

A glimpse into the world of ARTROOMS 2016

International Contemporary Art Fair
22 – 25 January 2016
The Level,
Meliá White House Hotel
London

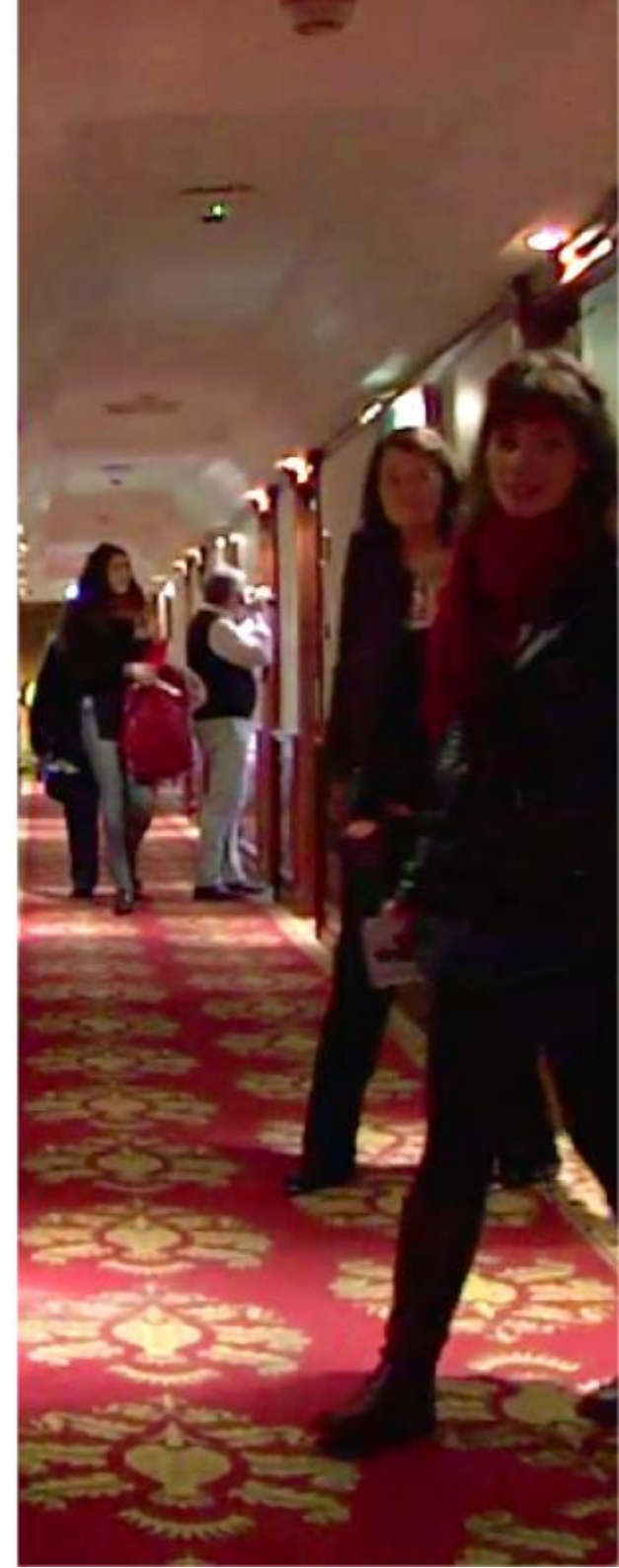




“A New Art World”

Each exhibition space (corridor of rooms) will show art from a different global region.

Artists from all over the world will work together with curators to create stunning installations.





Our Partners

Charity partner

We are glad to be working again with **Bow Arts Trust** and to be helping the charity raise funds to support London based artists.

Reaching out across the World

Thanks to our media partners we will be able to reach an incredible audience worldwide: **Wall Street International** (over 6mln readers), **Art Style Mag**, **Lazagne Magazine**, **State Art** (also media partners at the London Art Fair), **BCA Media** (China and East Asia), **Russian UK**, **Melia Brand**.

Education partners

In 2016 we will have an extensive program of conferences and workshops.

Our partners include **Belluzzo & Partners, Trust & Wealth** and the **Italian Chamber of Commerce and Industry** in the UK.

Tech

ARTROOMS 2016 embraces technology, and this year it is proud to announce a partnership with **Rhubbit**, for an innovative and **high tech app** which amplifies the user's art experience through **iBeacon Technology** - closing the gap between artists and visitors.





smARTROOMS linking art with technology for a greater user fulfilment!

