

Important information and general conditions galleries

Amsterdam Art Week 2024

Amsterdam
Art

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Important information

1. About Stichting Amsterdam Art

Stichting Amsterdam Art is the initiator and coordinator of Amsterdam Art Week. Stichting Amsterdam Art promotes and connects Amsterdam's contemporary art institutions and artists to strengthen the city's artistic ecosystem to make it accessible to local and international audiences.

Since 2011, we have organised the annual Amsterdam Art Week, strengthening the city as a meeting place for (inter)national artists, art lovers, professionals and collectors. Amsterdam Art Week encourages collaborations, special programming and special events among its members and activates their overarching network of visitors and art professionals to rediscover the Amsterdam art world every year.

Amsterdam Art is responsible for the programming of Amsterdam Art Week.

2. About Amsterdam Art Week 2024

Since 2011 Amsterdam Art is committed to make the innovative and qualitative art that is made and presented in Amsterdam visible (inter)nationally. During the Amsterdam Art Week, Amsterdam Art presents a strong and accessible programme that brings together and connects the different players in the contemporary art field.

During Amsterdam Art Week the latest developments in the field of contemporary visual arts are shown to an (inter)national audience. For a whole week, the city is buzzing with new exhibitions, but also performances, screenings, debates and gallery tours, all organised in collaboration with our participants.

The invitation committee selects galleries, project spaces and other art initiatives for participation in Amsterdam Art Week. This way the quality is guaranteed and the most inspiring exhibitions in Amsterdam are shown. The content of the programme puts the contemporary art world in the spotlight and attracts (inter)national art professionals. Amsterdam Art also aims to increase engagement among a new generation of art lovers and collectors.

Amsterdam Art Week 2024 consists of both a *Public* and a *VIP Programme*. Events that fall into the latter category can only be visited by invitation and offer (inter)national art collectors and art professionals the opportunity to meet and deepen their knowledge. There are also various *tailor-made programmes* for national and international groups.

Throughout the year Amsterdam Art promotes the activities of all participants. This is done through the website, social media and the digital newsletter.

3. Participation costs Amsterdam Art Week 2024

After approval by the Invitation Committee, the participating galleries will be charged a fee of €3,000, excluding VAT, per gallery. The amount may be paid in two installments.

Contact

For questions or comments regarding your application for Amsterdam Art Week 2024, please contact Anne Langedijk at a.langedijk@amsterdamart.com.

4. Important dates

27 Oct 2023	Deadline submitting application form Amsterdam Art Week 2024
30 Oct - 3 Nov 2023	Invitation committee meeting, evaluation of applications
6 - 10 Nov 2023	Announcement selection Amsterdam Art Week Invitation Committee

If your application has been approved:

Week 1 2024	Receipt of first invoice
Week 3 2024	Deadline for payment of first invoice
Week 7 2024	Information meeting participants AAW 2023
Week 8 2024	Deadline for submitting general programme (due to international PR & Professionals Programme)
Week 10 2024	Submission of final exhibition texts Amsterdam Art Week 2023
29 May - 2 June	AAW 2024

Note: November 2023 all participants will receive the detailed planning and deadlines for AAW 2024.

General terms and conditions

Amsterdam Art aims to highlight the uniqueness of Amsterdam's art climate and the experimental character of its galleries. Although the criteria for admission to Amsterdam Art are diverse, it is in any case important that the Applicant demonstrates to present a high-quality programme in the field of contemporary art during the year, and to apply with a high-quality exhibition. Amsterdam Art encourages galleries to show alumni of the Rijksakademie van Beeldende Kunsten or De Ateliers during Amsterdam Art Week, but this is not an obligation. The aim of the visitor programme organised by the Dutch Embassy and the Mondriaan Fund with international curators and directors of art institutions is to show/discover Dutch talent and encourage international exchange. For them, it is important that the artists live and work in the Netherlands for a longer period of time.

1. Application requirements

Registration is open to participants who are permanently active in the field of contemporary art. Before applying to participate in Amsterdam Art Week 2024, the Participant must meet the following conditions:

- 1.1 The Participant can demonstrate a permanent commitment to the promotion of contemporary art. To this end, it organises at least four exhibitions per year in its own exhibition space and under the name specified in the application form.
- 1.2 The Participant maintains fixed opening hours. During these times the location can be freely visited by anyone.
- 1.3 The Participant has a fixed location or operates a nomadic opening at fixed times during the year.
- 1.4 The Participant is an official company. Dutch Participants must be registered in the Trade Register of the Chamber of Commerce.

