



Call for art portfolio submission for World Arts Fair at Tilburg, NL

Rotary Club Triborch from the city of Tilburg in the southern part of the Netherlands is planning to organise in conjunction with Mundial Productions a "World Arts Fair" during November 2009. This fair is to become an annual high level event aiming at bringing together art from promising artists from various parts of the world. The objectives of this event are:

- To provide a platform for promising artists from various continents to get exposure to a wider public in Western Europe
- To offer to the public a wide range of art, probably arranged around a number of themes, which as yet have to be defined.
- To generate income through sponsorships, which eventually should be ploughed back to promising young artists in participating countries

The art will be exhibited in a dedicated building in the town centre of Tilburg during a period of about nine days, during which art will be auctioned as well. We are expecting to take a final GO/NO GO decision on this project by the end of March and this will largely depend on the availability of sufficient sponsorship support.

Our proposition

Our preliminary label for this first edition of the "World Arts Fair" is

"Getting to know culture through art".

Our curator, Freek Lomme, will together with a team of art experts, consisting also of directors and curators of well-known museums in the NL, define the thematic approach to be taken.

"Getting to know culture through art" tries to demonstrate how in other parts of the world than Western Europe one values culture: the way in which one puts across ones culture through art. Furthermore it represents the desire to share that expression with the art-loving public of the Netherlands and potential buyers.

We are looking for artists who are demonstrating their engagement with and commitment to this expression. We are particularly interested in art which

- has a proper cultural body that enables us to bring this forward within a narrative structure accessible to a broad audience
- can be sold at a modest to moderate price level (the majority in the range of 500€ to a few thousand €, with top pieces to a level of say 15000 €)
- shows a strong quality level and has international ambition
- can be easily transported
- We prefer flat pieces of art with maximum dimensions of about 2m x 2m

What do we have to offer to the artist?

- A platform for exposure to new networks in Europe, including gallery owners
- Extensive publicity
- Income from the sale of art will largely flow to the relevant artist
- Selected artists may be invited at our expense to attend the event and to present their contribution in person.

Invitation

We are inviting artists who are meeting the profile described above and who are showing an interest to participate to present their submission for the pre-selection & qualification procedure. We are requesting that a short cv of the artist and pictures of his/her portfolio are sent by email to our curator Freek Lomme, before the end of March to the following addresses: info@freeklomme.com ; waf.tilburg@xs4all.nl; jan@mundialproductions.nl It is our intention to respond to you by the middle of April. By then we will also be able to give more detailed and specific information about the next stages of submission of portfolios and the selection process.

The Worlds Art Fair organisation.

Freek Lomme is also a guest curator at the well-known "van Abbemuseum" at Eindhoven, the Netherlands.