

2024  
WHATZ  
*ART CURATORS FAIR*  
OCT. 18-20



**JW MARRIOTT**  
**JW MARRIOTT HOTEL HONG KONG**

PACIFIC PLACE, 88 QUEENSWAY, ADMIRALTY, HONG KONG

## WHATZ ART CURATORS FAIR

Welcome to the WHATZ Art Curators Fair, where art and luxury brands collide in a dazzling display of creativity. Join us at the JW Marriott Hong Kong for an unforgettable event that brings together the best in modern and contemporary art from around the globe.

Spanning 72 rooms across three floors, our exhibition space at the renowned JW Marriott provides an intimate setting for collectors and enthusiasts to mingle with artists and gallerists. It is your opportunity to immerse visitors with your artistic creativity against this unique and cozy backdrop.

## ABOUT THE ORGANIZERS

WHATZ Art Co., Ltd. is a forerunner in organizing hotel art fairs in Taipei, Taiwan. Their flagship event, the WHATZ International Contemporary Art Fair, has become Taipei's largest hotel art fair in just four years. The showcasing of stunning artwork from top international and local artists has attracted over 46,000 attendees and US\$3.73 million in art sales over four editions.

Art Curators Hub is a Hong Kong gallery dedicated to promoting art and providing a platform for artists. With a passion for creativity and a commitment to fostering a thriving artistic community, they curate over 10 exhibitions a year, featuring a wide range of artistic styles and mediums. Art Curators Hub believes in the transformative power of art and is excited to connect art enthusiasts with artists like you!





## **WHY HONG KONG?**

Hong Kong's vibrant art scene blends Eastern and Western influences, creating a dynamic cultural ecosystem. As a global hub, Hong Kong offers unparalleled connectivity and serves as a gateway to Asia, attracting art enthusiasts and professionals worldwide.

The city's status as a financial and commercial hub enhances its appeal as an art fair destination, with a strong presence in the international art market evidenced by the presence of distinguished auction houses, art dealers and galleries. Its rich cultural heritage and history inspire artistic expression and cross-cultural dialogue, further enriched by a diverse population.

The Hong Kong government has demonstrated a strong commitment to supporting the arts via funding and other initiatives. With the city's dedication to providing world-class art spaces and infrastructure, a seamless experience is guaranteed for all artists and visitors.

## **CANVAS AT YOUR SERVICE: JW MARRIOTT HONG KONG**

Located above Pacific Place at the heart of Hong Kong, JW Marriott Hong Kong has long been a symbol of luxury and sophistication. Prestige is not only reflected in its 5-star accommodations but also in the commitment to bespoke hospitality and attention to detail.

JW Marriott enjoys a prime location easily accessible to both local and international visitors. Directly connected to the Admiralty MTR station, its proximity to all the city's excitement ensures a comfortable and convenient stay for exhibitors and attendees alike, as well as a great turnout for the art fair.

The hotel's pledge to excellence mirrors our dedication to creating an exceptional immersive experience for all. Join us in curating this unforgettable journey for our art fair participants.

## **LET US SHINE A SPOTLIGHT ON YOU AND YOUR ART**

With ample experience in organizing international art fairs, we will collaborate with top arts and lifestyle media in Singapore, Hong Kong, Taiwan and other Southeast Asian regions to promote the art fair across various platforms. Print and digital channels will secure extensive coverage and visibility, while social media will engage the public, encouraging user-generated content and word-of-mouth promotion.

Our comprehensive marketing and media strategy aims to make effective use of both traditional and digital platforms, strategic partnerships, and targeted exposure. For example, exhibiting artists will be featured in print and digital press materials, raising interest and heightening recognition.

With a proven track record, we will create an impactful presence in the art community and will reach a broad spectrum of visitors, collectors, and art enthusiasts. Just step onto the stage, and we will take it from there to help you and your art shine.



