

TRAJECTOR ART FAIR

Trajector Art Fair – 30 April & 1 May 2011- Hotel Bloom! Brussels

Initial Information Pack

Trajector Art Fair took place for the first time in Brussels in 2010. Full details of the fair, its activities and participants at that manifestation are available at the fair's website at www.trajectorartfair.org

Trajector Art Fair grew out of the success of the [Projector Art Fair](#) in Rotterdam in 2008; Trajector took the core of the concept on the road for 2010, taking place in Brussels, in April 2010 at the same time as Art Brussels, working in close collaboration with Art Brussels.

With Trajector, however, the concept evolved somewhat (it's taken a trajectory, as it were...) and instead of being located in a more traditional fair space, it took place at Hotel Bloom! It follows the tradition of earlier and existing hotel fairs (Gramercy, Cube etc.) and made use of 18 rooms and some of the extensive public spaces.

As with Projector (which explored some of the ideas of the non-profit versus commercial spheres of art and their relationships to each other) the emphasis is on an interesting and unique event.

In keeping with this original concept, at Trajector Art Fair, whether the art presented for display is for sale or not is largely down to the decision of participants. Both a general art public and collectors attend this event; the latter, in part, through collaboration with Art Brussels and its VIP programme. And of course, specific PR and promotion by the managing agency, Art Brussels and Hotel Bloom! (and it's specialist PR agency).

This aspect of the event ran well in 2010, despite extensive disruption across Europe due to the Icelandic volcanic eruption and we envisage that it will grow even stronger in 2011.

Trajector is a collaboration between Centrifugal Projects & Hotel Bloom! in collaboration with Art Brussels.

Who Can Participate?

Due to exciting new developments in the cooperation with Art Brussels, the 2011 outing of Trajector will see a number of changes, including to who is able to participate.

Trajector is open to...

- ▶ project spaces, artist-run initiatives, and independent curators. Basically, any entity that is not clearly within the mainstream public institutional sector or established commercial gallery sector.
- ▶ Commercial galleries less than 5 years old
- ▶ Other commercial galleries proposing...
 - A solo presentation by one of their artists
 - An artist-curated or initiated project

How Can One Participate?

All interested individuals and entities are required to formally register their interest via email. Registration of interest is open to any entity or person who wishes to participate and feels that they would be eligible.

How to Register Interest

Simply email info@trajectorartfair.org stating

- The name of the organization or individual applying
- The responsible person and his/her contact details
- The url to the website/blog where we can find details of your activities
- If you do not have a site/blog detailing your activities, please inform us. We will later ask that you send details of your activities in the last three years.

'Fast track' Participation

A number of potential participants are being directly invited because their activities are already known to the organization. It is possible for these organizations to have a 'fast track' application; i.e. early confirmation of a place. If you have been sent this info pack by us directly, you merely need to email a reply that you wish to apply. You do not need to register interest or fill in an application in any other way.

From the total of those who register their interest in applying, Trajector will invite all relevant applicants to apply with more detailed information, using a simple application procedure. **There is no administration or other charge for either registration or application.**

Successful applicants will be informed and asked to confirm their participation. A deposit will be required to confirm their participation. This deposit of 50% of total fee due will be payable by 30 December 2010. The remainder of any eligible fees will be due by 5 March 2011.

Fees & Options:

- ▶ Those registering their interest will be sent full details of the fees. These remain highly affordable for comparable events, the most expensive being 2000 euros.
- ▶ In 2011, participants will have the option of either presenting works in a room (which can double as accommodation) or in a more booth-like presentation stand within the expansive conference suite of the hotel (with the option of a deal on accommodation in the hotel or not). Presentations in the conference suites will offer some limited bespoke wall space for hanging wall-based works. Options are naturally subject to availability.

Time schedule:

Registration of interest by 30 November 2010
Receipt of application by 10 December 2010
Successful applicants informed by 20 December 2010
Confirmation fee (50% of total) due by 5 January 2011
Remainder of participation fee (50% of total) due by 5 March 2011

Please note that for 'fast track' applications, the payment schedule is slightly different:

50% of fee by 10 January 2011
50% remainder of fee by 5 March 2011

Management & Participation Issues

Full information outlining details of terms and conditions and other important practical and logistical issues will be sent in an additional application pack to those who register their interest. It is important that you examine these carefully before confirming your application.

Indicative Programme

Fuller details will be confirmed and provided to those participating; however, the indicative programme is...:

Friday 29 April 2010

AM- access and installation of rooms; PM- access to booths
Eve - social events related to Art Brussels calendar

Saturday 30 April 2010

10:00 – Press Preview
11:00 to 21:00 fair open to public and programme of events etc taking place in conference suites.
20:00 – late. Trajector will participate in the Art Brussels co-event party at Wiels on this evening which may be of interest to participants.

Sunday 25 April 2010

11:00 to 19:00 fair open to public and programme of events etc taking place in conference suites.

Various group visits by collectors' groups and events arranged during the day