

DIAF

**Doral
International
-art fair.**

November 3rd, 4th and 5th of 2023
www.artdoral.com

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Organizer	Doral International Art Fair, Inc
Phone	(305) 209-5101
E-mail	info@artdoral.com
Address	790 NW107th AVE Suite 300, Miami, FL 33172
Website	www.artdoral.com
Instagram	@artdoralfair
Facebook	Doral International Art Fair
Executive committee	Dr. Jesús Alberto Fuenmayor © Carolina Alcalá Rhode Martha Briceño Luis Gómez Rincón
Curatorial committee	Elizabeth Hazim de Castillo Adriana Meneses Félix Suazo

Description

The Doral International Art Fair arises from the need to provide a quality artistic offer that covers different periods, from the historical avant-garde to contemporary art. It seeks to bring together artists, gallery owners, curators, critics, collectors and art lovers in the same space every year with the purpose of enhancing multiculturalism and promoting art as a culture of peace, dialogue and social coexistence. It hopes to become one of the most important art fairs in the country.

As an integral part of the art world ecosystem, the activities will have a triple function: cultural, academic and economic. On the one hand, it will bring together gallerists and collectors from around the world, and on the other hand, it will allow art lovers to see important works and discover emerging artists, generating a platform for visibility.

Our offer includes qualitatively outstanding works from the most demanded and influential collection areas, which are brought together by renowned gallery owners to consolidate a transcendent exhibition on new trends, new artistic realities and quality art.

Objectives

The Doral International Art Fair seeks to achieve the following objectives:

- To discover and promote the different artistic expressions of emerging and established creators.
- To sensitize the public to the value of art.
- To weave multiculturalism through artistic expressions.
- To use art as a link to peace and progress.
- To provide art collectors with an offer of quality and diversity to consolidate investors.
- To provide galleries with a visibility that they could not achieve on their own.
- Leverage the benefits of art to promote health and mental hygiene.

Impact and importance

The globalization of the art market has led to a proliferation of fairs at different scales, reinforcing over the years the interdependencies between the various actors in this environment. Art fairs strongly feed the global commercial and artistic ecosystem. They therefore play a propulsive role in the dynamism of the market.

The first unmistakable word that comes to mind with an art fair is "visibility". Art fairs are places of exchange between all the vectors of the art market: collectors, curators, artists, gallerists, curators, art consultants and institutions.

This visibility contributes to the notoriety of the artists presented. This guarantee of quality allows collectors and attendees to discover in the same place and in a few days a large number of galleries to perceive the trends of the contemporary avant-garde. The objective is to weave a relationship of trust between those present, to anchor the artistic presence of the artists on the market and thus expand the collection of art lovers.

On the other hand, the benefits of an art fair are not limited to the area exhibited but also to the entire city where it is held. This is the main reason that explains this new cultural practice. With this in mind, the city of Doral will become a center of interest in the international art world, and it will also bring economic benefits.

The "international" theme is doubly important, both for each artistic field and for its artists. In art, the degree of internationalization is one of the good indices of autonomy.

During this fair, different parallel activities will take place, such as academic meetings, performances and new expressions.

Headquarter

The Doral International Art Fair will be held at the Doral Cultural Arts Center, a large and innovative infrastructure that includes an art gallery, a multipurpose room, an amphitheater and outdoor patios. This space has the necessary elements to carry out the different activities planned.



FECHA	LOCALIZACIÓN/HORARIOS	ENTRADA
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November 2023