2. Aanmeldingsprocedure

- 2.1 Application is only accepted via [the application form](#) provided by Amsterdam Art. Only fully completed and signed application forms will be taken into consideration.
- 2.2 The Participant declares that the application form has been completed truthfully.
- 2.3 The application form must be received by Amsterdam Art by **27 October 2023** at the latest. Submission is via Google Forms.
- 2.4 Submitting an application form does not automatically result in participation in Amsterdam Art Week 2024.
- 2.5 Submission of the application form constitutes an irrevocable commitment on the part of the Applicant to participate in Amsterdam Art Week 2024 and his/her full acceptance of these General Terms and Conditions, as well as the other regulations described in the application form. The question whether an application will be honoured, is at the discretion of the Invitation Committee as mentioned in article 3.

3. Amsterdam Art Week Invitation committee

- 3.1. All applications for participation in Amsterdam Art Week 2024 will be evaluated by the Invitation committee of Amsterdam Art. This Invitation committee has the right, in consultation with Amsterdam Art, to admit or reject applications as participant.
- 3.2. Under no circumstances is the Invitation Committee, or Amsterdam Art, obliged to review its decision or provide further reasons for it. Amsterdam Art does, however, provide a brief explanation of the decision.
- 3.3. Participation in one or more editions of Amsterdam Art Week in previous years does not guarantee admission to the upcoming edition.
- 3.4. If it turns out that a Participant is unable to realise the programme for Amsterdam Art Week 2024 as described in the application form, the Invitation committee has the right to withdraw the admission of this Participant before the start of Amsterdam Art Week 2024.

4. Selection criteria Galleries

- 4.1. The participant provides a complete plan on which the Invitation committee can assess the participant.
- 4.2. The Participant will be assessed primarily on the artistic quality/significance of the submitted exhibition plan for Amsterdam Art Week 2024.
- 4.3. The exhibition during Amsterdam Art Week is of high quality, experimental and distinctive. It shows a unique character and an exceptional artistic level and is interesting for (inter)national visitors.
- 4.4. The participant has an international reputation and/or programme of high quality/significance throughout the year.
- 4.5. The participant represents a solid group of (interesting) artists.
- 4.6. The participant operates at a professional level.
- 4.7. The Participant is obliged to open the exhibition collectively during the start of Amsterdam Art Week. For now the following opening days apply: **Thursday 30 May for professionals and Friday 31 May for the public**. Amsterdam Art reserves the right to change these dates.

5. Participation and membership

- 5.1. If the Applicant is admitted as a Participant by the Invitation Committee of Amsterdam Art, a membership with Amsterdam Art will follow from 1 January to 31 December 2024.

6. Terms of payment

- 6.1. The participation fee is €3,000, excluding VAT, per Participant. The amount may be paid in two instalments.
- 6.2. Participation fees for Amsterdam Art are in accordance with the amount determined by Amsterdam Art. The participation fee must be paid within 21 days of receipt of the invoice in accordance with the details stated in the invoice.

- 6.3 As long as the payment conditions have not been met, the Participant cannot assert any rights in any form whatsoever.
- 6.4 All costs resulting from failure to pay invoices on time are the full responsibility of the Participant.
- 6.5 If one or more invoices are not paid on time, Amsterdam Art has the right to cancel the participation of the participant in Amsterdam Art Week and admit another party instead. Already made costs will be charged to the aforementioned participant.

