with:

marcus campbell  
art books

## The London Art Book Fair – Notes for Applicants

#### Bank

Lloyds TSB Group Plc

#### Sort Code

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#### Account No.

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