

KEY INFORMATION FOR EXHIBITORS

www.artpiaf.com

Welcome to the Peckham International Art Fair.

Please read this document carefully. All galleries will receive an Exhibitor Manual containing important logistical information the first week of September.

Timings:

The timings for the fair are as follows:

Thursday 28 September 2017 (Gallery Install Day)	10:00 - 18:00
Friday 29 September (Press and VIP Preview)	15:00 - 18:00
Friday 29 September (Opening Reception)	18:00 - 21:00
Saturday 30 September	12:00 - 19:00
Sunday 1 October	12:00 - 19:00
Monday 2 October	12:00 - 19:00
Tuesday 3 October	12:00 - 19:00
Wednesday 4 October	12:00 - 19:00
Thursday 5 October	12:00 - 19:00
Thursday 5 October (Gallery De-install)	19:00 - 22:00
Friday 6 October (Gallery De-install)	10:00 - 13:00

Venue:

Copeland Park & Bussey Building, 133 Copeland Road, London SE15 3SN

Nearest Tube:

Overground and National Rail services to Peckham Rye station.

Office Team:

If you have any further questions please contact our Office Team.

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Personal Relations:

Regarding press, if you are happy for your work to be used by journalists and for editorial purposes, please send highresolution images (at least 1MB) by 31st of August to pr@artpiaf.com via YouSendIt, Dropbox or WeTransfer.

Please label each image file with the following information: gallery name, artist name, artwork title, medium, size, price (if possible).

In addition to this, we will be publicising the fair via the following channels:

- Over the 6 weeks leading up to the fair we will be sending four e-newsletters to our database of 10,000 art and culture followers.
- 10,000 leaflets – We have a team of staff handing out 10,000 leaflets promoting the fair.
- 3,000 curators, critics, collectors, press and foundations – We have an exclusive list of 3,000 protagonists of the art world, all of whom will be personally invited to the Private View Opening.
- Corporations – We run a six-week campaign contacting the city's largest organisations and their art clubs and associations. All are personally invited to the fair.
- A digital catalogue and a map of the building will be available on the door to visitors and emailed to our digital database four weeks prior to the fair.
- A digital invite emailed to you and to our digital database and available to download from our website.
- Advertisements or editorials in an extended list of national and local newspapers.
- Advertisements in a range of creative magazines and periodicals.
- Posters and banners in the local vicinity.
- A significant social media profile including Instagram, Facebook and Twitter.

Social Media:

We encourage artists and galleries alike to use social media as a promotional tool to market their involvement with the fair and a useful way to connect with fellow exhibitors ahead of the fair.

Follow us on Facebook|Twitter|Instagram|Linkedin @artpiaf

Please also tag posts with #artpiaf #piaf #piaf17 so we can pick them up and repost if possible. We look forward to hearing your news online!