



ART & ANTIQUES FAIR

ARTEGENOVA 2025

◆ V. Edition

13 - 17 November 2024

Organized by Demos Fuarçılık, the fair brings together art and antiques under one roof.

From November 13-17, 2024, fair will host thousands of art aficionados who admire diverse works, including the Ottoman Palace Clock, century-old perfume bottle collections, centuries-old porcelain items, historical artifacts, antique carpets, and numerous other treasures.

Throughout the five-day event, exhibitions, panels, and discussions illuminated pivotal topics such as art, history, and collection awareness, enriching participants' knowledge.



Timeless Masterpieces

Walk among absolute masterpieces—both contemporary and timeless.



Benefits of Participating

Luna Grande Art's dedicated team assists artists in presenting their paintings at their best. Whether it's photo paper, canvas, or forex, we ensure that your artworks are printed on the desired material and sizes. No restrictions—your creativity knows no bounds!

Can't be physically present? No problem! Numerous artists from various countries are opting for remote participation. Our team and curators will represent you and your artworks, handling potential sales even if you're miles away.

IAAF Istanbul attracts thousands of visitors annually, including collectors, investors, and enthusiasts. By joining us, your art reaches a diverse audience from Europe and beyond. It's a chance to make an impact on an international scale.



Anthology of High-Level Works

More than 50 galleries participate, offering an anthology of works by great international painters, sculptors and special antique pieces. Your art will be in esteemed company.



Dates & Deadlines

Event Dates: November 13th to 17th, 2024

Reservation: Last 1 week for Early Bird entrance

Delivery Deadline: October 1st, 2024

Web: [IAAFIstanbul2024](https://www.iaafistanbul2024.com)

Diverse Art Forms

TIMELESS MASTERPIECES

Paintings: From classic to avant-garde, your paintings find their place.

Sculptures: Three-dimensional art captivates visitors.

Antiques: Special antique pieces.

Who Attends?

Collectors: Those with substantial investments seek out exceptional artworks. IAAF Istanbul provides a platform for collectors to discover new talent.

Art Dealers: Professionals in the art market explore fresh perspectives and build connections.

Enthusiasts: New generations interested in contemporary expressions find inspiration here.

Antique Dealers: The Antique section, which is an important part of the IAAF Istanbul Art and Antique Fair, includes antique dealers with rare works.

Art Galleries: Selected art galleries from many countries, especially Turkey, are taking part in the IAAF Istanbul Art & Antiques Fair.



Distance No Longer a Problem

If shipping your artworks is challenging, send us photos. We'll print and frame them for you.

You can also participate the fair with physical artworks, but delivery and pick-up will be your responsibility.

Alternatives for Shipping

REMOTE PARTICIPATION:

If shipping your artworks is challenging, send us photos. We'll print and frame them for you.

For those artists who want to participate with the print versions of their artworks, LUNA GRANDE ART will provide the print versions of the artworks according to the ARTIST's preferences and also rules of the fair.



MUSEUM QUALITY PRINTS:

For our art fairs, we use premium matte finish linen canvases with a weight of 410g/m². This acid-free and pH neutral canvas ensures longevity, and will resist yellowing and degradation over time. When combined with giclée printing, it can produce museum-quality prints that are durable and visually stunning. Giclée printing is a popular method for fine art prints due to its ability to produce vibrant colors and sharp details. It uses fade-resistant, archival inks and can render deep blacks and a wide color spectrum to create the best texture and depth for high-resolution fine art prints.

Our team can also provide additional services like custom framing and ensure that the color pigmentation of your artwork matches the original as closely as possible.

