



For Immediate Release

London, February 2010. Media Accreditation now available for the **Animal Art Fair** showing the greatest animal Artists in anyone place at any one time.

Please email susie@silverthreadpr.com to ensure you receive your press pass.

The first Animal Art Fair is taking place at the Fulham Palace **16th -18th April 2010**. Press and preview evening will take place on the 15th April from 6.30-9.30pm. There will be a celebrity opening, and a charity auction to raise money for the high profile Born Free Foundation and Snow Leopard Trust.

True to the organisers' aim of providing something for everyone, there will an eclectic mix of both up & coming and established artists and UK based & international artists. They will be exhibiting a range of mediums from sculpture to photography and featuring a diversity of fauna.

Artists include Gill Parker, renowned for the life-size bronze of Derby winner, Motivator at Ascot Racecourse, Dominique Salm, winner of the BBC Wildlife Artist of the Year award in the Mammals Category and Kate Denton, the current artist in resident at Hedingham Castle.

Other exhibitors include Hamish Mackie, Annabel Pope, Philip Blacker, Kate Denton, Davina Bosanquet, Elizabeth Armstrong, Amy Sandys-Lumsdaile and Henry McHale.

The three-day event will offer both buyers and artists a unique marketplace in which to do business, offering direct access to the world of animal art. No middle men, no galleries and no premium, just the opportunity to discover new talent and to buy directly from the artist.

The organisers have allocated space to just 40 artists with each being there to openly discuss their work in the relaxed and intimate setting of the beautiful Fulham Palace.

Organiser Jamie Polk said "We have had fantastic reactions and great support from every angle. We think we have found a niche in the art market. This is not chocolate box art. This is art depicting animals and environments that may not exist in 100 years time. "



Notes to Editor

VISITING

The fair will be open on Friday 16th April, Saturday 17th April and Sunday 18th April 2010, 10am - 6pm

TICKETS

Tickets for the fair can be pre-booked online for £10 www.animalartfair.com or purchased on the door: £12 for adults, free for concessions and children under 16. For general enquiries please call 020 8144 5979

ADDRESS

Fulham Palace, Bishop's Avenue, Fulham, SW6 6EA

ABOUT THE VENUE

The Fulham Palace estate was owned by the Bishops of London for over 1300 years and the Palace was their country home from at least the 11th century. Vacated by the Bishops in 1975, the Palace is now managed jointly by Hammersmith and Fulham Council and the Fulham Palace Trust.

Today the Palace's stately rooms house an intriguing museum that interprets the site's extraordinary history; a relaxing café-bar within a graceful drawing room which overlooks the extensive botanic gardens; and an elegant gallery space that provides an innovative programme of contemporary, Palace-inspired art.

ABOUT THE ORGANISERS:

JAMIE POLK - Having left his job as a fund manager at the turn of the Millennium in search of a new challenge, Jamie's life took a drastic turn when he broke his neck in a diving accident leaving him paralysed from the chest down. Since then he has followed the principle of making the best of all opportunities. Over recent years his walls have been filled by an eclectic range of art, sourced from artists and galleries that have caught his eye and imagination. He sees the Animal Art Fair as a terrific prospect. "It is fantastically exciting finding great talent and rewarding to be able to showcase this talent direct to the buying public. And it's much more fun than sitting behind a desk!"

BARNABY PARKER - After graduating with an Art History degree from Manchester, Barnaby was briefly distracted from the art world by the lure of headhunting in the City where he founded and successfully floated Hydrogen Group on AIM in 2006. His shared vision for Animal Art Fair is to establish an open marketplace where artists and clients can interact, discover more about each other and build lasting relationships. Starting with the inaugural event in London in April 2010 he believes that this is a business model that can be expanded across the world. Barnaby is also a keen polo player and owns an ear of a racehorse called Imperial Warrior.

ABOUT THE BORN FREE FOUNDATION

Born Free work to prevent individual animal suffering, protect threatened species and keep wildlife in the wild. Born Free is supported by celebrities including Joanna Lumley, Martin Clunes, Bryan Adams, Rachel Hunter, Helen Worth, Jenny Seagrove and Martin Shaw. Together they reach out to the public, the media and business friends, who actively support and fund their projects and campaigns, helping hundreds of thousands of animals worldwide. Please visit www.bornfree.org.uk for further information

ABOUT SNOW LEOPARD TRUST

With their estimated to be less than 3,500 Snow Leopards left in the wild the Snow Leopard Trust engages in community based conservation to try and ensure the survival of this magnificent species and at the same time improve the livelihoods of the herder families who live in the high mountain ranges of Central Asia. Community based conservation projects include: - Livestock insurance, Livestock vaccination, Educational Eco camps for children and Economic Enterprise programmes (providing local women with economic independence by training them to spin wool and produce high quality handicrafts which can then be sold internationally). Please visit www.snowleopardtrustuk.org for further information.

ABOUT SNOW LEOPARD VODKA

World's first ethical vodka created to help save the snow leopard from extinction. 15% of Snow Leopard's profits are given to the Snow Leopard Trust. It is the first vodka made from the rare spelt grain, the oldest and purest grain on the planet. Popular amongst the opinion forming elite. Snow Leopard cocktails have previously been served at Stella McCartney's and Vivienne Westwood's fashion show parties and will be served at The Animal Art fair

For further details; interviews with the organisers, artists or request for images please contact:

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or visit the website www.animalartfair.com

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Page 1: Giraffe 'Can I help?' by Dominique Salm <http://www.dominiquesalm.co.uk> and 'Hare' by Kate Denton <http://www.katedenton.com>