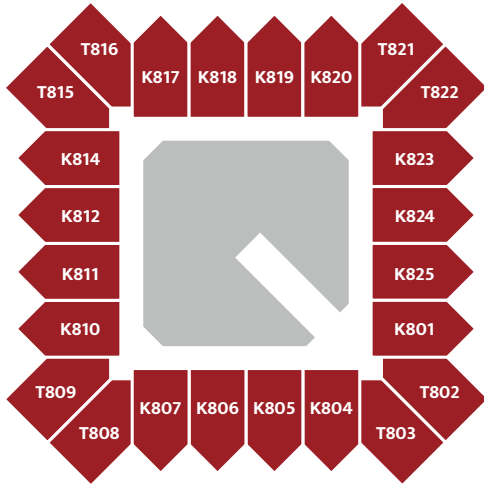


## ART SPACE OF YOUR OWN: COSTS AND PERKS

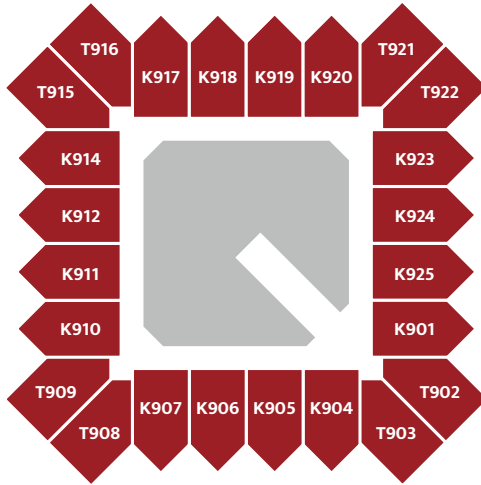
ROOM TYPE	ROOM SIZE	STANDARD RATE (USD)	STANDARD RATE (HKD)	MEMBERS OF WHATZ LOYAL PROGRAM <sup>1</sup>
KING ROOM	32M <sup>2</sup>	5,400	42,000	30%OFF
TWIN ROOM	36M <sup>2</sup>	6,000	46,800	30%OFF

- The above rates include 4-night accommodation and daily breakfast for two.
- Rolling applications operate on a first come first served basis.
- The Organizer reserves the right to cancel the agreement in accordance with this Terms & Conditions if payments are not received by the dates specified or as per mutual agreement between the Organizer and the Exhibitor. If any Exhibitor fails to settle payments as per agreed schedule, any payments made will be forfeited, with the respective room released and reassigned to a waitlisted Applicant by the Organizer.
- Exclusive early bird discounts of up to 25% are available. Please refer to “Important Dates” below.
- <sup>1</sup>The WHATZ Loyal Program is open to individuals who have participated in WHATZ A BRUSH WITH LUXURY 2023, or attended at least three WHATZ exhibitions. Loyal Program members can enjoy an exclusive 30% discount of the standard rate in WHATZ Art Curators Fair 2024.

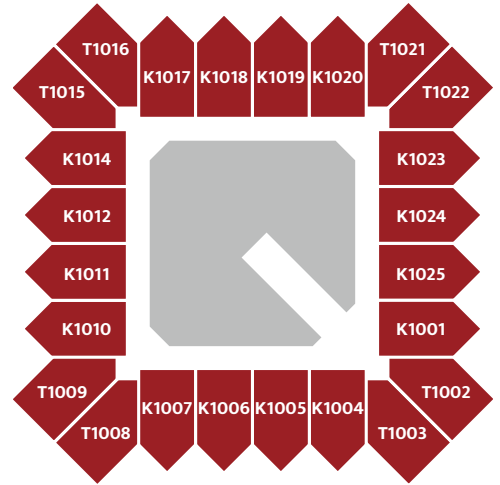
## FLOORPLANS



**8**  
FLOOR



**9**  
FLOOR



**10**  
FLOOR

## IMPORTANT DATES

Receive a 25% discount off the standard rate with contract signed and payment settled in full by 15 April 2024

Receive a 20% discount off the standard rate with contract signed and payment settled in full by 15 May 2024

Receive a 10% discount off the standard rate with contract signed and payment settled in full by 15 June 2024

Contract must be signed with payment settled in full before 31 August 2024

Check-in & Set-up  
17 October 2024

Fair Dates  
18-20 October 2024





Applicants should send the complete and signed application form with supplementary documents to [info@artcuratorshub.com](mailto:info@artcuratorshub.com). Email subject should be titled as "Name of the Artist/Gallery – Application for WHATZ Art Curators Fair 2024".