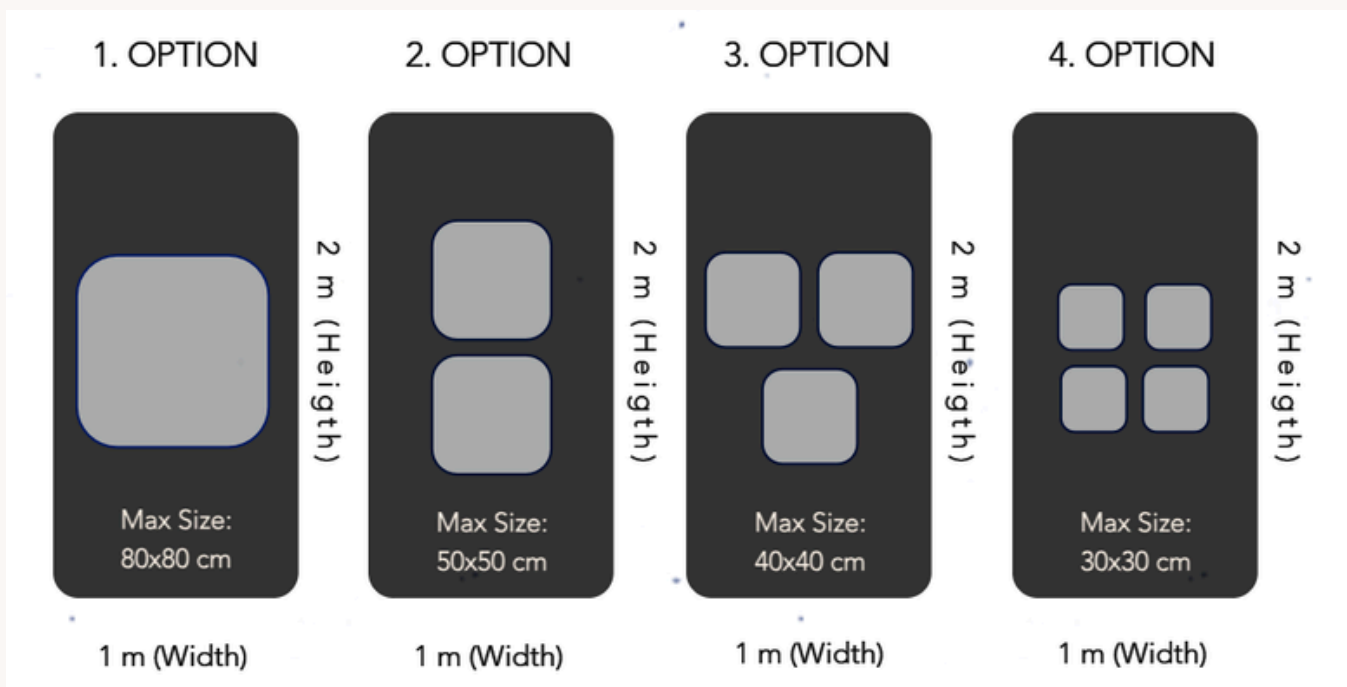
Artwork Size & Layout Rules

ARTWORK PLACEMENT:

When it comes to visual impact, it depends on the size of the wall and the artworks themselves. Generally, for a large wall, hanging two to three pieces can create a more dynamic display. However, consider the overall composition and spacing to avoid overcrowding. If your artworks are smaller, one well-placed piece might be equally impactful.

ARTWORK SIZE AND LAYOUT RULES:

1. Option: (1 Linear Wall Meter Area) // 1 Artwork – Max Size: 80x80 cm
2. Option: (1 Linear Wall Meter Area) // 2 Artworks – Max Size: 50x50 cm
3. Option: (1 Linear Wall Meter Area) // 3 Artworks – Max Size: 40x40 cm
4. Option: (1 Linear Wall Meter Area) // 4 Artworks – Max Size: 30x30 cm



Photography & Social Media Marketing



TOP-NOTCH REPRESENTATION:

Our social media team relies on the Nikon Z8 camera to capture stunning, high-quality coverage of the artworks featured in our fair. With its impressive resolution, rapid shooting capabilities, and excellent image and video quality, the Z8 ensures that every piece is showcased beautifully. Whether it's stills or dynamic video, this camera delivers top-notch results, making us ready for any artistic moment.

