

# 2022 Taipei Illustration Fair Application Brochure

Main visual design : Sangna Take





# 2018

## | Taipei Illustration Fair 台北插畫藝術節 | Since 2018

The solution to assist local illustration art to open spectrum , promoting creators from Taiwan to Overseas.

Through the annual thematic curatorial solicitations, the works are presented to local and foreign illustration creators, and reward systems are designed to encourage and support illustration creation. we hope this fair of illustrations belonging to the city of Taipei has become a regular event held at a normal state. It will bring together outstanding illustrators to share the benefits of illustrations and promote the virtuous circle of illustrator industry. " Illustration is not just illustration. "

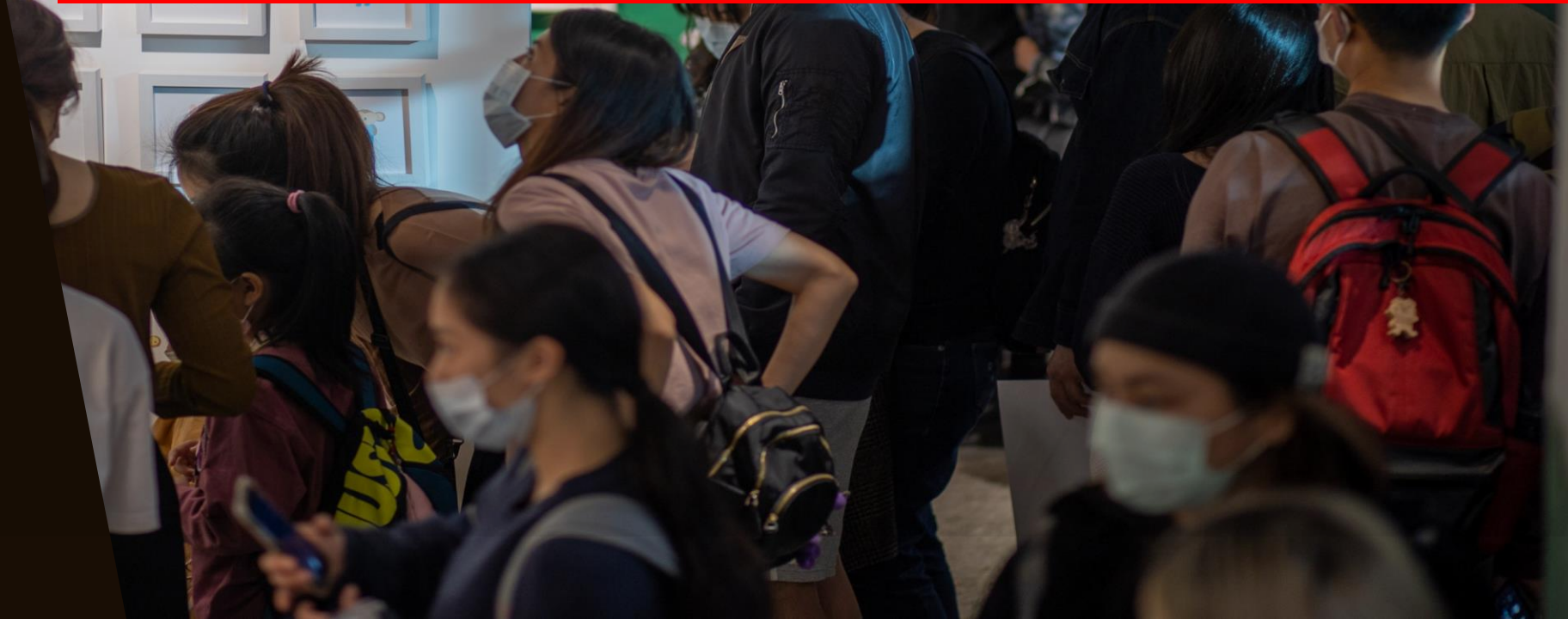
**Exhibitors | 100-120 people per year , Audience | 5,000 + people per year**

# 2019

# 2020

# 2021

# 2022







**Interact with consumers at first line**  
**Online and Offline promotion**

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**Fans / Buyer / Partnerships**

**5,000+**  
**Audience**  
**per year**



# Creator's peer interaction

Open the illustration's spectrum



100+  
Creators  
per year



# 2022Taipei Illustration Fair | Fashion Zoo

In 2018, an internationally renowned boutique clothing brand invited models to carry the heads during a visually stunning, fall-winter fashion show. This year coincided with the birth of the first Taipei Illustration fair : Taiwan's local and permanent illustration exhibition.