## APPLICATION FORM

Gallery Name		
Registered Company Name		
Address		
City		
Postal Code		
Country		
Telephone (Country Code) Tel Number		
Website		
Facebook (if applicable)		
Instagram (if applicable)		

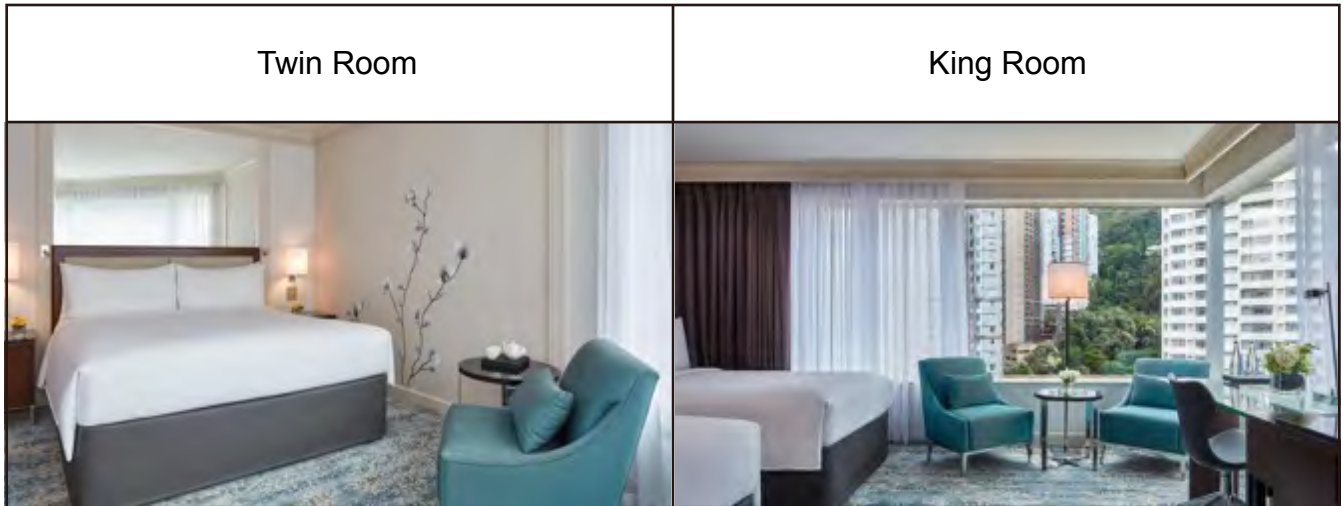
## DIRECTOR'S CONTACT

First Name		
Last Name		
Email		
Mobile (Country Code) Tel Number		
This mobile number supports: (Please tick as appropriate)	LINE <input type="checkbox"/>	Signal <input type="checkbox"/>
	WeChat <input type="checkbox"/>	WhatsApp <input type="checkbox"/>

## PRIMARY CONTACT (if different from the above)

First Name		
Last Name		
Email		
Mobile (Country Code) Tel Number		
This mobile number supports: (Please tick as appropriate)	LINE <input type="checkbox"/>	Signal <input type="checkbox"/>
	WeChat <input type="checkbox"/>	WhatsApp <input type="checkbox"/>

## EXHIBITION ROOM



## EXHIBITION ROOM PREFERENCE

Indicate your preference by entering number 1 to 2 in the below table, (1 = most preferred, 2 = least preferred). Rooms will be assigned on a first come first served basis.

Room Type	Size (sqm)	Standard Rate (USD)	Standard Rate (HKD)	Room Preference
King Room	32	US\$ 5,400	HK\$ 42,000	
Twin Room	36	US\$ 6,000	HK\$46,800	

\* No bed(s) and furniture can be removed.



## EXHIBITING ARTIST INFORMATION

Artist 1			
Nationality		Year of Birth	
<i>Artwork Thumbnail Image</i>	Title		
	Year		
	Dimensions	<i>cm</i>	
	Medium		
<i>Artwork Thumbnail Image</i>	Title		
	Year		
	Dimensions	<i>cm</i>	
	Medium		
Artist 2			
Nationality		Year of Birth	
<i>Artwork Thumbnail Image</i>	Title		
	Year		
	Dimensions	<i>cm</i>	
	Medium		
<i>Artwork Thumbnail Image</i>	Title		
	Year		
	Dimensions	<i>cm</i>	
	Medium		

## EXHIBITING ARTIST INFORMATION

Artist 3			
Nationality		Year of Birth	
<i>Artwork Thumbnail Image</i>	Title		
	Year		
	Dimensions	<i>cm</i>	
	Medium		
<i>Artwork Thumbnail Image</i>	Title		
	Year		
	Dimensions	<i>cm</i>	
	Medium		
Artist 4			
Nationality		Year of Birth	
<i>Artwork Thumbnail Image</i>	Title		
	Year		
	Dimensions	<i>cm</i>	
	Medium		
<i>Artwork Thumbnail Image</i>	Title		
	Year		
	Dimensions	<i>cm</i>	
	Medium		



