



WHAAAAAT'S  
INTERNATIONAL  
CONTEMPORARY  
ART FAIR

2020  
10.23

10.25



SHERATON  
GRAND

Taipei Hotel

台北喜來登大飯店

# A DYNAMIC & INTERACTIVE ART EXPERIENCE

The inaugural fair, WHAAAAAT'S — Studio Opening welcomed over 2,800 visitors over 3 days in January 2020, who interacted with 120+ artists in their uniquely curated studios. In addition, they actively participated in guided tours, art talks and interactive media art to enrich their art experience.

The second edition of WHAAAAAT'S is set to be held at Sheraton Grand Taipei on 23 – 25 October 2020 themed WHAAAAAT'S — NOW. We are experiencing an uneasy way of living under social distancing due to a global outbreak of an epidemic since February. Nothing stops us from nurturing an optimistic mindset and sending positive vibes to others during this challenging period. Art is therapeutic, also the best medium to capture all happenings and deliver positive energy and care to our communities and the world.

Applications are now open. To qualify for the early-bird rate, your application must be submitted and approved before 15 July 2020.



# WHAT IS WHAAAAAT'S ?

## WHAAAAAT'S is Weighty

WHAAAAAT'S is an important player in the global art market, apart from being a meeting place for talented artists in Taiwan and abroad, it is also where art collectors and enthusiasts to discover artists with great potential and meet with them in person. Likewise, Taiwan has proven its economic vitality and prowess, being the hub of Western Pacific and a centre point of international trade and logistical movements.

## WHAAAAAT'S is Homey

WHAAAAAT'S is a hotel art fair, it transforms hotel rooms into uniquely curated art spaces. Art collectors and enthusiasts can explore a wide variety of arts in a cozy environment while interacting with artists.

## WHAAAAAT'S is All About Artists

WHAAAAAT'S invites artists from around the world to showcase their talents and articulate their artistic practice to arts community. WHAAAAAT'S is also a place where artists gather together to network, encourage and learn from others, as well as building confidence to continue their artistic journeys.

## WHAAAAAT'S is Alive

Apart from curated exhibitions in over 60 rooms, WHAAAAAT'S will install interactive media art, and invite influential speakers to discuss and share insights on some of the hottest topics in the art world. Audience can also take on a journey with experienced docents to explore artworks on display under specific themes to enrich their art experience.

## WHAAAAAT'S is an Art Triangle

WHAAAAAT'S creates an occasion for artists worldwide to exhibit, also for arts community including art collectors, enthusiasts and professionals to discover emerging talents. The fair forms an art triangle to bridge artists and arts community to sustain the art ecology.

## WHAAAAAT'S is a Supporter

No matter exhibiting artists have gallery representations or not, WHAAAAAT'S is committed to support, promote and connect them with arts community who appreciate and resonate with their arts.

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# WHY TAIPEI?

## Economic Prowess and a Strategic Location

Taiwan is located in the heart of Asia, known for its historical and economic significance as an island trade center. Nowadays, it is a hub that connects Western Pacific, which facilitates trade and logistical movements, and demonstrates its economic vitality and prowess.

Taiwan's democracy and political atmosphere are conducive to growth, which allows local industries to flourish, including high-tech research and development in such favorable environment. Taiwan is now ranked 5th in foreign exchange reserves globally.

## A Vigorous Art Market with Diverse Tastes

Art collecting in Taiwan has been transforming into an influential force in the global art world over the last 20 years due to its rapid economic growth, where serious and experienced art collectors can be found here.

Taiwan is proud to be home of over 180 galleries and art museums, also a host of art auctions, Biennial and other events such as Taipei International Festival of the Arts etc.

Many art associations and non-profit organizations are founded in Taiwan, such as Taipei Culture Foundation, Fubon Art Foundation and Taipei Artist Village etc. to educate local community, engage with local and international artists, and being part of their corporate social responsibilities. These important developments prove Taiwan as a destination for art to grow in the future.

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Sheraton Grand Taipei offers bright and spacious rooms from 32–square–meter to 66–square–meter, provides an opportunity for art collectors and enthusiasts to see and buy art in a cozy environment. The hotel is conveniently located in Zhongzheng District, one of Taipei’s main districts for arts & culture. There are parking slots available and adjacent taxi stands, with just 1–minute walk from Shandao Temple metro station.

### SECTORS & EXHIBITION FEES

| SECTOR                    | ARTIST NOW A                   | ARTIST NOW B                   | CURATED SPACE                  |
|---------------------------|--------------------------------|--------------------------------|--------------------------------|
| <b>Room Type and Size</b> | Standard Room<br>32 – 35 sqm   | Deluxe Room<br>40 sqm          | Premier Room<br>66 sqm         |
| <b>Number of Artist</b>   | 1 – 2                          | 1 – 3                          | 1 – 5                          |
| <b>Exhibition Fee</b>     | US\$2,940<br>+ 5% Business Tax | US\$3,670<br>+ 5% Business Tax | US\$6,000<br>+ 5% Business Tax |

**\* A 10% discount will be honoured for applications approved before 15 July 2020.**

#### Exhibitors will receive the followings in the exhibition package:

- Four–night accommodation at Sheraton Grand Taipei providing a versatile exhibition space during the day and comfortable accommodation at night
- Two breakfasts daily, complimentary in–room Internet access
- Exhibitor passes
- Complimentary invitations
- Complimentary listing in WHAAAAAT’S e–catalogue



## IMPORTANT DATES

### Early-bird Application Deadline

Before 15 July 2020

### Application Deadline

30 July 2020

### Notification of Application Results

31 August 2020

### Payment Deadline

11 September 2020

### Check-in & Room Set-up

22 October 2020

### Fair Dates

23 – 25 October 2020

Keeping our customers and every member of the WHAAAAAT'S family safe is our top priority, we remain committed to monitor the situation and follow prevention guidelines of the Coronavirus (COVID-19) as the situation evolves. We may postpone the fair or cancel it with full refund to Exhibitors due to the Coronavirus pandemic.

## CONTACT WHAAAAAT'S



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