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smARTROOMS is art viewing for the future, amplifying the art experience by allowing the individual user to quickly access artists most relevant to their specific interest, via an interactive e-map featuring all 70 rooms within ARTROOMS 2016 it highlights the specific artist's rooms most appealing to them. **smARTROOMS** will offer many features including e-tickets, e-catalogues, and real-time interactive e-maps. With the e-catalogue, users will be able to instantly access information on their phone including the artist's biographies, publications and awards, all info about the works. Visitors will also be able to live tweet with the artists. Other key features allows users to dynamically define an area / artist of interest on their real-time e-map as it follows their progression through the event from entrance to exit. With the **smARTROOMS** app you eliminate the frustration of queuing, filling out forms and will also reduce your carbon footprint.

SMART:

Targets individual interest, ensuring a user is informed about all specific artists exhibiting, who they might find engaging. Ensuring that, they do not miss out on any categorised artist and in doing so, simplifying their art experience. It is personally tailored to each user's interests. Through the **smARTROOMS** the e-catalogue is available for viewing internationally, reaching a wider audience.

GREEN:

Environmentally friendly by providing e-tickets and e-catalogue so there is no wasted paper. Cutting down the carbon footprints of visitors. Whilst still achieving instant access to information.

DYNAMIC:

It offers instant access to information about each artist and their work. Real time maps for quick navigation ensures a smoother and more enjoyable visit.

All information is pre-entered, eliminating unnecessary cloakroom queues or unwanted ticket stubs.

A fully immersive and interactive art experience!



Sponsors and Partners 2016

Official Sponsors and Partners



Charity Partner



Media Partners



Event Partners



Artists Sponsor



IT Partners



Educational Partner





Where and When



Jan 15

Jan 16

June 16

Jan 17



ARTROOMS 15
1st Edition
London

ARTROOMS 16
2nd Edition
London

potential
ARTROOMS 16
2nd Edition
Brazil
or
South Korea

ARTROOMS 17
3rd Edition
London





ARTROOMS 1st Edition in numbers

ARTROOMS 2015 made its debut last January welcoming more than 3,000 visitors over the course of three days.

23 partners, among them the British and Italian Chambers of Commerce, Media companies, Private Corporations, a Charity and a Museum

26+ articles about ARTROOMS 2015 in countries including UK, China, Russia, Turkey and France, Spain and Italy

