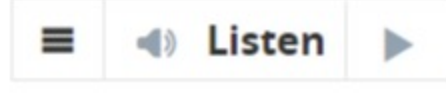


Participation International Art Book Fairs



[terms and conditions](#) [application form](#)

As a result of the corona crisis and its effect on the continuity of art (book) fairs, presentation costs, if awarded, will only be transferred after signed confirmation by the applicant stating that the fair will definitively take place. This confirmation should be submitted no earlier than 4 weeks before the start of the presentation. A further condition is that the Dutch Ministry of Foreign Affairs has to clear international travel to the country in question. The awarded presentation costs will be reserved for a maximum of 12 months. The presentation costs will be transferred no earlier than 4 and at least 2 weeks before the opening of the event. This measure does not influence the payment of awarded production costs.

For whom and for what?

Dutch publishers can apply within the grant program of Participation Art Book Fairs, to present art/artists' books of living visual artists from the Netherlands, or publications about contemporary visual art in the Netherlands from the 21st century, on renowned international art book fairs abroad. The grant is intended as a contribution towards the costs of participation in an art book fair. The aim of this grant program is to reinforce the international position, name and appreciation of contemporary visual art from the Netherlands.

The grant can be applied for the use of: participation costs for listed art book fairs, or participation costs for other book fairs. These costs include booth rental, travel and transport expenses.

Grants for listed art book fairs

The Mondriaan Fund has drawn up a list of art book fairs with international allure on the advice of an expert committee. If a publisher has been accepted for participation in one of these fairs, the application is honoured automatically under the prevailing conditions.

These art book fairs are the following:

[Offprint](#) (Paris and London)
[Printed Matter, Inc.](#) (NY Art Book Fair and LA Art Book Fair)
[Tokyo Art Book Fair](#)
[Frankfurter Buchmesse Halle 1.1](#)
[Friends with Books](#) (Berlin)

This list of art book fairs is reviewed every two years to respond to the current situation.

Conditions

All funding by the Mondriaan Fund is subject to the [General Terms and Conditions](#). The following conditions also apply to the grant program of Participation International Art Book Fairs:

- Publishers can apply for funding for the costs of participation in an art book fair, such as booth rental, travel and transport expenses, but *not* for booth design, regular publishing expenses, and VAT.
- When over 50 percent of the presented publications concerns work by visual artists from the Netherlands, or publications about contemporary visual art in the Netherlands from the 21st century, the funding amounts to 3,000 euros.
- If between 25 and 50 percent of the presented publications concerns work by visual artists from the Netherlands or publications about contemporary visual art in the Netherlands from the 21st century, the financial support amounts to 1,500 euros.
- If less than 25 percent of the presented publications concerns the work of visual artists from the Netherlands or publications about contemporary visual art in the Netherlands from the 21st century, no funding is available.

Assessment

If a publisher is selected for one of the fairs on the Mondriaan Fund list, the application is approved automatically provided that it meets all the formal conditions and includes all the requested information.

Apply

Applications for the grant program of Participation International Art Book Fairs can be submitted through the Mondriaan Fund's [online application system](#), for which you need an account. With your account, you can access and fill in the online application form, and submit it together with the attachments as requested in the checklist below. Click [here](#) for the FAQ about online applications.

Applications within the grant program of Participation International Art Book Fairs can be submitted throughout the year. An application to take part in one of the art book fairs listed above must be submitted at least one month before it opens. A decision will be taken within a month about whether funding is approved or not.

Checklist

The following information must be uploaded as PDF files together with the submission of the [online application form](#). You are advised to write and collect these files before filling out the form. You are also requested to answer various questions in the form, including questions for evaluation purposes.

A recent and up-to-date registration of your organization with the Chamber of Commerce (not older than one year)

If this is not possible, we would need alternative confirmation of your official registered status. The confirmation must be recent and up-to-date.

Information about the publisher

A brief description of the activities of the publishing company. Describe the principles of the publishing house and the choices for the books that you publish. Present an overview of your activities inside and outside the Netherlands over the past two years.

Project plan

A detailed list of all the publications that will be presented at the fair, complete with titles, names of the artist(s), ISBN numbers, and a statement of the percentage of publications of work of living visual artists or publications about contemporary visual art from the Netherlands from the 21st century.

Presentation plan

Containing a description of the way in which the presentation aims to reach and hold on to a relevant audience in an inspiring manner.

