

FRESH ART 2003 PRESS RELEASE



FRESH ART

Business Design Centre
Islington
London N1
Tel: 020 7359 3535,
Fax: 020 7288 6446
www.freshartfair.co.uk

Charity preview

Thursday 17th July

Opening hours

Friday 18th July 11am - 9pm
Saturday 19th July 11am - 6pm
Sunday 20th July 11am - 4pm

For further press information or visuals, please contact:

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fresh art

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Now in its third year, Fresh Art 2003 will run from 18th - 20th July 2003 at the Business Design Centre, Islington.

Fresh Art is the only art fair of its kind in the UK, where emerging artists, studio groups and recent graduates have the opportunity to reach a wide audience of buyers, galleries and press. For the visitor the fair represents a unique opportunity to discover artists at an early stage in their career and to buy artwork directly from artists. Fresh Art has already launched the careers of many artists with several of last year's exhibitors now represented by galleries. Many also had their work shown on gallery stands at the London Art Fair in January of this year, which is run by the same team.

Participating artists are selected by an independent panel of experienced art professionals who ensure that only work of the highest quality is chosen. On the panel this year are Stephen Beddoe (ARTQUEST), Rod McIntosh (Florence Trust Studios), Cat Newton-Groves (Suite 77), Rebecca Hossack (Rebecca Hossack Gallery) and Jill Journeaux (NAFAE and Head of Fine Art Coventry University). The work selected ranges from painting and photography to sculpture, video and installation and participating artists are both international and UK based. Last year's fair was hugely successful with over 15,500 people visiting Fresh Art over the three day period.

"It gives the public a unique opportunity to meet artists first hand and to discuss their work without the medium of the dealer. It also provides a one stop shop for talent spotting. Last year I "discovered" a wonderful young artist from Manchester whom I have since exhibited internationally to much acclaim." Rebecca Hossack, Gallery Director, Rebecca Hossack Gallery

While over 150 artists take stands independently, studio groups and collectives pool their resources to exhibit at Fresh Art taking large stands which can accommodate a range of artists' work.

With around 30 universities and colleges from all over the country taking part, Fresh Art offers a fantastic opportunity to see the cream of this year's graduate shows all under one roof. For the students this is much-needed exposure at a critical moment in their career and can play a crucial role in determining the next step for them to take.

"I think that Fresh Art is an excellent opportunity for final year students to exhibit their work and begin to make contacts within the industry"
Richard Stansfield, Batley College of Art & Design, Fresh Graduate of the Year 2002

Fresh Art is delighted to announce that Terrence Higgins Trust, the UK's leading HIV charity, will be the beneficiary of the charity preview evening on Thursday 17th July.

FAIR DATES 18-20 JULY 2003
VENUE BUSINESS DESIGN CENTRE 52 UPPER STREET LONDON N1 0QH
TELEPHONE 020 7359 3535
FACSIMILE 020 7288 6446
WEBSITE WWW.FRESHARTFAIR.CO.UK



"Laundrette" by Tanya Coates, Exhibitor, Independent Artists Zone

"Fresh Art has become a vital annual launch pad for talented artists seeking exposure to the art world and art loving public. Artists from all disciplines are showcased making Fresh Art an unrivalled platform for as yet undiscovered artists"

- Lucy McNeill, Event Director