30 staff

40+ journalists attended the Press Conference

97 exhibiting artists

100 Guests (art dealers and artists) attended the Conference "*Art Estates Planning*"

110 VIPs at the Opening Gala Dinner & Auction for our Charity Partner, Bow Arts Trust

700 VIP Guests for the Private View

700+ exhibited artworks

10,000 catalogues distributed during the fair and at our partners' venues

110,000 contacts received our newsletter

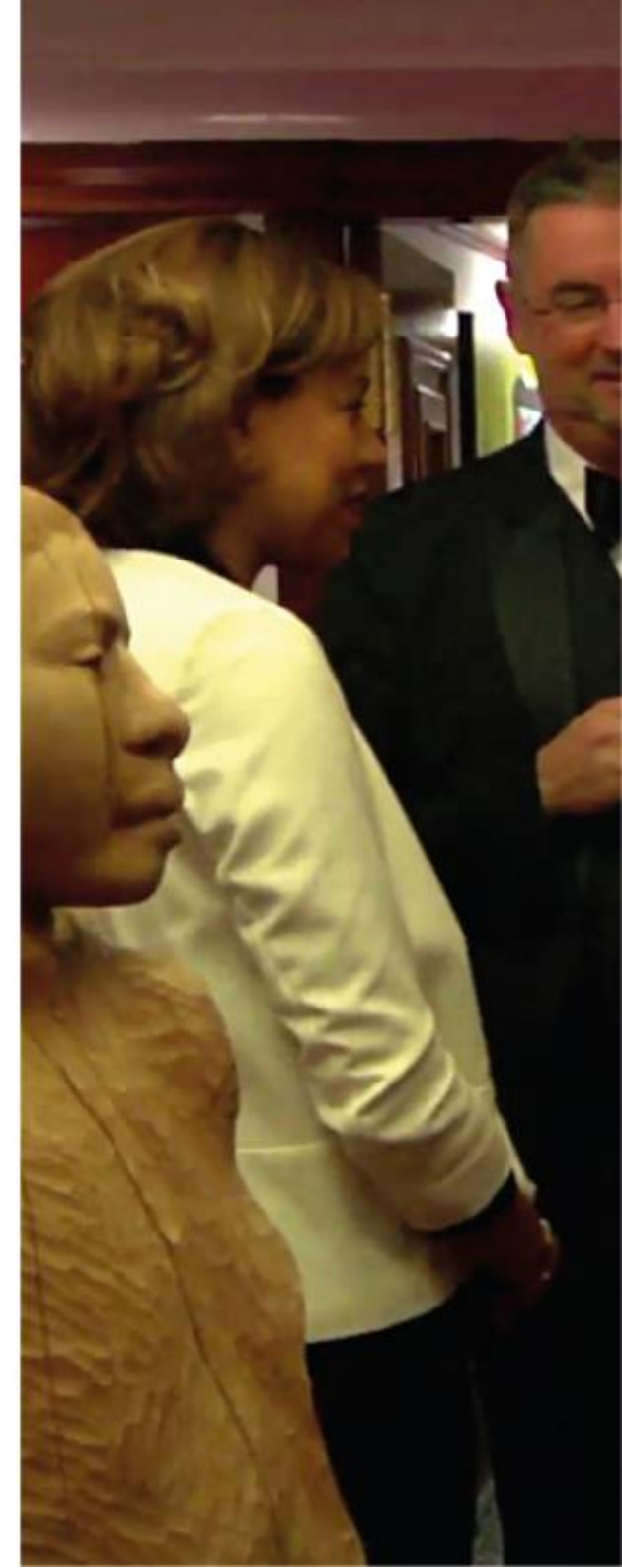
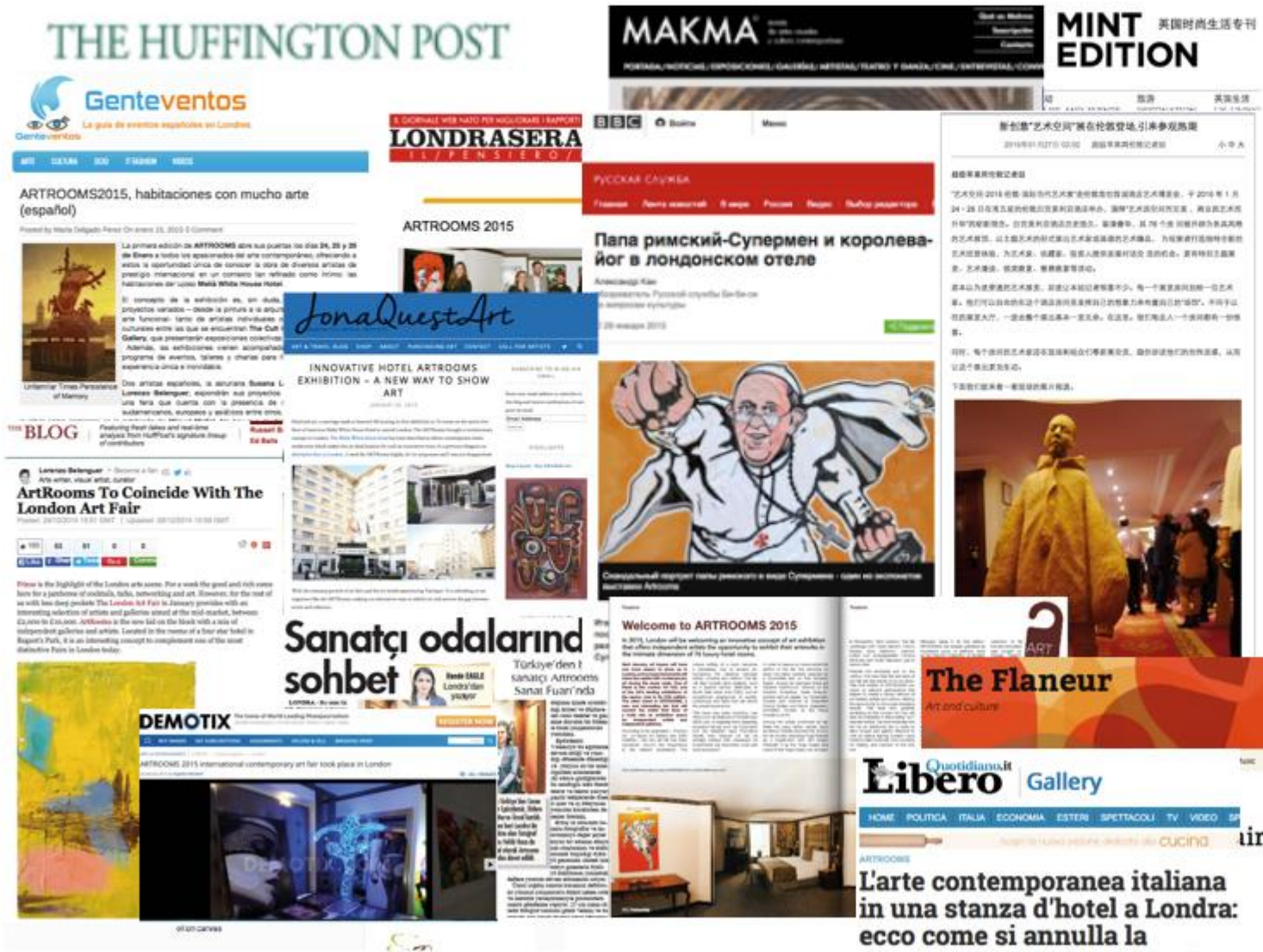
£1,438,000 worth of artworks