7. Communication and publicity tools

- 7.1 The Participant is responsible for the timely upload of the exhibition information/ programme via the CMS on the website, both during the year and during Amsterdam Art Week 2024.
- 7.2 The Participant must comply with the deadlines for submitting exhibition information. If the deadlines are not met, Amsterdam Art cannot guarantee that the information will be included in specific publications.
- 7.3 For the year-round promotion, Amsterdam Art will only include items (on social media and in the digital newsletter) that are uploaded by the Participant via the CMS on the Amsterdam Art website.
- 7.4 The participant is responsible for timely notification of change of address and/or new contact person.
- 7.5 The Participant must include participation in Amsterdam Art Week 2024 include in its own communication tools such as website, press release, social media, etc. Each Participant will receive publicity resources for Amsterdam Art Week 2024 for its own publicity purposes. Amsterdam Art provides timely delivery of the campaign image of Amsterdam Art Week 2024 to the Participant. Participant must mention Amsterdam Art in:
- Newsletters:
 - The Participant publishes at least one newsletter exclusively as an announcement of Amsterdam Art Week 2024.
 - The Participant mentions Amsterdam Art Week in all newsletters surrounding the exhibition on view during Amsterdam Art Week.
 - Instagram Stories:
 - The Participant posts an Instagram Story related to Amsterdam Art Week at least once a week during the four weeks prior to Amsterdam Art Week.
 - The Participant posts the campaign image on Instagram Stories at least once. Request to do this once a week in the run-up to AAW 2024.
 - Instagram Posts:
 - The Participant posts the campaign image at least once on the date designated by Amsterdam Art.
 - The Participant mentions and tags Amsterdam Art Week in all posts about the exhibition during Amsterdam Art Week.

- 7.6 By means of these general terms and conditions the Participant grants permission to Amsterdam Art to use the information and images sent in by the Participant for publication purposes. Participant indemnifies Amsterdam Art for all damages and costs that Amsterdam Art may suffer as a result of claims by third parties due to the use of information and images submitted by the Participant for the above-mentioned purposes.

8. Other commitments Participant

- 8.1 The Participant is responsible for the installation of the exhibition space during Amsterdam Art Week. The planned exhibition should be fully installed before the start of the joint opening of the galleries.
- 8.2 All costs involved in the participation of the Participant in Amsterdam Art Week 2024 (including costs for transport, installation and dismantling) are for the account of the Participant. This applies to the costs of both the exhibition and specific parts of Amsterdam Art Week, such as an *Amsterdam Art Week Special* or *special edition*.
- 8.3 The Participant is responsible for providing sufficient and qualified personnel during Amsterdam Art Week 2024.

9. Opening hours

- 9.1 Amsterdam Art Week 2024 takes place from 29 May to 2 June 2024. The Participants will provide a joint opening for the public and/or invited guests on these days. The exact opening hours will be shared with the participants during the information meeting in week 7.
- 9.2 It is mandatory for each Participant to collectively open a new exhibition at the start of Amsterdam Art Week 2024.
- 9.3 The opening hours will be communicated to the Participant at the information meeting in February.
- 9.4 By participating in Amsterdam Art Week 2024 the Participant commits to be open to the public on the above mentioned days. Amsterdam Art has the right to change opening hours at any time.

10. Cancellation of registration/breach of contract

- 10.1 If a Participant withdraws as Participant of Amsterdam Art Week 2024 after admission by the Invitation Committee, then this Participant has no right to restitution of paid participation fees as mentioned in article 5 & 6. Also costs already made by Stichting Amsterdam Art, in as far as previously paid participation fees are not sufficient, will still be charged to this Participant.
- 10.2 If the payment obligations, as mentioned in article 6, are not (completely) met within the payment terms, or if a Participant acts contrary to any other provisions of the application form or these general terms and conditions, Amsterdam Art will exclude the Participant in question from participation in Amsterdam Art Week 2024 and will

not include the Participant in any communication (including programme booklets, online channels, press releases, (inter)national advertisements, etc.). Amsterdam Art is not obliged to refund (partially) paid participation fees to the Participant.

12. Liability

Amsterdam Art is not liable for any damage suffered by the Participant due to or because of participation in activities organised by or on behalf of Stichting Amsterdam Art. More specifically (but not limited to this exclusion of liability) Amsterdam Art is not liable for loss, theft and damage to persons or goods in any form whatsoever. The Participant is obliged to insure himself adequately for this.

13. Force majeure

If it becomes necessary for Amsterdam Art to cancel, postpone or shorten Amsterdam Art Week 2024, Amsterdam Art can under no circumstances be held liable. Participants may in that case not claim compensation or reimbursement of the amounts referred to in Article 6 by Stichting Amsterdam Art.

14. Algemeen

Instructions given by the organisation of Amsterdam Art Week 2024, or a third party appointed by Stichting Amsterdam Art, are to be followed at all times. These General Conditions are governed by Dutch law. In case of any disputes arising from or in connection with these Terms and Conditions, the Amsterdam Court will have exclusive jurisdiction. All information has been carefully compiled, but Amsterdam Art cannot be held responsible for its accuracy, nor can any rights be derived from the information provided.