# TERMS & CONDITIONS

1. Applicants should send the complete and signed application form with at least 2 artwork images per proposed artist to [info@artcuratorshub.com](mailto:info@artcuratorshub.com). Email subject should be titled as "Name of the Artist/Gallery - Application for WHATZ Art Curators Fair 2024".
2. Applicants should make a record of all application materials prior to submission. If the information provided in the application form fails to be true and accurate, the Organizer reserves the right to reject the application.
3. The Organizer will confirm receipt of the application materials in five (5) working days and reserve the rights to accept and reject any applications.
4. The Organizer will act to their best ability to assign the most desirable room to successful Applicants (Exhibitors). Such decisions are final.
5. Successful applicants (Exhibitors) should settle the exhibition fee in full by August 31, 2024, with exceptions below. All outgoing and incoming banking charges are borne by applicants.
  - a) Exhibitors must settle the exhibition fee in full by April 15, 2024 to enjoy a 25% discount off the standard rate.
  - b) Exhibitors must settle the exhibition fee in full by May 15, 2024 to enjoy a 20% discount off the standard rate.
  - c) Exhibitors must settle the exhibition fee in full by June 15, 2024 to enjoy a 10% discount off the standard rate.
  - d) Any special payment terms as per written consent of the Organizer.
6. The Organizer will issue an official receipt to acknowledge receipt of the payment once the payment is clear in the bank account.
7. The Organizer reserves the right to cancel the agreement in accordance with this Terms & Conditions if payments are not received by the dates specified above or as per mutual agreement between the Organizer and the Exhibitor. If any Exhibitors fails to settle payments as per agreed schedule, any payments made will be forfeited, with the Organizer to release respective room and reassign to a waitlisted Applicant.
8. The Organizer shall not be liable for any delay or cancellation of the fair, or loss caused by any act of God, terrorist activity, political unrest, riot, typhoon or other inclement weather conditions, infectious disease outbreak or other event, fact, or circumstance beyond the Organizer's reasonable control. In the event if the fair is cancelled, applicants may ask for a full refund or retain any amount paid for the next fair.
9. Applicants (Exhibitors) shall comply with and observe all laws and regulations relevant to its use of the exhibition space(s) at the fair, including but not limited to the house rules of the venue and intellectual property laws. Applicants (Exhibitors) indemnifies the Organizer and holds the Organizer harmless against all loss, damages, claim and costs, including reasonable attorney's fees resulting from their use of the exhibition space and the acts and omissions committed by Applicants (Exhibitors) and their agents, servants, and invitees.
10. The Organizer shall not be responsible for theft, damage and safety of all goods, decorations and other items brought into the venue by Applicants (Exhibitors), their agents, employees, or sub-contractors. Applicants (Exhibitors) shall carry out and maintain adequate insurance, which shall not entitle the insurers to exercise any subrogation rights against the Organizer, and Applicants (Exhibitors) shall on demand provide sufficient evidence of such insurance to the Organizer.



11. Any artwork images submitted by Applicants (Exhibitors) to the Organizer may be used as part of the publicity for the upcoming and future fairs. Both the artist and Applicants (Exhibitors) will be credited where possible. Applicants (Exhibitors) are responsible to certify that the artist has authorized the use of one's artwork images before submitting to the Organizer.
12. By signing this Application Form, it represents Applicants (Exhibitors) and the Organizer have read and agreed the Terms & Conditions set out herein.

## DISCLAIMER

I hereby confirm that the information provided herein is accurate, complete and that the materials submitted along are genuine. I have also read and agreed to comply with the Terms & Conditions set out by the Organizer and resolve future disputes through arbitration.

\_\_\_\_\_

Name	Signature	Date
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## CONFIRMATION

The Organizer hereby confirms that your application has been approved and the exhibition space assigned to you is Room \_\_\_\_\_ in \_\_\_\_\_ sqm.

*For WHATZ Art Curators Fair*

\_\_\_\_\_

Signature & Company Chop	Signature
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# WHATZ

ART CURATORS FAIR

APPLICATIONS ARE NOW OPEN!  
Contact us while spaces remain available!



[www.whatz.info](http://www.whatz.info)

[artcuratorshub.com](http://artcuratorshub.com)



[info@whatz.info](mailto:info@whatz.info)

[info@artcuratorshub.com](mailto:info@artcuratorshub.com)

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