

APPLICATION
GUIDE





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About ART TAICHUNG 2024

Art has been a fundamental essence of Taichung for an extensive period of time. With the inauguration of the National Taiwan Museum of Fine Arts in 1988, an environment to appreciate a diverse array of art has since been opened to the general public. Other cultural and art activities have also been actively taking place in the city, with large areas of natural green zones created through fantastic urban planning which also works well with Taichung's pleasant weather. Cultural areas are interlaced with luscious trees and other vegetation, blending together areas that the city's residents can enjoy in their everyday lives, as Taichung continues to be selected on several occasions as an ideal city to live in Taiwan.

Inspired by Taichung's elegant, leisurely, and unique urban qualities, Taiwan Art Gallery Association (TAGA), which has many years of rich experience in art exposition operations, began the organization of ART TAICHUNG in 2013. Outstanding artists are invited and introduced by galleries in both Taiwan and abroad, providing Taichung residents a visual art feast. Further efforts are also exerted in connecting with local collectors, resulting in exceptional artwork sales records each year. ART TAICHUNG is now an annual art rendezvous anticipated by TAGA and Taichung residents in the summer season.

Departing from the deep-rooted progress made in the past few years, the 12th edition of ART TAICHUNG will take place this year from July 19th to 21st at the Millennium Hotel Taichung. By expanding the art collector demographic and art market, ART TAICHUNG 2024 aims to create a distinctive international art event in Taiwan.

Millennium Hotel Taichung

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Located in a luxurious district in Shih-Jen centre, Millennium Hotel Taichung is the first global hotel in central Taiwan. From here, explore the Taichung City Hall, Fulfillment Amphitheatre and National Taichung Theatre – an architectural marvel described as ‘a piece of opera’. There’s also no shortage of exceptional shopping destinations with Far Eastern Top City department store, Shin Kong Mitsukoshi and one of the most famous night markets in Taiwan - Feng Chia Night Market, all nearby. When you need a break from the city, then escape to neighbouring Maple Garden where the green setting and quiet space offers a chance to reset and relax.









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Public Opening		July 19 th (Fri) - July 21 st (Sun), 2024
Opening Hours		12:00-19:00 (until 18:00 on July 21 st)
VIP Preview		July 18 th (Thu)
Venue		Millennium Hotel Taichung (No. 77, Shizheng Rd., Xitun Dist., Taichung City, 40756)
Organizer		Taiwan Art Gallery Association
Supervisor		Cultural Affairs Bureau of Taichung City Government
Co-organizer		Millennium Hotel Taichung

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Room Type Options

Room type	Size/ Number	Bed type	Bed size(cm)	Price (Tax Included)
 Superior King	approx. 33m ² / 10 Rooms	1 King Bed	200x200 cm *1	USD 4,400
 Deluxe King	approx. 37m ² / 40 Rooms	1 King Bed	200x200 cm *1	USD 4,700
 Deluxe Twin	approx. 37m ² / 20 Rooms	2 Twin Beds	110x200 cm *2	USD 4,700
 Family Studio	approx. 52.9m ² / 10 Rooms	2 King Beds	200x200 cm *2	USD 5,520

Important Notice

1. Please place your room preference in rank order from 1, 2, 3, to 4. All rooms will be assigned by the Executive Committee.
2. The above room rates are tax inclusive, and include 1 parking space and 2 daily breakfasts during the fair period.
3. **There is NO Bed/Furniture Removal Service.** Exhibitors can shift movable furniture but are required to reset them before check-out.
4. The pictures in the application guide and on the hotel website are for reference only. The room layout is subject to the final onsite furnishings.
5. The Organizer reserves the right to revise, change, and interpret the event apart from the above-mentioned information.



Application Process

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Application Deadline: April 24th, 2024 (Wed)

Please kindly complete the application through the ART TAICHUNG official website (www.art-taipei.com) Before April 24th, 2024 (Wed)

If you have any questions about the application, please contact: taichung@art-taipei.com.

Announcement of Selection Result: May 10th, 2024 (Fri)

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Announcement of Room Number: May 24th, 2024 (Fri)

Any cancellation after the announcement of booth allocation is not subject to refund of the fee payment from the organizer.

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Booth Fee Payment Deadline: June 7th, 2024 (Fri)

All exhibitors MUST clear the booth fee payment before the deadline, otherwise, the exhibitors will be disqualified from participation.

