



NEW JERSEY'S ART FAIR

7th Edition
May 13-16, 2027
Powerhouse Arts District
Jersey City



OVERVIEW

Art Fair 14C was founded to create more opportunities for artists and galleries, and to expand access to fine art for the community. **We do that by providing the room to take risks.**

Instead of identical booths, we offer airy loft studios.

Instead of a few frantic hours to install, we give exhibitors ten days to build exhibitions.

Instead of asking artists to fit a commercial formula, we invite galleries, nonprofits, collectives and independent artists to imagine what an art fair can become.

Not every project here is built to sell. Some will. Others will start a conversation, a collaboration, a collector relationship.

Because the work people remember is rarely the safest one in the room.

WHO WE ARE

Art Fair 14C is the signature program of **ARTS 14C, a 501(c)(3) nonprofit** supporting artists and expanding access to the arts.

Art Fair 14C is one of ARTS 14C's year-round programs - alongside artist live/work residencies, exhibitions and other public programs - that create opportunities for artists, connect communities with the arts, and strengthen New Jersey's creative economy.

We believe the arts thrive when barriers are removed. These goals guide every program we build:

- Create opportunities for artists and arts organizations
- Expand public access to the arts
- Strengthen careers in the arts

That philosophy shapes Art Fair 14C directly - from our exhibitor pricing model to our flexible loft spaces to our commitment to accessibility and experimentation.

Why 14C? The name is a wink to the old New Jersey "what exit?" joke - a nod to our Jersey roots, even as we draw artists, galleries and visitors from around the region, the country and the world.

BUILT FOR BOLD IDEAS

SPACE

Each of the 22 lofts has its own industrial architecture, character and natural light, encouraging exhibitors to create presentations that couldn't exist in a conventional booth. They range in size from 840 sq ft (78 sq m) to 1504 sq ft (140 sq m).

TIME

Load-in begins as early as May 3, ten days before the fair opening. Exhibitors are given 24/7 access to their space, and there's no rush at the end - we allow up to six days for de-install.

SHARED RISK

We believe cost shouldn't prevent ambitious ideas. Our flexible participation model allows a choice between traditional exhibitor fees, reduced fees with shared sales, or no upfront fees at all. (details below)

FREEDOM

Experimentation encouraged. With less financial pressure and more room to build, exhibitors are free to take on ambitious, non-commercial or site-specific work - the kind of project that's hard to justify in a standard booth on a standard budget. Paint the walls, build a salon, take a risk on something that might not sell.

NO TWO ALIKE

Spaces can be reserved by a single exhibitor or divided between two, three or four exhibitors.

