

For Immediate Release

Animal Art Fair to Launch at the Fulham Palace in April 2010

London, December 2009 - The inaugural Animal Art Fair will take place at the Fulham Palace between 16th and 18th April 2010.

The three-day event will offer both buyers and artists a unique marketplace in which to do business, offering direct access to the world of animal art. No middle men, no galleries and no premium, just the opportunity to discover new talent and to buy directly from the artist.

The organisers have allocated space to just 40 selected artists with each being there to openly discuss their work in the relaxed and intimate setting of the beautiful Fulham Palace.

The Animal Art Fair already has the support of renowned equestrian artist, Susan Crawford, who says,

"The Animal Art Fair has created a simple concept that allows prospective buyers and artists to interact directly. I wish the Animal Art Fair team the best of luck and congratulate them on providing what will no doubt become a renowned springboard for many successful artists."

Organisers Barnaby Parker and Jamie Polk envisage the 2010 fair being the first of many. "Our main aim is to develop strong relationships between artists and our visitors. We are really excited to be finding new talent and showcasing it direct to the buying public."

Parker and Polk will be launching an extensive marketing and PR campaign on January 1st 2010 to drive visitors and support exhibiting artists.

For further details, sponsorship opportunities, an exhibitor's pack or terms and conditions please call

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or visit the website HYPERLINK "http://www.animalartfair.com" www.animalartfair.com

Notes to Editor

VISITING

The fair will be open on Friday 16th April, Saturday 17th April and Sunday 18th April 2010, 10am - 6pm

TICKETS

Tickets for the fair can be pre-booked online for £10 [HYPERLINK "http://www.animalartfair.com"](http://www.animalartfair.com) www.animalartfair.com or purchased on the door: £12 for adults, free for concessions and children under 16.

ADDRESS

Fulham Palace, Bishop's Avenue, Fulham, SW6 6EA

ABOUT THE VENUE

The Fulham Palace estate was owned by the Bishops of London for over 1300 years and the Palace was their country home from at least the 11th century. Vacated by the Bishops in 1975, the Palace is now managed jointly by Hammersmith and Fulham Council and the Fulham Palace Trust.

Today the Palace's stately rooms house an intriguing museum that interprets the site's extraordinary history; a relaxing café-bar within a graceful drawing room which overlooks the extensive botanic gardens; and an elegant gallery space that provides an innovative programme of contemporary, Palace-inspired art.

ABOUT US

JAMIE POLK - Having left his job as a fund manager at the turn of the Millennium in search of a new challenge, Jamie's life took a drastic turn when he broke his neck in a diving accident leaving him paralysed from the chest down. Since then he has followed the principle of making the best of all opportunities.

Over recent years his walls have been filled by an eclectic range of art, sourced from artists and galleries that have caught his eye and imagination. He sees the Animal Art Fair as a terrific prospect. "It is fantastically exciting finding great talent and rewarding to be able to showcase this talent direct to the buying public. And it's much more fun than sitting behind a desk!"

BARNABY PARKER - After graduating with an Art History degree from Manchester, Barnaby was briefly distracted from the art world by the lure of headhunting in the City where he founded and successfully floated Hydrogen Group on AIM in 2006. His shared vision for Animal Art Fair is to establish an open marketplace where artists and clients can interact, discover more about each other and build lasting relationships. Starting with the inaugural event in London in April 2010 he believes that this is a

business model that can be expanded across the world.
Barnaby is also a keen polo player and owns an ear of a racehorse called
Imperial Warrior.

'Motivator' by Susan Crawford