

The London Art Book Fair

Exhibitors Information

Contents

Introduction.....	03
The Programme.....	04
A Democratic Floorplan.....	06
The Price Categories.....	07
Communications.....	08
Contact.....	09

Introduction

The Whitechapel Gallery is thrilled to confirm that **The London Art Book Fair** is back as an annual event for your diary!

The dates and times for 2018 are:

Thursday 6 September, 6pm – 9pm

Friday 7 September, 11am – 6pm

Saturday 8 September, 11am – 6pm

Sunday 9 September, 11 – 4pm

The important things that you need to know are:

- The Fair is now officially part of the Gallery programme
- The Fair now has just two objectives: to connect you with booklovers and to support the best in arts publishing
- The Fair now has a new democratic approach to the floorplan
- The Fair is still free
- If you have questions, we want to know



The Programme

The London Art Book Fair 2018 is embedded within, and a highlight of, the Whitechapel Gallery's autumn programme of exhibitions and events.

The entire ground floor will be dedicated to The Fair – Gallery's 1 & 2 for the four days.

Gallery 3 will be a special bar/magazine zone.

A vibrant programme of talks, discussions, screenings and signings will accompany The Fair and will be taking place in the Zilkha Auditorium (capacity 100).

A Families Weekend will take over the Creative Studio spaces.

We invite exhibitors to launch their new autumn titles with book signings at The Fair, which we will promote as part of the Exhibitor's Programme.

We expect 10,000+ visitors over the four days.



Guest Curator Eleanor Vonne Brown

The LABF programme is curated by Whitechapel Gallery's team alongside guest curator Eleanor Vonne Brown.

EVB produces publishing projects and spaces working mainly in the field of independent publishing. Projects include bookshop and project space X Marks the Bökship, Publication as Practice; A

S
hort
C
ourse on the
C

oncepts of Artists' Books,
Post Internet Cafe @PrintRoom,
The Cast of the Crystal Set, and Super
Woofers Sound Fair.

She is a lecturer at the London College of
Communication, Greenwich University and
Camberwell College of Art.



A Democratic Floorplan

To celebrate the best in arts publishing at all levels, **The London Art Book Fair's** floorplan will have a fresh approach from 2018.

Introducing A-Z...

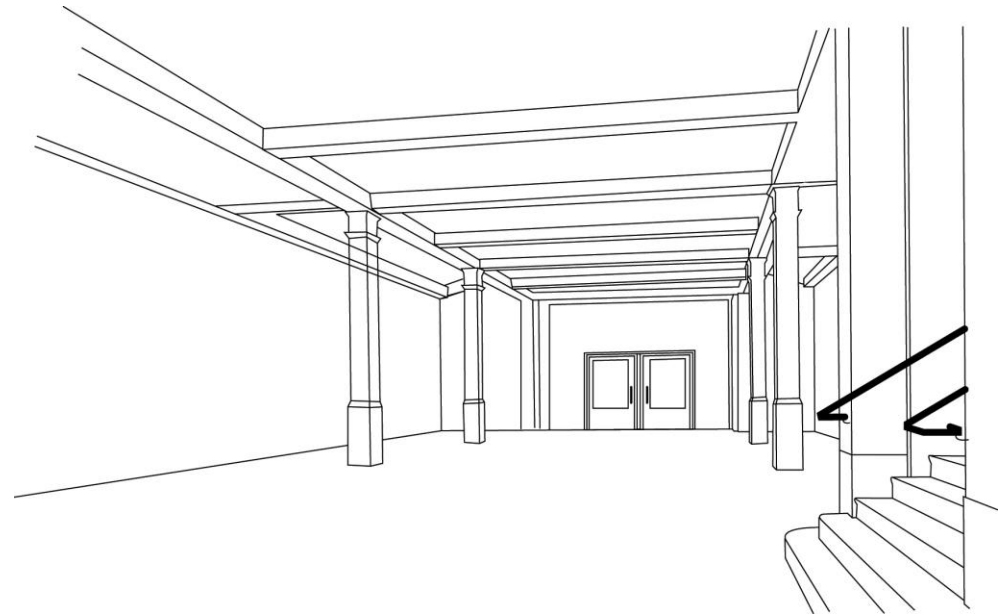
The tables will be organised alphabetically across the two Gallery spaces.

No exhibitor wall space...

Large publishers will be side-by-side with independents.

A new democratic approach...

