

General Terms & Conditions – Dutch Equine Art Fair 2025

Organised by:

Living Horse Museum, Amsterdam, the Netherlands

Paard Verzameld, the Netherlands

Location:

Living Horse Museum, Vondelstraat 140, Amsterdam, the Netherlands

Exhibition dates:

Installation: Monday 3 & Tuesday 4 November 2025

Vernissage (invite only): Wednesday 5 November 2025

Public fair: Thursday 6 – Sunday 9 November 2025

Opening hours:

Daily from 11:00 – 19:00

- **1. General**

The Dutch Equine Art Fair is organised by Living Horse Museum in collaboration with Paard Verzameld, hereinafter referred to as ‘the organisation.’

- The organisation covers general event costs including venue setup, cleaning, promotional activities, visitor information, and event management.
- Artists who register and are selected for participation (hereinafter referred to as ‘participant’ fully and unconditionally accept the terms set out in this document.

2. Application Process

- Applications must be submitted through the online application form available on the event’s website.
- An impartial ballotage committee will assess all submissions based on artistic quality and relevance. The committee may accept or reject an application without obligation to provide justification.
- Applicants must submit a profile photo and artist statement as part of the form.
- Selected artists will receive a confirmation email and regular updates via email or social media.
- Applicants who are not selected will not incur any fees.

3. Withdrawal & Cancellation Policy

- Requests to withdraw must be submitted in writing via email to info@paardverzameld.com.
- Within 5 working days of registration: no fee due.

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- After 5 working days and up to 8 weeks before installation: 40% of the participation fee is due.
- Within 8 weeks of installation: full participation fee is due.
- No-shows without cancellation will be charged the full fee, regardless of circumstances.

4. Stand Allocation

- Each artist is allocated a 3 x 3.5 metre space with four standing wall panels (each 122 cm wide x 250 cm high), placed side by side.
- Artworks must not be hung across panel seams due to the hanging system.
- Sculptors must bring their own white pedestals.
- Participants may engage with visitors in and around their exhibition space.
- Flyers, postcards, and business cards may be displayed or distributed.
- Any damage to walls or equipment caused by the participant may result in repair costs being charged to the artist.

5. Installation & Dismantling

- Installation takes place on 3 & 4 November 2025 between 09:00 and 17:00.
- Parking is only permitted for loading/unloading.
- All exhibits must be installed by Tuesday 4 November, 17:00.
- Dismantling takes place on Sunday 9 November 2025, immediately after the fair closes at 19:00.
- All artworks must be packed and removed that evening unless agreed otherwise.
- The organisation reserves the right to refuse any artwork without explanation.
- No unauthorised signage, posters, or branding may be displayed.
- Wall alterations (e.g. drilling, adhesives) are strictly prohibited.
- Only stickers provided by the organisation may be used.

For international participants:

Artists travelling from abroad may request a concierge service to receive and securely store their artwork ahead of installation. This service is optional and quoted individually based on the artist's needs.

Please note:

- The artist is responsible for ensuring the artwork is securely packed and courier-ready for both arrival and return.
- The organisation does not provide repacking services after the event.
- Return shipment must be arranged and paid for by the artist.
- The organisation is not liable for damage resulting from inadequate packaging or shipping arrangements.

6. Artwork Requirements

Participants may exhibit up to four works, depending on medium and size.

All works must be:

- Original and of professional quality
- Dry and ready to hang or display
- Safe (no sharp, toxic, or hazardous materials)
- Within the size limit of 200 cm in height
- Consistent in quality with works reviewed during the application

7. Sales of Artwork

- Participants may sell their work directly during or after the fair. Any artwork that is sold may only be collected by the buyer after the fair closes on the final day, Sunday 9 November at 19:00.
- No commission is due for direct sales made on-site.
- If a sale is made by the organisation on behalf of an absent artist, a 25% agency fee (excl. VAT) applies.
- Sold works must be marked with a red dot sticker provided by the organisation.

8. Artist Listing & Promotion

- Participant names will be displayed on event materials (e.g. floorplans, social media) at the organisation's discretion. This is included in the participation fee.
- Participants grant the organisation the right to photograph and publish images of exhibited artworks for promotional use, without additional compensation.

Privacy and Data Use:

- By applying, participants agree that their submitted materials (biography, artwork images, profile photo) may be used for promotional and organisational purposes related to the Dutch Equine Art Fair.
- Data will not be shared with third parties unrelated to the event.

9. Insurance

- Artworks are insured under the regular insurance policy of the Living Horse Museum for the duration of the fair.
- Participants are advised to arrange their own additional insurance if needed.

10. Fees & Payment

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- The participation fee is €675 (incl. VAT) and must be paid within two weeks of receiving the invoice.
- Payments must be made via bank transfer.
- For participants outside the EU, payment can also be made via the Wise platform (www.wise.com) using the details provided in the invoice.
- Late payments may result in exclusion from the fair. Unpaid invoices may be referred to a debt collection agency at the participant's expense.

11. Conduct & Liability

- Participants are expected to maintain professional conduct throughout the event. Any inappropriate, disrespectful, or disruptive behaviour may result in immediate exclusion from the fair without refund.
- The organisation is not liable for personal or material damage before, during, or after the exhibition, except where covered by insurance.
- The organisation may cancel, postpone, or alter the event without liability, although participation fees will be refunded (minus a 10% admin fee) in case of full cancellation.
- Participants may be excluded without refund if they violate these conditions or act in a way that compromises the integrity of the event.
- These terms may be updated without notice. Any changes will not affect confirmed participants unless otherwise agreed.
- In unforeseen circumstances, the organisation reserves the right to make reasonable final decisions.
- These terms are governed by Dutch law.

12. Suggestions & Complaints

- Written complaints must be submitted within two weeks after the event. The organisation will respond within five working days.
- The organisation is not liable for the actions of individuals. For unresolved matters, the appropriate legal entity affiliated with the organisation should be contacted.