Free Pass To Membership & Luna Grande Art Visual Arts Show:

- > We offer art fair participants A complimentary (free) 1-meter wall space at the upcoming visual arts exhibition of Luna Grande Art.
- > Platinum Membership Certificate, marking you as a distinguished artist in the community.
- > Exclusive Spot in the featured collections on our website, showcasing your work to serious collectors and connoisseurs.
- > Digital Showcase of twelve artworks, curated by experts to display your artistic range and growth.
- > Expertise and Authenticity Report for each showcased artwork, enhancing their value and appeal.
- > Promotion to our 100,000 Instagram followers, ensuring your art gains visibility and inspires a global audience.

Sales & Commissions

During the exhibition or fair periods, Luna Grande Art does not take any commission from the artwork sales. However, outside of the event windows, the gallery takes a 25% commission from all sales. This ratio can be changed depending on the written agreement made with the artist.

The majority of our art displays involve the opportunity to purchase the featured artworks. Enabling the sale of artwork stands as a central function of our gallery. We take on the role of personally representing both the artworks and the artists during the exhibitions and fairs, furnishing comprehensive information to those who express interest. Our process for selling involves direct interaction with the artists and is carried out in a professional manner.

Upon the acceptance of an offer, we facilitate the transaction by providing the buyer with the artist's bank account details. Once the artist confirms receipt of payment, we then share the buyer's shipping address with the artist. In transactions occurring outside of exhibition and fair windows, our gallery assumes the responsibility of handling the money transfer, applying a 25% commission fee for this service. For physical artworks in the artist's possession, we request that the artist arrange for the shipment to the buyer. Conversely, if prints or copies are sold and held by our gallery, we manage the shipping process on behalf of the artist. In both cases, the buyer side will be responsible for the shipping costs. Additionally, should both parties wish to formalize the sale with a contract, we offer our assistance in facilitating communication and negotiations between them, ensuring a smooth and secure transaction for all involved.

Our main focus is on selling reproductions of your artworks, which can be tailored based on your preferences and permissions.

More information about intellectual property rights can be found in our [exhibition contract](#).

Shipping & Logistics

PHYSICAL ARTWORKS:

You can send your physical artworks to the exhibition or fair venues with a private courier or a local logistics company. In this case, you are responsible for the delivery and pick-up costs as well as the successful delivery and pick-up of your items within the deadlines of the events you are planning to join. It will be good to note that items may be held at the customs office for a long time unless required payments and paperwork studies have been completed.



RETURN OF ARTWORKS:

After the fair, if your artworks remain unsold, you have 2 options:

- 1) You can extend the visibility of your artworks by reserving a new fair space for the upcoming fairs, and we'll offer a discounted rate as a returning artist.
- 2) If you prefer, you can arrange to personally collect your artworks or request the return of their printed copies by getting in touch with our agents. They will calculate the shipping costs and provide you with assistance.

For the return of your printed artworks, we will apprise you of any additional expenses associated with shipping and custom services. The expenses in this case will depend on your shipping address and cargo details. You can refer to our **Shipping Policy** for further details about the shipment of your artworks.

Reserve Your Space Easily

Standard Wall Area Rental Fee is **\$500 / M2 + 20% VAT.**

You can visit our reservation page to secure your spot.

lunagrandeart.com/reserve-fair-space

Or you can request a personalized quote for participation.

lunagrandeart.com/request-a-quote-for-fair

Possible artwork layouts, artwork sizes and print material details are all available in the reservation page.

If you are planning to participate with physical artworks, you will be responsible for the delivery and pick-up before the deadlines.

In this special case, make sure you select "No Print" (Personal Participation) as Print Material, while adding your artworks.

And kindly note that inquiries without shipping information or artwork specs may not be replied.

Please do not hesitate to reach us for any kind of questions.



Reach Us

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