“ After we stop seeking social approval, we can be true to ourselves.”  
The fashion show encouraged the audience to find their true self, their own style, and dare to be themselves.

To correspond with the vision of the Taipei Illustration Fair, "Let illustration no longer be just illustration." As an every year goal, our team put efforts on finding diverse and unique illustration styles, and setting up an exhibit platform for the creators.

In the Web 3.0 era, the environment is pursuing "de-centering," "cost reduction," and "process simplification,". While in the fashion industry, the environmental damage caused by "fast fashion systems" and "animal leather", has had a serious impact. These several reasons create a countervailing mass of people who support "sustainable fashion".

In the 5th Taipei illustration fair, We are thinking about how to stay gold then grow sustainably and also differentiate, and also seeking new ideas and changes. If the clothes are seen as packaging for human, then what are we left with after the packaging is removed?  
Or maybe one day we may become the " packaging " of animals?

In 2022 Taipei illustration fair, we invite creators to express different styles of self through illustration and art creation, and to pursue their deeper self. Through the "inner drive", we constantly reflect and pursue our own style, and through the art and illustration, we show the most real and fashionable version of ourselves in the zoo.



### Event Time

■ **Exhibition date**

2022.12.16 (Fri.) - 12.18 (Sun.)

■ **VIP Day**

2022.12.16 (Fri.) 12:00 – 14:00

■ **Public Exhibition Period**

2022.12.16 (Fri.) 14:00 – 20:00

2022.12.17 (Sat.) 11:00 – 19:00

2022.12.18 (Sun.) 11:00 – 19:00

### Move-in & Move-out

■ **Move-in date**

2022.12.15 (Thu.) 11:00- 21:00

2022.12.16 (Fri.) 09:00- 12:00

■ **Move-out date**

2022.12.18 (Sun.) 19:00- 21:00

### Stage 1 - Application

■ **First stage of application**

2022.5.9-2022.6.1 (Due time:23:59)

**Announcement date - Stage 1 :**

2022.6.10 ( Fri. )

Announcing the 50 accepted exhibitors.

### Stage 2 - Application

■ **Second stage of application**

2022.6.10-2022.7.5 (Due time:23:59)

**Announcement date - Stage 2 :**

2022.7.15 ( Fri. )

Announcing the 50 accepted exhibitors.



# Application Qualification & Method

- **Application Qualification** : No restriction on nationality, creative type and style
- **Application Method** : Fill out the online form to register <https://forms.gle/Bm1R94ZuNnKEDaUr8>



## ■ **Step 1 :**

### **Fill out the online form**

Stage 1 | 2022/5/9-6/1

Stage 2 | 2022/6/10-7/5

## ■ **Step 2 :**

**Selected Exhibitors will receive Notification and Remittance Information through E-mail, then have to pay : Exhibit Fee + Security Deposit within 7 days.**

**(The earlier you register, the earlier we audit.)**

## ■ **Step 3 Complete the exhibit application**

## ■ **Step 4 Announce the admission**

Stage 1 | 2022/6/10

Stage 2 | 2022/7/15



## 【 Caution 】

1. Organizer will contact you by e-mail. Please make sure that you provide your email address when filling out the application form. (Gmail is recommended.) Please inform the organizer about any changes to avoid missing relevant messages and influencing the rights of the participants.
2. The booth size and specification are based on what you fill out the application form.  
If you need to change the information after registration, please inform the organizer before paying the booth fee.
3. The list of selected exhibitors will be published on Taipei illustration Fair's official website and Facebook fan page.  
[www.facebook.com/TIFTAIWAN](http://www.facebook.com/TIFTAIWAN)
4. The organizer will Individually send "Admission Notice" to the selected exhibitors.  
Please reply and confirm the information that you received by E-mail.
5. After receiving the "Admission Notice", please pay the Exhibit Fee and Security Deposit ( NTD 3,000 ) within 7 days for holding the exhibit space and qualification.

## 【 Cancellation and Refund 】

1. After receiving the "Admission Notice, and also paying the Exhibit Fee (also Security Deposit), the organizer won't refund the payment to the exhibitor.