Copy of proof of admission or application to the fair

Overview of publications you have published over the past two to four years

If applicable:

Recent bank statement

If this is the first time you are applying with the Mondriaan Fund, or if your bank account details have changed since your previous application, we request that you upload a recent bank statement.

Other fairs

Application for funding of participation in an art book fair that is not on the above-mentioned list will be submitted to an advisory committee.

Conditions

All funding by the Mondriaan Fund is subject to the [General Terms and Conditions](#). The following conditions also apply to the grant program of Participation International Art Book Fairs:

- Publishers can apply for funding for the costs of participation in an art book fair, such as booth rental, travel and transport expenses, but *not* for booth design, regular publishing expenses, and VAT.
- When over 50 percent of the presented publications concerns visual artists from the Netherlands, or publications about contemporary visual art in the Netherlands from the 21st century, the funding amounts to 3,000 euros.
- If between 25 and 50 percent of the presented publications concerns work by visual artists from the Netherlands or publications about contemporary visual art in the Netherlands from the 21st century, the financial support amounts to 1,500 euros.
- If less than 25 percent of the presented publications concerns the work of visual artists from the Netherlands or publications about contemporary visual art in the Netherlands from the 21st century, no funding is available.

Assessment

Applications that meet the formal criteria and that include the requested attached information will be submitted to an advisory committee which will issue recommendations on the allocation of funds for Participation International Art Book Fairs. Click [here](#) if you wish to learn how your application will be processed. The advisory committee assesses the significance of the proposal for contemporary visual art in the Netherlands and its international position, based on:

- information on the publishing house applying for funding;
- information on the art book fair: recent programming, media attention, professional profile;
- motivation for participation in the art book fair;
- project plan motivating the proposed presentation;
- presentation plan indicating how the presentation aims to reach and hold on to a relevant audience in an inspiring manner.

When assessing the application, the advisory committee considers all the following criteria interdependently:

- The significance and international reputation of the fair as expressed in the quality of the programming, the targeted audience (in both qualitative and quantitative terms), the reputation of the fair, and the attention in relevant media.
- The motivation of the publisher for participation in this fair.
- The quality of the publications to be presented.
- The quality of the presentation plan, especially the way in which the applicant aims to reach and hold on to a relevant audience in an inspiring manner.
- The significance and the reputation of the publisher.

Final assessment

Within this grant program, funding for participation in art book fairs that are not on the Mondriaan Fund list can *only* be awarded if the advisory committee issues a positive recommendation regarding the above-mentioned criteria taken together. The board of the Mondriaan Fund may request the advisory committee to weigh the positively assessed applications against each other and rank them in order of priority.

Apply

Applications for the grant program of Participation International Art Book Fairs can be submitted through the Mondriaan Fund's [online application system](#), for which you need an account. With your account, you can access and fill in the online application form, and submit it together with the attachments as requested in the checklist below. Click [here](#) for the FAQ about online applications.

The application must be submitted at least three months in advance of the opening of the art book fair. Applicants must take into account a processing time of three months from the time that the application is completed.

Checklist

The following information must be uploaded as PDF files together with the submission of the [online application form](#). You are advised to write and collect these files *before* filling out the form. You are also requested to answer various questions in the form, including questions for evaluation purposes.

A recent and up-to-date registration of your organization with the Chamber of Commerce (not older than one year)

If this is not possible, we would need alternative confirmation of your official registered status. The confirmation must be recent and up-to-date.

Information about the publisher

A brief description of the activities of the publishing company. Describe the principles of the publishing house and the choices for the books that you publish. Present an overview of your activities inside and outside the Netherlands over the past two years.

Project plan

– Information about the relevant fair
– Substantial motivation for participation in the fair
– A detailed list of all the publications that will be presented at the fair, complete with titles, names of the artist(s), ISBN numbers, and a statement of the percentage of publications of work of living visual artist(s) or publications about contemporary visual art from the Netherlands from the 21st century.
Collate all parts of the project plan into a single PDF file.

Presentation plan

Containing a description of the way in which the presentation aims to reach and hold on to a relevant audience in an inspiring manner.

Copy of proof of admission or application to the fair

Motivation for participation in the fair

Overview of publications you have published over the past two to four years

If applicable:

Recent bank statement

If this is the first time you are applying with the Mondriaan Fund, or if your bank account details have changed since your previous application, we request that you upload a recent bank statement.

Contact

For more information about this grant program, you may contact [Lisa van Beek](#) [+31 (0)20 523 16 73] or call the general phone number [+31 (0)20 523 15 23].