



MEDIA RELEASE

NATIONAL GALLERY OF VICTORIA

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APPLICATIONS NOW OPEN FOR 2017 MELBOURNE ART BOOK FAIR

NGV International | 16 – 19 March 2017



3 OCTOBER 2016: Applications are now open for art, design and architecture publishers worldwide to exhibit at the 2017 Melbourne Art Book Fair at NGV International.

Tony Ellwood, Director, NGV, said, 'The Melbourne Art Book Fair has attracted more than 29,000 visitors since it began in 2015. The NGV is proud to celebrate publishing as a key cultural practice and the Fair has demonstrated audiences' enthusiasm for contemporary art and design publishing.'

The 2017 *Melbourne Art Book Fair* will feature keynote guests, London-based independent publisher **Self Publish, Be Happy** in their Australian debut. Founded in 2010, Self Publish, Be Happy helps aspiring photographers publish their own books through workshops, events, and on/offline projects. Their collection boasts three thousand publications by self-publishers from around the world.

Also featured are a large-scale architectural commission by Sydney artist **Benja Harney**; art, design and photography publications from around the world and a rich series of discussions, book launches, performances and panels throughout the weekend.

Other highlights of the 2017 Fair include a day-long **International Symposium on Typography** featuring globally acclaimed practitioners, the third in a series presented in collaboration with the RMIT Design Futures Lab.

To coincide with the **NGV Festival of Photography** in March 2017 featuring solo exhibitions by **William Eggleston, Bill Henson, Patrick Pound, Zoe Cröggon and Ross Coulter**, the Fair will focus in on photography as a medium and explore the practice through a range of public programs and forums.



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Applications for publishers and artists to take part in the 2017 Melbourne Art Book Fair are now open and close 30 December 2016. Apply at www.ngvartbookfair.com

A full list of stallholders and programs will be announced in 2017.

The NGV gratefully acknowledges Event Partner ASahi and Supporter City of Melbourne. The symposium is presented by the RMIT Design Futures Lab with the support of the Ian Potter Foundation and RMIT School of Media & Communication. The inclusion of Self Publish, Be Happy in the event is proudly supported by the NGV Friends of the Gallery Library.

About the Melbourne Art Book Fair

The inaugural Melbourne Art Book Fair took place in 2015 and grew to double the size in 2016 with more than 100 Australian and international book publishers taking part. The Melbourne Art Book Fair has had more than 29,000 visitors since its inception. Key publishers who have exhibited at the Fair include the creators of the New York, Los Angeles and Tokyo Art book fairs, showcasing fine art, architecture and design publications and small-run artist books.

The design for the 2015 Fair, by Melbourne architect Fold Theory, recently won the 2015 ArchiTeam Sustainability Award.

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