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Terms and Conditions

- 1 Please complete the online application form, and submit relevant artist information (including name, artwork medium, birth year, and nationality) and artworks information (including name, medium, dimensions and date) for evaluation. Please provide the exact works to be used in the catalogue and exhibited on-site.
- 2 The Executive Committee will evaluate the application and relevant artist information.
- 3 The selection is made by the Executive Committee. Applicants shall guarantee that all the information provided in the application is accurate and will not be changed without Executive Committee's permission. The Executive Committee reserves the right to cancel the participation if the exhibitors fail to follow the terms.
- 4 Exhibition room shall not be changed or transferred to other exhibitors. **Any display or transaction of artworks outside the exhibition room is not allowed. The Executive Committee reserves the right to cancel the participation and will not accept the application in the future if the exhibitors fail to follow the terms.**
- 5 Applicants shall guarantee that all artwork submitted is authentic. The Executive Committee reserves the right to cancel the participation if the exhibitors fail to follow the terms.
- 6 Art crafts, antique folk art are not allowed to be presented in the exhibition room.
- 7 The Committee will carefully review the information provided by applicants, **selection results will be announced on May 10th, 2024 (Fri). Exhibitors shall follow the payment instructions once receive the qualification notice.**

Important Dates

* The Organizer reserves the right to revise, change, and interpret the important dates.

	Item	Date
1	Application deadline	April 24 th , 2024 (Wed)
2	Announcement of selection result	May 10 th , 2024 (Fri)
3	Announcement of exhibition room number	May 24 th , 2024 (Fri)
4	Submission deadline of "Catalogue Information" and other materials	May 31 st , 2024 (Fri) 24:00
5	Deadline of full payment clearance	June 7 th , 2024 (Fri) 15:30
6	Check-In and Installation	July 17 th , 2024 (Wed) 15:00 – July 18 th , 2024 (Thu) 12:00
7	Dismantling time	July 21 st , 2024 (Sun) 18:00 – July 22 nd , 2024 (Mon) 12:00



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Regulation and Guidelines

- 1 Exhibitors shall open the exhibition room by 11:50 am during the public days, any delay or shortening the exhibition time is not allowed.
- 2 In addition to the public exhibition space allocated by the Executive Committee, exhibitors shall present the artworks only in the exhibition room. ***It is prohibited to place any personal items, flower baskets or artworks at any public space and aisle.***
- 3 All exhibitors shall cover their own insurance for the artworks during the exhibition. ***The Executive Committee and the hotel will not be responsible for any loss or damages to the exhibitors.***
- 4 During the exhibition, installation and dismantling days, staffs of the exhibitors shall wear their exhibitor pass or installation and dismantling pass to enter the exhibition venue.
- 5 For security reason, ***before the artwork is released from the exhibition area, please fill up the "Artwork Release Form" and bring it to the Service Counter with permission stamp.*** And the artwork can be released after examination of the release form.
- 6 The Executive Committee will maintain securities on-site. All exhibitors must follow the safety rules and self-insure the cost of damage, loss, theft, robbery, fire, water damage, transportation and other situation. In any case, the Executive Committee is not responsible for the damage of the artworks, nor for the equipment. All exhibitors must compensate for damage related to the staffs, other exhibitors, visitors, or caused by the equipment. The Executive Committee has no obligation to exhibitors for direct or indirect damages of artworks.
- 7 Exhibitors shall solely proceed with the installation and dismantling within the time appointed by the Executive Committee.
- 8 During the installation and dismantling of the exhibition, freight elevators must be used to transport the works. If the hotel floor is damaged due to personal improper factors, the exhibitor shall be responsible for the repair and compensation.

Usage of Exhibition Space

- 1 Exhibitor staff shall stay in the exhibition room for the entire duration of the opening hours and cleaning time.
- 2 Exhibitors shall install the room according to the exhibitor manual. Please do not drill or nail the wall and do not damage the wallpaper, furniture and equipment. The hotel staff will examine the room at the time of check-in and check-out. If there is any activity-cause damage, exhibitors shall compensate the losses and the cost of The Millennium Hotel Taichung.
- 3 Please do not remove any hotel belonged items during exhibition, if against, the hosting hotel has the right to request immediate corrective measures.
- 4 Business trades and commercial advertisement are not allowed in the exhibition venue during the non-exhibition period. Thank you for your collaboration.
- 5 Please do not remove large furniture or the bathroom door without permission of the Organizer or The Millennium Hotel Taichung.
- 6 Exhibitors shall dismantle and clean up the room according to the exhibitor manual. If there is any damage caused, exhibitors shall compensate the losses and the cost for The Millennium Hotel Taichung.
- 7 Smoking in the exhibition room is forbidden. Exhibitors are not allowed to carry dangerous goods into the room.
- 8 Exhibitors agree to abide by the regulations on the use of hotel exhibition rooms and space signed by the Organizer and The Millennium Hotel Taichung. If there is any violation, exhibitors will bear relevant legal responsibilities.

Force Majeure

In the presence of any third-party default, including accidental happening, pandemic, political and economic events, and orders by authorities, the Executive Committee has the right to postpone the fair or shorten its duration. In such cases, the exhibitors will not be entitled to claim any refund or compensation.



ART TAICHUNG Executive Committee
Taiwan Art Gallery Association

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