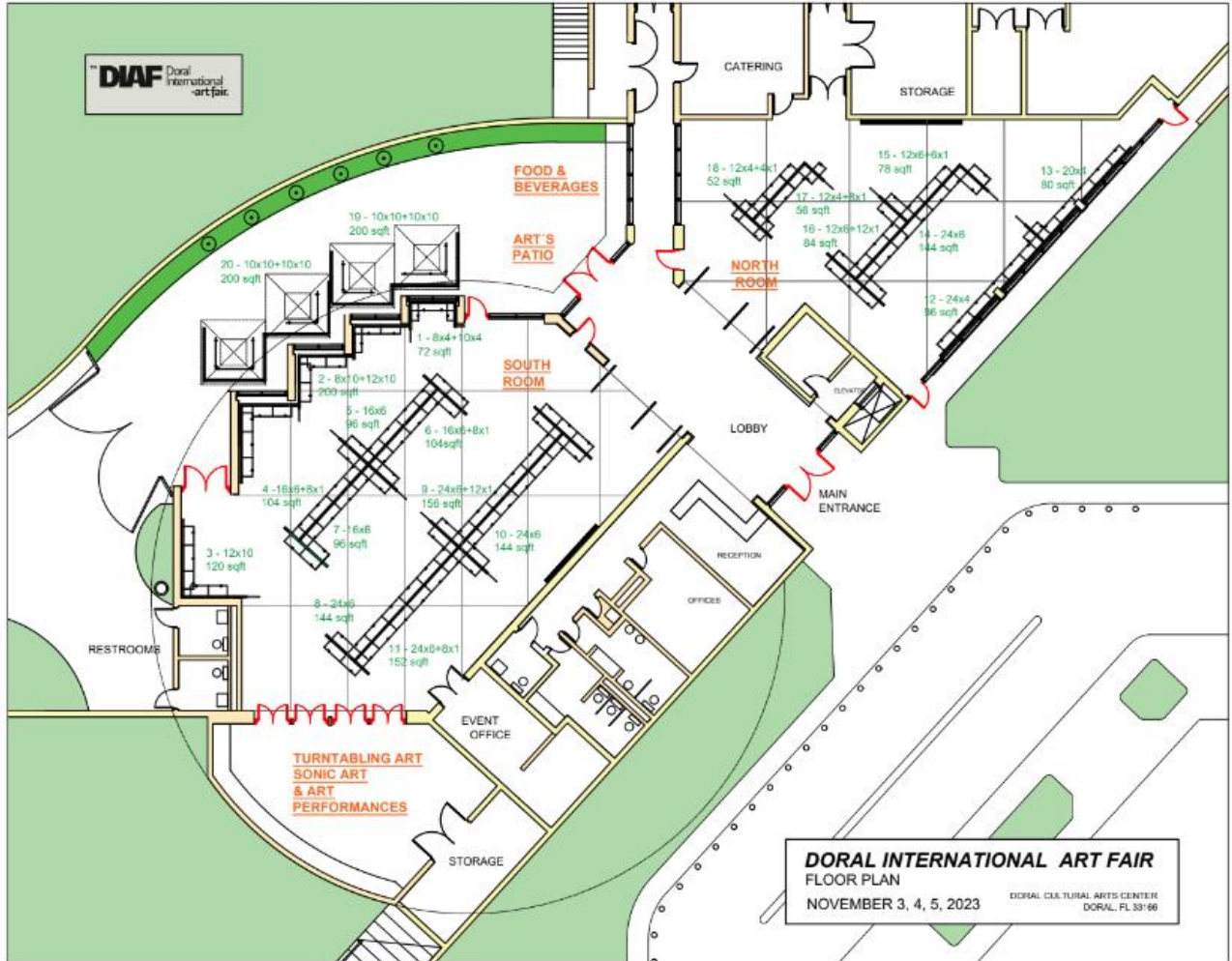
**Exhibition/fair/
conferences/workshops
: Friday, November 3rd,
Saturday, November 4th
and Sunday, November
5th.**

Location: Doral Cultural Arts Center. 8363 NW 53rd St, Doral, FL 33166.

Phone: +1 (305) 209-5101

Time: from 12:00 noon until 8:00 evening (Friday will be VIP access from 4:00 p.m. to 8:00 p.m.)

Access to the Doral International Art Fair will be free of charge. Those interested should reserve their ticket through the platform <https://ticketplate.com/>



Floor Plan of the Doral International Art Fair 2023

Sponsors

The sponsors of the Doral International Art Fair help to offer free admission to visitors to the fair, and will also provide a beneficial impact to the community of Doral, since once the sustainability of the event is covered and taking into account that the income obtained will result in a positive balance, resources will be allocated for scholarships for studies, contributions to government management, organization of workshops and free courses for artistic training, cultural activities that promote art as a mechanism for peace and social coexistence, among others.

Sponsors will be recognized through the incorporation of their branding in pre-event promotional communications, receive additional exposure of their institutional image during the event, and enjoy continued recognition as a donor member of DIAF. Sponsorship packages provide sponsors with the opportunity to generate brand value with the professional community and general public attending the Art Fair.

The sponsorship process of the exhibition will be structured in 4 categories (DIAF Sponsor 1: 5KUS\$, DIAF Sponsor 2: 10KUS\$, DIAF Sponsor 3: 15KUS\$ and DIAF Sponsor 4: 25KUS\$), which will be duly detailed in the Sponsors Manual, as well as the steps to follow for sponsors interested in successfully participating in the event.

Conceptual and operational criteria

The conceptual and operational criteria of the Doral International Art Fair seek to fulfill the objectives of commercial exchange, culture of peace and integration, and promotion of local culture in the city of Doral, Florida, United States:

1. Commercial exchange: the fair must provide a space conducive to commercial exchange, facilitating the sale of works of art and promoting opportunities for collectors, galleries and buyers interested in acquiring contemporary art. This implies establishing an adequate infrastructure, such as exhibition stands, logistics services and secure payment systems.

2. Artistic quality: the fair must ensure that the works of art exhibited meet high quality standards and represent a wide range of contemporary art styles and techniques.

3. Contemporary themes: the fair seeks to focus on contemporary art, promoting works that reflect current issues, problems and trends in the art world and society. This may include works that address social, political, cultural or environmental issues, among others.

4. Diversity and representation: Diverse representation of artists should be sought, both in terms of gender, ethnicity and cultural background, as well as artistic styles and approaches. This fosters inclusion and integration, and contributes to a greater understanding and appreciation of cultural diversity.

5. Educational program: the fair should include educational activities such as lectures, panel discussions, workshops and guided tours, with the aim of fostering knowledge and understanding of contemporary art among the attending public. These activities can be aimed at both art professionals and visitors in general.