- concrete floors
- 12' ceiling height
- natural light
- track lighting

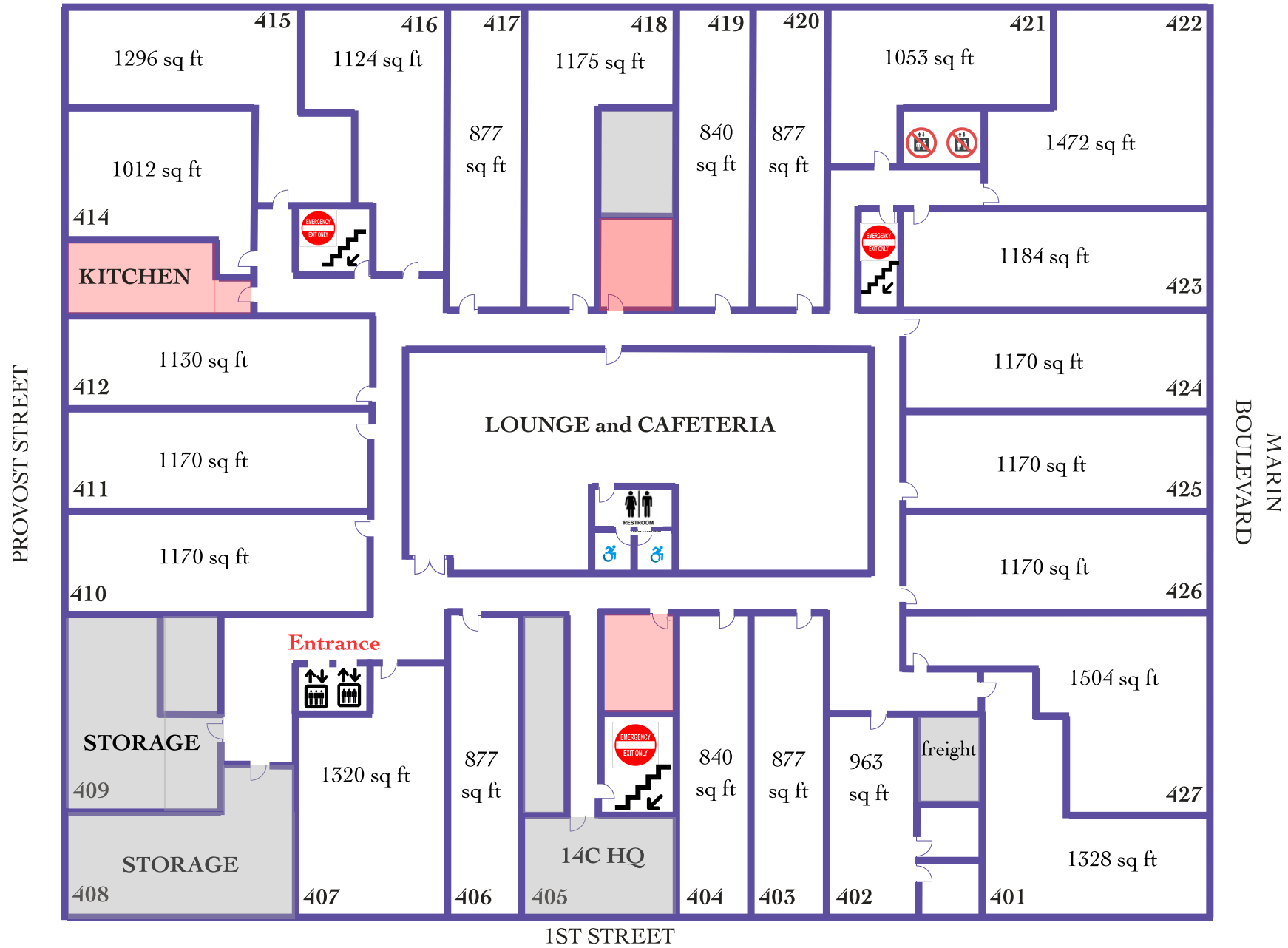




ART FAIR 14C FLOOR PLAN

BAY STREET

22 UNIQUE STUDIO LOFTS



Every loft studio offers its own opportunities. Our team works with each accepted exhibitor to find the space that best matches their vision, artwork and budget. Need help deciding? We offer Thursday tours at 1:30pm and individual appointments every week.

DIFFERENT WAYS TO PARTICIPATE

Traditional art fairs ask exhibitors to shoulder all of the financial risk.

That's why, as a nonprofit, Art Fair 14C offers three ways to participate. Every exhibitor chooses the model that best fits their budget, business model and appetite for risk.

TRADITIONAL

- exhibitor fees of \$12 per square foot
- process your own sales
- you keep 100%

SHARED

- exhibitor fees of \$6 per square foot
- 14C processes your sales
- you keep 75%

PARTNERSHIP

- zero exhibitor fees
- 14C processes your sales
- 50/50 split

Your choice of pricing model has no impact on your chances for acceptance, the support you receive, or your opportunities at Art Fair 14C.

IMPACT

Art Fair 14C lasts four days. The relationships built here often last much longer.

As a nonprofit, we measure success differently. Of course we want exhibitors to sell work - and they do - but we also want them to leave with new opportunities that continue long after the fair closes.

The ripple effect is real – our diverse group of artists and exhibitors benefit year-round from the connections made at the fair. Past exhibitors have gone on to:

- receive museum acquisitions
- secure gallery representation
- earn public art commissions
- be invited into residency programs
- develop long-term collector relationships
- collaborate with institutions, fellow exhibitors

Those opportunities don't happen by accident. They're the result of thoughtful programming, active promotion, and a team committed to supporting exhibitors before, during and after the fair.

“I have done many art fairs over the years and Art Fair 14C is the only group that really cares about the artist and puts the artist first.”

-- Alise Loebelson, Arts Brooklyn

**“The New Jersey Fair
you didn't know about”**

-- Hyperallergic

“The Fair gives the entire Garden State art scene a focus. While it's up, all roads lead to Jersey City. Its presence here gives credence to the claim that we're the capital of visual art in the state of New Jersey.”