## 【 Change or Postponement 】

1. Due to the coronavirus pandemic, if the exhibition cannot be held due to the central government policy, the organizer will refund **80%** of the participation fee to the exhibitors. Due to the initial administrative costs, the organizer will charge **20%** of the exhibition fee.
2. If the exhibition be held successfully, then unfortunately be forced to change the venue, time, or even be cancelled by the non-artificial factors, since the irresistible factors, such as disasters, war, and other factors. The organizer won't be responsible for any loss for exhibitors.



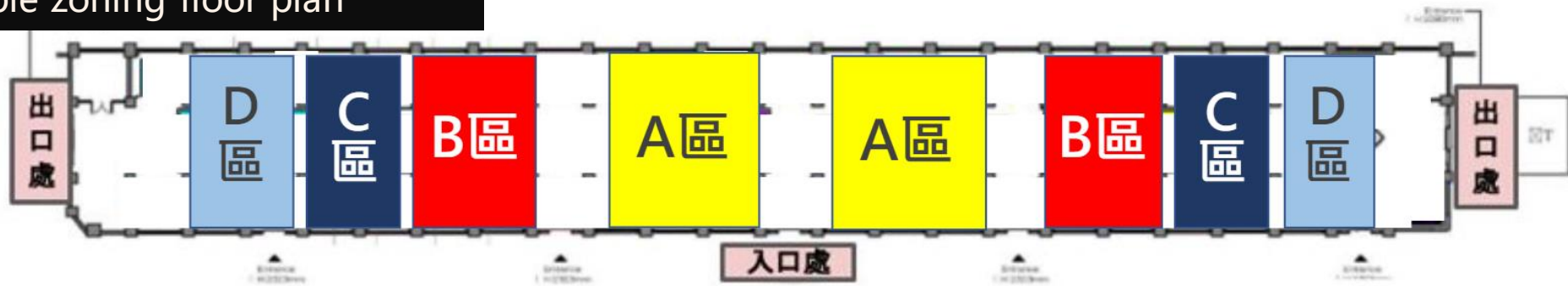
- **Main Exhibition Zone : Area A | Fashion Zoo Theme Area , Area B | Unrestricted Theme Area**
- **Special Event Zone : Area C | Caricature Area , Area D | Living Bazaar Area**



- The elements which satisfies the Theme "Fashion Zoo" are | **Fashion** : Costume Illustration, Clothes, Fashion Accessories. **Zoo** : Animal, Animal pattern, and so on .
- " Living bazaar area " recruit the brand type below | Coffee & Beverage, Dessert, light food, Fragrance, Flowers & Plants 、 Accessories, and so on. ( **Fire is banned** )

Exhibit content

Simple zoning floor plan



The venue is 366 pings, the map is only a general plan of the thematic area, the exact location will be planned by the organizer according to the application status, the nature of the work, and the content of the event.

Exhibit area	Area A (120*120 raw space/one booth)	Area B (120*120 raw space/one booth)
Exhibit content	Fashion Zoo Theme Area	Unrestricted Theme Area
Booth Fee ( Tax excluded )	8,000 / One booth	7,000 / One booth
	15,000 / Twice booths	13,000 / Twice booths

Raw Space

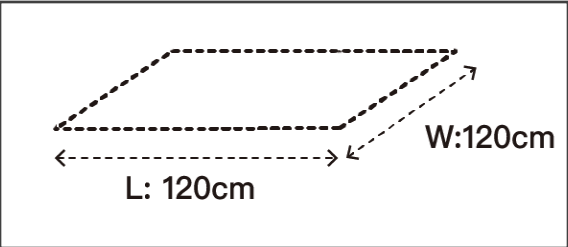


Exhibit area	Area C 區 ( one table and two chairs included )	Area D 區 ( one table and two chairs included )
Exhibit content	Caricature Area	Living Bazaar Area
Booth Fee ( Tax excluded )	2,500 / A day	6,500 / Three days
	6,500 / Three days	



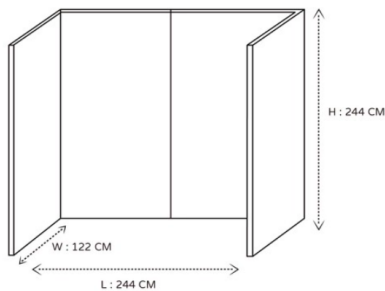
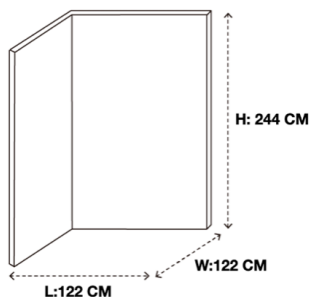
# Exhibit content