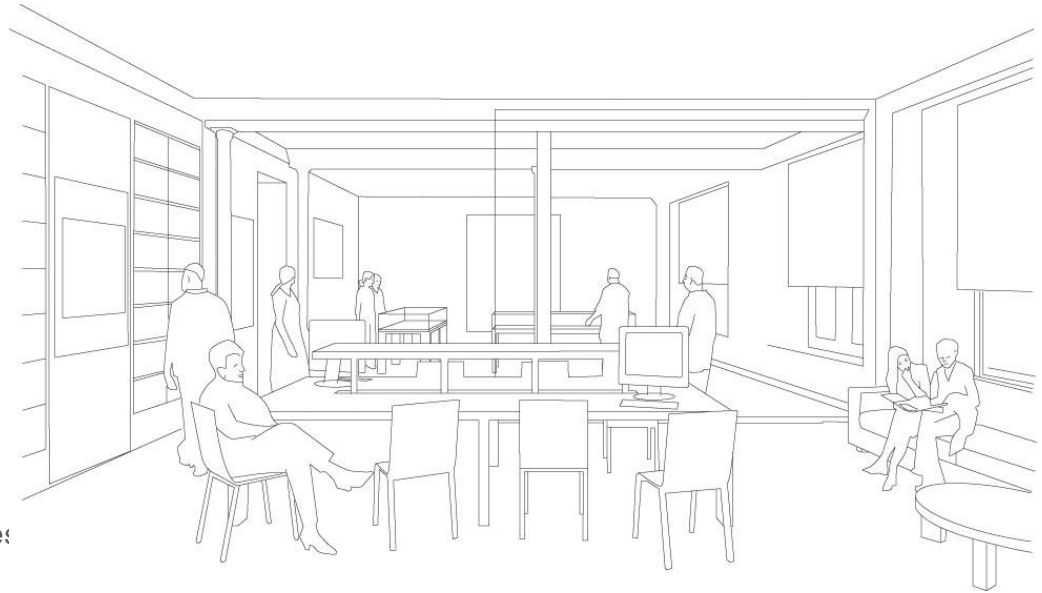
The exact table layout will be confirmed closer to the time once exhibitors are confirmed.



The Price Categories*

- £850.00** Designated for publishing houses, distributors and book dealers
- £650.00** Designated for museums and galleries
- £450.00** Designated for non-profit and small press
- £250.00** Designated for artists, individual publishers
- £75** You publish a magazine? Be part of our specially dedicated space for magazines

* Prices per table, you can book one or two tables
** Prices do not include VAT



Communications

The Fair and its exhibitors will be supported by a major Communications campaign.

New Visual Identity

- Coming soon!

Paid Advertising – reaching millions

- Two-week London Underground Campaign
- Two-week East London Flyposting
- Digital Advertising, ie Facebook, Time Out

Marketing Print – 15K printed

- Dedicated Brochure including list of exhibitors and events programme

Marketing Online – reaching 100K+

- Profiled on Gallery homepage
- Email newsletters 80K+

Social Media – reaching 700K+

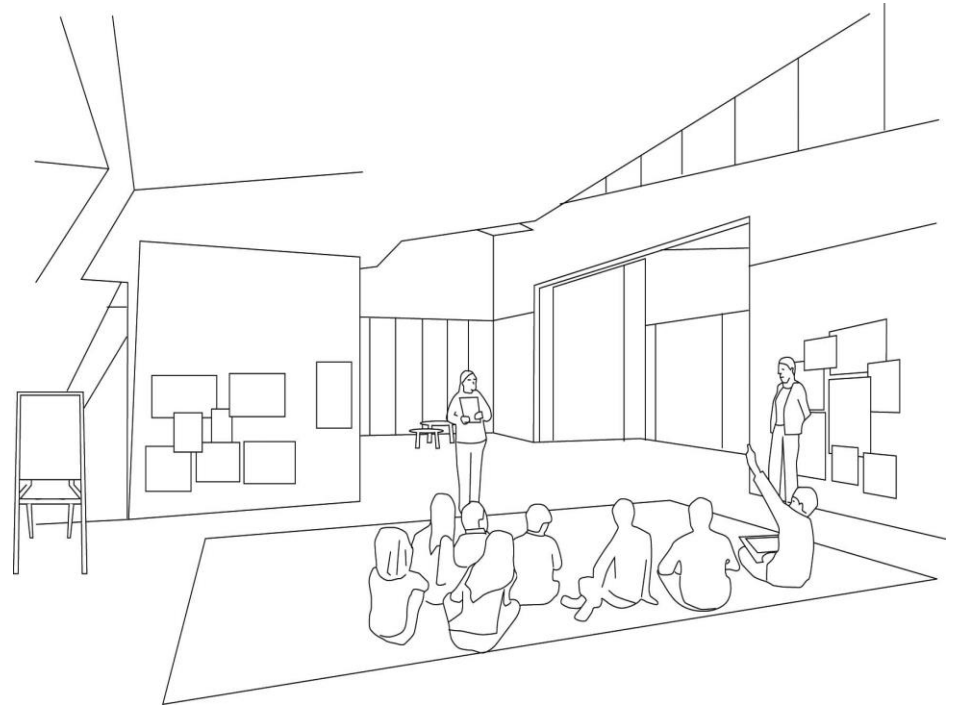
- Extensive campaign (our social media team would like to be in touch with every confirmed exhibitor)

Media Relations & Influencers

- Extensive Gallery network invited

Media Partnerships

- Coming soon!



Contact

Marthe Lisson

The London Art Book Fair Project Manager

marthelisson@whitechapelgallery.org

Jenny Lea

Director of Communications

jennylea@whitechapelgallery.org

Amina Darwish

Director of Commercial Enterprises

aminadarwish@whitechapelgallery.org

