



The Affordable Art Fair Returns For The Second Year - Bigger and Better!

More than 70 Participating Galleries, a Host of Exciting Activities

Singapore, August 16, 2011: Following the huge success of the first Affordable Art Fair (AAF) in Singapore last year, the Fair returns again to the F1 Pit Building at Marina South from November 18-20.

Bigger this year by 30 percent, the Fair aims to attract more than 12,000 visitors, reflecting the growing awareness and appreciation of the AAF Concept.

Established in London more than ten years ago to debunk the myth that collecting art is only for the wealthy and elite, AAF is now an annual event in nine major cities around the world and appeals to people from all walks of life by ensuring that all art on display ranges in price from S\$100 to S\$10,000, with 75 percent of the work under \$7,500.

The Singapore Fair this year will showcase more than 70 galleries from Asia, Australia and Europe offering a vast range of artwork ranging from oil paintings to sculptures and photography to mixed-medium displays.

Celebrity artists will be found at AAF Singapore, including Takashi Murakami and Damien Hirst, who will be showcased alongside Singapore's established names like Justin Lee and rising star Genevieve Chua. A 'Recent Graduate' section will promote the finest young local talent.

The relaxed and fun atmosphere of AAF Singapore will be complemented with activities such as free printmaking demonstrations, talks on contemporary art from Sotheby's Institute and children's workshops by Art Boot Camp.

Before heading out to browse and buy art from amongst the diverse mix of galleries, visitors will be able to enjoy a refreshing drink or scrumptious fare from Privé Catering, the catering arm of The Privé Group, which is synonymous with succulent grills and distinctive cuisine.

"The response from galleries to this year's Fair underscores the uniqueness of the event, our ability to reach out to people in an informal and engaging way," said Camilla Hewitson, AAF Singapore's Fair Director.



“What has been most rewarding is the feedback we have received following last year’s Fair, highlighting how conducive the atmosphere is to learning more about art and taking part in the activities which ultimately builds the confidence to buying a piece of art,” she added.

AAF expects to welcome its 1 millionth visitor in 2011 since its first show in 1999. These visitors have come to shows including London, New York, Amsterdam, Milan, Brussels and Sydney, spending more than £140 million (over S\$275 million).

Notes to editor:

The Affordable Art Fair, Singapore

Venue: F1 Pit Building (1 Republic Boulevard)

Dates: Friday 18 – Sunday 20 November 2011

Opening Times

Friday 18 November 11am – 6pm

Friday 18 November 6pm – 10pm (Arty-Licious Evening)

Saturday 19 November 11am – 8pm

Sunday 20 November 11am – 6pm

Ticket Prices (at the door):

General Admission: \$10

Arty-Licious Evening: \$30

Students & Seniors: \$7

Group Package (4 adults): \$30

SISTIC advanced sales:

Arty-Licious Evening: \$25

General Admission: \$8

Group Package (4 adults): \$25

Visa is the preferred credit card for the Affordable Art Fair 2011.

- Priority booking for all Visa Credit and Debit card members: 12th September – October 3rd
- During this period Visa card members enjoy a priority booking and 20% discount for tickets

Media enquires:

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