One	Common obligations and benefits for all exhibitors	
1	Area   A & B & C & D	Online promotion and publicity
		Pay the Exhibit fees & Security Deposit (NTD <b>3,000</b> )

Two	Benefits for the exhibitors of area A & B	
1	Ticket	2 VIP tickets ( For viewing purposes only )
		4 Regular Tickets
2	Picture Album	1 Picture Album
3	Badge	2 badges
4	Event	Get the qualification of participating the creator's communication night
5	Evaluation	Those who meet the theme are eligible for the 2022 Taipei illustration fair's awards

Three	Benefits for the exhibitors of area C & D	
1	Ticket	2 Regular Tickets , 4 Regular Tickets for the exhibitors, participating three days
2	Badge	2 badges

# Equipment and Services ( Tax excluded )



Display Shelf	122*122*244cm
Color	White / Wooden color
Fee	8,000 / One
	15,000 / Twice

Equipment	Table (100*60*74)	Folding Chair	Spotlight
Rent fee	600 / 1 table	300 /1 chair	200 / 1 spotlight
	1,000 / 2 tables	500 / 2 chairs	Include the electricity charge for the lights, if you want to use your own lights, you need to purchase the "electricity&socket" separately.

Equipment	Electricity & Socket	Wall Ourput ( Pasting fee included )	
Rent fee	900/ 1Electricity & 2 Sockets	3,000/1 wall (122*244cm)	8,000/3 walls (366*244cm)
	1,500/ 2 Electricities & 4 Sockets	5,000/2 walls (244*244cm)	11,000/4 walls (488*244cm)

Human Assistance	Move-in assistant	Move-out assistant	Exhibit assistant
Rent fee	300/ hour, per person	300/ hour, per person	200/ hour, per person
Time	12/15, 11:00 - 21:00 ( 10hours, NT.3,000 ) 12/16, 09:00 - 12:00 ( 3hours, NT.900 )	12/19, 19:00 - 21:00 ( 2hours, NT. 600 )	12/16, 12:00 - 20:00 ( 8hours, NT.1,200 ) 12/17, 11:00 - 19:00 ( 8hours, NT.1,200 ) 12/18, 11:00 - 19:00 ( 8hours, NT.1,200 )



# Caution

1. Open flames are not allowed to use in inside or outside the area. (include lighter, welding, blowtorch, Alcohol paste, cigarette, and so on.)
2. The whole building, equipment, pipelines and structures are prohibited to nail, hammer, paint, attach and hang of..
3. During the construction period, Chewing betel nut and drinking alcohol is banned at the construction area.
4. It is forbidden to use foam, double-sided adhesive, transparent tape, strong adhesive, etc., which will leave adhesive residue or damage the surface.
5. The people who work in the construction area should wear helmets, work shoes and fasten the outdoor belts. Also, they should wear appropriate protective gears according to different types of operations.
6. The construction area shall be marked with a warning line. Also, there shall be proper safety and management measures for the machines, tools and materials which leave at the site.
7. During the Move-in and Move-out time, the exhibitor should complete the venue handover, confirming the status of the venue and equipment, then making a record before and after using the venue. If you do not complete the venue inspection, you will be deemed to forfeit your security deposit.
8. The exhibitors should not leave construction waste and packaging materials ( such as plastic products, wood products, iron products, Styrofoam and pearl board, tape, flower baskets and planters, glass bottles, canvas and food waste from catering..etc. ) at the exhibit venue, which may affect the subsequent use of the exhibition.
9. Washing or construction wastewater, and paint are not allowed to be pour in the toilet sink. Please use a mop to clean the basin to avoid dirt and blockage of the pipeline.
10. The decoration should satisfy "**Flameproof Performance Certification Implementation Points**", and the on-site objects, such as curtains, carpets, and artificial turf should attach "**Flameproof labels**".
11. During the exhibition, the sale action should be fulfilled with the policy and regulation. The invoices or legal receipts must be issued to purchasers.

If you do not comply with the caution above, we will not return the deposit. Moreover, we have the right to stop your right to participate in the exhibition at any time, or to impose a fine, and will not refund the venue fee. ( These cautions are based on policy and venue caution from " Songshan Cultural and Creative Park" )





**2022Taipei Illustration Fair**  
**Waiting for you !**



[Application Form](#)

TAIPEI ILLUSTRATION FAIR  
台北插畫藝術節