

Animal Art Fair

17th - 20th May 2012

Riverside Walkway, South Bank SE1

Animal
ART FAIR

Introducing the greatest collection of contemporary animal artists under one roof – ever!

The Animal Art Fair (TAAF) will bring 40 of the most distinguished contemporary animal artists to the heart of London's South Bank from 17th to 20th May 2012. Bigger and better, the Animal Art Fair returns to the capital for its third year, expanding from Fulham Palace to London's cultural hub. From sporting scenes in watercolour to edgy sculptures from recycled metal, TAAF will exhibit a comprehensive range of artists. Creating a unique marketplace, TAAF is able to offer direct access to the world of animal art.

With **no middle men, no galleries and no premiums** TAAF is challenging the status quo by stripping away the mystique and pretention of gallery shows and doing away with the commission structure. TAAF offers the opportunity to discover new talent and buy directly from the artist, giving the art-buying public a more in-depth experience than any other exhibition can provide.

This unique concept has proved successful since its launch in 2010 confirming both the public's appetite for animal art and the approval of the principle of direct accessibility to the art and the artist.



A selection of our animal artists (L-R) Beatrice Ridley, Jeremy Houghton, Kate Denton and Nick Jeffrey

So, after two successful years at Fulham Palace, TAAF is expanding into the heart of London's South Bank. Minutes from Tate Modern, The National Theatre and The Hayward Gallery, TAAF will erect a 600 sq metre marquee with a further 100 sq metre sculpture garden on the Riverside Walkway.

"It's time to take the plunge. We felt the burgeoning fair could be taken to the next level and show in London's most celebrated arts district – We are incredibly excited about the new venue and the artists involved." Jamie Polk, Founder and Managing Director.

The Animal Art Fair 2012 will host a fantastic cross section of celebrated artists and new talent - a vibrant mix of styles and mediums. From the contemporary to the traditional; paint, sculpture and photography – there will be something for everyone.

THE ANIMAL ART FAIR 2012

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www.animalartfair.com

Press and image enquiries - tel : 020 8144 5979

NOTES TO THE EDITOR

The Animal Art Fair (TAAF) was launched in the Spring of 2010. Founded by Jamie Polk and Barnaby Parker, TAAF offers a new avenue for artists to engage directly with buyers.

TAAF has created a cooperative of contemporary animal artists, the best in their field, able to exhibit and sell their work without surrendering the substantial commission a traditional gallery would charge.

The Animal Art Fair is an annual exhibition of 40 contemporary animal artists covering all mediums. All exhibited works are for sale.

- TAAF will open from Thursday May 17th to Sunday May 20th on the Riverside Walkway on London's South Bank, SE1 9PP.



- Tickets are £10 and can be bought at www.animalartfair.com
- TAAF will host 3 late night viewings with the Press preview night on Wednesday 16th May 6pm – 9pm. Contact laura@animalartfair.com for further details.
- For more information on exhibiting artists and images of their work contact Jamie Polk on 020 8144 5979 or jamie@animalartfair.com

Jamie Polk – Founder and Managing Director of the Animal Art Fair.

Jamie's background is in the business world. His career as a fund manager came to an end in 2000 when he broke his neck in a diving accident. After a year in hospital and paralysed from the chest down he vowed to follow a work path that he felt passionate about. After a number of years working at the Independent on Sunday Jamie saw a gap in the art market and founded TAAF. "I am in no doubt the market is trending away from galleries. Artists must focus on marketing themselves better and deal directly with their buyers. This is what is so special about the Animal Art Fair. The artists have confidence in themselves and their work and the buyers can buy art at the best price."

Jamie is available for interview on 020 8144 5979 or jamie@animalartfair.com

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