6,000,000 audience reached via our Media Partners





ARTROOMS 1st Edition in the Press





ARTROOMS 1st Edition in the Press

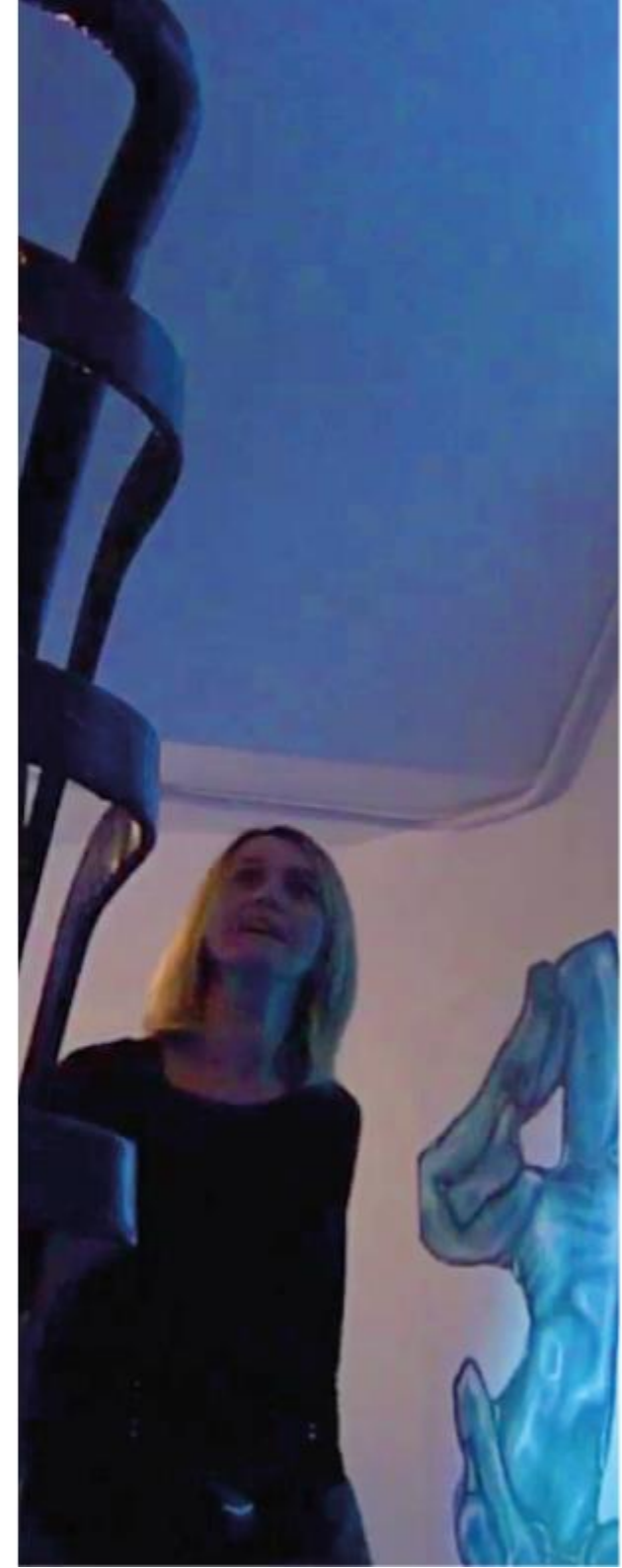
“ Highly recommend @ARTROOMSLondon this weekend. 90 artists take over the rooms of @melialondon hotel”
– **The Telegraph Art**

“ARTROOMS is the new kid on the block with a mix of independent galleries and artists” – **The Huffington Post**

“ARTROOMS’s concept turned out to be really unique. It seemed like wandering through a maze” – **The BBC**



View the **catalogue** and the **video** online





Become a Sponsor. Share a vision

Will you join us in promoting innovation, creativity and entrepreneurship?

We look forward to welcoming you on board soon!



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