

Media Information
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Reading Contemporary Art Fair
26th - 27th April 2014
Real Art for Real People

In its fifth year, Reading Contemporary Art Fair has grown to be one of a handful of the nation's most influential art fairs. Determined to break down barriers and make affordable art accessible to all, the fair is a treasure trove of paintings, prints, drawings, sculpture, ceramics and photography.

Fairs are a power shift in the art world. For good or ill, they are changing where you buy art, how you look at it, and even how artists make it.

So how do you decide which one to go to?

All fairs, good or bad, can be an intense, condensed art experience. However, the organisers of a good Art Fair do curate and screen their galleries and artists, this means the art quality is high. They do the groundwork for you giving you a real opportunity to discover up-and-coming artists before they make it big.

There are over 100 curated artists, printmakers, photographers, sculptors, ceramicists and selected galleries at The Reading Contemporary Art Fair, chosen to offer the very best national and international active artists working today.

Buying art is about the connection and reaction you feel to a piece; a good Art Fair provides the environment for you to be able to trust your own taste and go for pieces you will take pleasure in every day.

The atmosphere at the Reading Contemporary Art Fair is carefully thought through to give a “comprehensive” experience, the organisers are at the fair the entire event, with helpful, dedicated staff on hand to answer questions, and the setting is spacious but informal and relaxed.

Art Fairs are not the physical space that a gallery allows you to enjoy the art without distractions but, by showcasing paintings, original prints, photography and sculpture, from the traditional to the contemporary, both by established artists and new discoveries, a good one really has something for everyone.

Finding that perfect piece of art is not something that should be rushed and discovering artists should be an exciting experience. A good Art Fair will have galleries, artists and other representatives at them who really want to talk to you, helping you to make a real connection with their work.

At home in the Rivermead Leisure Complex again, you can find details on the website of the spectacular invite only Private View and VIP opening by Sir John Madejski OBE DL, on Friday 25th April. A fantastic evening for the art lover to admire all art on show, and have the first opportunity to purchase and select work.

On the Saturday and Sunday you can also join the creative workshops in "Aunt Elsie's Parlour" run by Jelly. This is your chance to gain hands-on experience in a variety of mediums from dry point etching to collage, drawing with ink to how to create a sketch book. The whole family can join in and you could discover your own artistic talents, surrounded by art from the professionals to inspire you.

For those visitors interested in getting involved, an exciting new photographic project by Little Star - An organisation set up to connect individuals to their creativity will be taking place. *“Over our lifetime we build up a complex idea of who we are and how we see ourselves”*. 'The Self Portrait Experiment' explores this idea by asking participants to take part in the creation of their own unique photo portrait.

The flagship Prince's Trust initiative has raised in excess of £40,000 to date

by selling small original works for a flat fee, that have been donated by exhibitors involved in the fair. Displayed on a dedicated stand at the entrance they provide a snapshot of the whole fair and have become collector's pieces in their own right.

Whichever day you visit, the weekend is the perfect chance to view striking artworks, meet the Artists, and learn the stories and inspiration behind their individual pieces. Come and join 4,000 other new and experienced art buyers and collectors at this creative, cultural and fun-filled art event.

The first 500 lucky visitors to the fair will receive a FREE calico shopping bag with a unique design by exhibitor Lucy Harding.

The Fair will be held on 26th & 27th April 2014 at Rivermead Leisure Complex.

See the website www.readingcontemporaryartfair.co.uk for information and a taste of what's to come.

Where: Rivermead Leisure Complex, Richfield Avenue, Reading RG1 8EQ

When: Saturday 26th April 2014 10am – 6 pm

Sunday 27th April 2014 10am – 5pm

Private View and VIP OPENING by Sir John Madejski OBE DL on Friday 25th April (Invitation only- see website for details)

Press enquiries contact Deborah James 01753 591892 or 07771 802603

info@readingcontemporaryartfair.co.uk

Image: *Tide* by Eve Olsen ©

Advance tickets available from

<http://www.readingarts.com/othervenues/event.asp?id=SXE8DD-A7823E82>