6. Culture of peace and integration: the fair should promote values of peaceful coexistence and tolerance, fostering intercultural dialogue and mutual understanding through art. Activities can be organized to highlight the importance of art as a vehicle for

peace and social integration.

7. Promotion of local culture: the fair should highlight the culture of the city of Doral, Florida, and serve as a platform for local artists, through galleries, and the region's art scene. This involves collaboration with local cultural institutions and resident galleries in the area.

8. Infrastructure and logistics: the fair must have adequate infrastructure for the exhibition and sale of works of art, as well as security, transportation and logistics services to ensure the proper functioning of the event. It is also important to have an efficient promotion and dissemination system to attract the target public and attract the attention of the media.

Criteria for the selection of participants

The selection criteria for participation in the Doral International Art Fair and the distribution of spaces for different categories may include the following:

1. Consolidated galleries:

- Track record and reputation: the gallery's track record and reputation in the field of contemporary art will be evaluated.
- Artists represented: the quality and relevance of the artists represented by the gallery will be considered.
- Experience in art fairs: the gallery's previous participation in other recognized art fairs will be considered.

2. Emerging galleries:

- Innovative artistic proposal: originality and innovation will be sought in the gallery's artistic proposal.
- Emerging talent: the potential of emerging artists represented by the gallery will be evaluated.
- Contribution to the art scene: the gallery's impact on the contemporary art scene will be considered.

In terms of space distribution, zoning is considered to allocate areas for each category, as follows:

- Consolidated galleries: Preferential and prominent spaces may be assigned in central areas of the fair.

- Emerging galleries: They can be offered strategic spaces to highlight their presence and promote their growth.

It is important to keep in mind that these criteria and the distribution of spaces may vary according to the specific policies and approaches of the art fair, as well as the space limitations available.

Requirements for exhibitors

The requirements for exhibitors at the Doral International Art Fair broadly include:

1. Application for participation: Exhibitors must complete and submit an application for participation that includes information about their gallery or art project, and a description of the artwork they plan to exhibit at the fair.

2. Selection and evaluation: the fair organizers will make a selection and evaluation of applicants to determine which exhibitors will be accepted. This may be based on criteria such as artistic quality, thematic coherence, the exhibitor's trajectory and the originality of the works.

3. Participation fee: A participation fee is required to be paid by selected exhibitors. This fee may vary depending on the size of the exhibition space and additional services provided by the fair.

4. Exhibit space and set-up: Exhibitors will need to specify the type of exhibit space they require, such as an individual booth, a shared exhibit area, or special space for an installation. They may also be asked to provide details on the layout and mounting of the artwork.

5. Artwork Insurance: Exhibitors may be required to insure their artwork during the fair to protect against possible damage or loss. Exhibitors may be required to provide a certificate of insurance covering the value of the artwork on display.

6. Documentation and logistics: Exhibitors must submit the required documentation, such as photographs of the works of art and their descriptive information, along with any other relevant information requested by the organizers. They must also coordinate the delivery and installation of the works of art in the assigned exhibition space.

7. Responsibilities and rules: Exhibitors must comply with the rules and regulations established by the fair organizers. This may include set-up and dismantling schedules, safety rules, restrictions on the size and type of artwork, among others.

Technical construction process

The technical construction process for the start-up of the Doral International Art Fair will be carried out as follows:

1. Planning and design:

- Define the distribution and layout of the spaces, considering the different exhibition areas, services, accesses and public circulation.
- Elaborate a detailed plan or design showing the layout of the stands, rest areas, conference spaces, reception area, among others.

2. Infrastructure and assembly:

- Make the necessary adaptations to the space, such as installation of walls, dividers, lighting systems, air conditioning, sound systems, electrical and internet connections, among others.
- Set up the exhibition stands and equip them with adequate lighting, panels or supports for artwork, and any other specific needs of each exhibitor.
- Ensure that common spaces, such as rest areas, restrooms and points of sale, are properly equipped and ready for use.

3. Logistics and services:

- Coordinate the logistics of access control of the works of art to the fair site, ensuring their proper handling and security.
- Establish the necessary services, such as catering and food for exhibitors and visitors, security services,

cleaning and maintenance services, and customer service.

4. Promotion and dissemination:

- Design and implement a marketing and advertising strategy to promote the fair, including the creation of promotional material, social media campaigns, public relations and media contact.
- Establish a dissemination and communication plan with the objective of attracting visitors, collectors, gallery owners and art professionals.

5. Exhibitor management and programming:

- Perform the selection and management of exhibitors, reviewing their proposals, contractual agreements and specific requirements.
- Develop a program of activities, such as talks, conferences, round tables or special presentations, and coordinate the participation of artists, experts and speakers.

6. Opening and operation of the fair:

- Coordinate the final assembly process, ensuring all details are in place before opening to the public.
- Manage logistical and operational aspects during the development of the fair, ensuring the proper functioning of services, compliance with schedules and attention to exhibitors and visitors.
- Monitor and evaluate the development of the fair, making adjustments and improvements as necessary.
- Plan general dismantling at the end of the fair.

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