-- Jersey City Times.

“Think of it as Art Basel: New Jersey.

Something that makes this event different from other fairs is its emphasis on inclusivity rather than exclusivity.”

-- Gothamist



BUILDING AN AUDIENCE

PROMOTION

Your exhibition deserves to be seen. Our marketing campaign combines paid advertising, media outreach and direct engagement with thousands of art lovers throughout the region.

- Regional advertising, including PATH stations, NYTimes.com and Artnet
- Targeted and boosted social media campaigns
- Press releases and media outreach generating earned coverage
- Engaged email community with **open rates consistently between 50–60%**
- Outreach to collectors, curators and arts professionals

ARTS 14C TEAM for Art Fair 14C

Bold exhibitions deserve more than great spaces - they deserve an audience and a team invested in their success.

CEO Robinson Holloway - overall direction and partnerships

Deputy Director Sophie Couche - programming and support

Operations Manager Ray Baylon - logistics and venue operation

Communications Coordinator Anna-Victoria Leleux - marketing and media

Exhibitor Liaison Sherly Fan - primary point of contact before and during the fair

WHO COMES TO ART FAIR 14C?



Art Fair 14C brings together a remarkably diverse and enthusiastic community of collectors, curators, artists, arts professionals and first-time art fair visitors. Some arrive looking to acquire work, others to discover new artists, build relationships and experience contemporary art in an accessible setting.

Approximately 65% of our visitors come from outside Jersey City and Hudson County, with attendees traveling from throughout New Jersey, New York and the surrounding region.

Top places of origin for Art Fair 14C attendees from 2019-2025:

1. Jersey City;
2. Manhattan;
3. Brooklyn;
4. Montclair;
5. Hoboken;
6. Summit

ACCESS FOR ALL

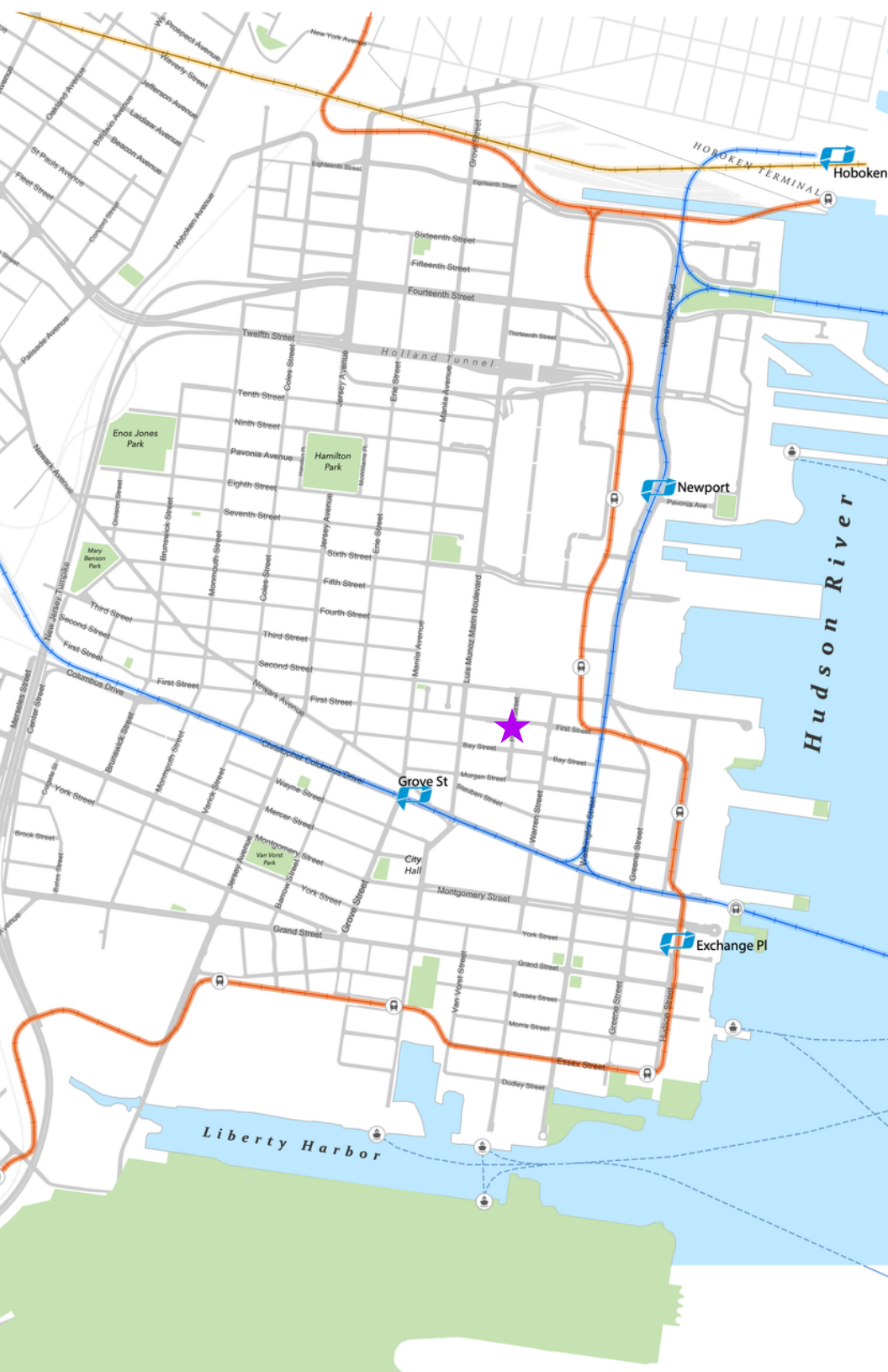


Art Fair 14C believes art should be accessible to everyone.

Every year, the fair is free and open to the public during our Friday session.

For 40% of our visitors, Art Fair 14C is their first art fair.

We also offer a range of accessibility programs, including blind and disability access tours and sensory-friendly tours before opening hours, allowing visitors with crowd anxiety or those on the autism spectrum to engage with the art in a quieter, more comfortable environment.



MINUTES FROM NYC

Art Fair 14C is held on the entire 40,000 sq ft 4th floor of the historic 150 Bay Street Building in the vibrant Powerhouse Arts District of downtown Jersey City, **less than 10 minutes from Manhattan by car, rail or ferry.**

Set within one of NJ's fastest-growing arts neighborhoods, the fair is surrounded by artist studios, galleries, restaurants and cultural destinations.

We are 2 blocks from the Grove Street PATH Station, and a 5 minute walk from the Hudson-Bergen Light Rail.

Parking is available in our partner garages.

SCHEDULE

August 4, 2026 - application opens

October 6, 2026 - 6pm ET - Q&A zoom for applicants

October 13, 2026 - early application period for exhibitors ends

December 7, 2026 - 11:59pm ET - application deadline

January 8, 2027 - exhibitors and installation artists notified

January 29, 2027 - accepted exhibitors must have contracts signed

February 5, 2027 - Showcase artists notified

March 2027 - ARTS 14C team does studio and gallery visits with participants

FAIR WEEK

May 3, 2027 - exhibitors and installation artists can start loading in, with 24 hour access (loading dock and freight access Mon-Fri 9am-5pm)

May 13, 2027 - Opening night dinner & preview, 6pm-9pm

May 14, 2027 - free admission for the public 1pm-8pm (VIP preview at noon)

May 15, 2027 - open to the public 1pm-9pm (VIP preview at noon)

May 16, 2027 - open to the public 1pm-6pm (VIP preview at noon)

May 22, 2027 - all exhibition spaces must be de-installed by 3pm

AN OPENING NIGHT LIKE NO OTHER

Art Fair 14C begins not with a crowded preview, but with a shared table.

For one evening, the loft studios become intimate dining rooms where collectors, curators, artists and supporters gather over dinner before exploring the fair together.

As dinner concludes, guests are invited to explore all twenty-two exhibition spaces, experiencing the fair before it opens to the public the following day.

For guests, it's part art opening, part gala, part intimate dinner party: a chance to experience the work up close, in the room where it lives.

For exhibitors, it's rarer still -- a full evening with a room of engaged art lovers, seated at your table, in your space, before the fair opens to the public.



PARTICIPATION IN ART FAIR 14C

Art Fair 14C offers three distinct ways to participate in the 7th Edition. Each has its own application, selection process and exhibition format.

Exhibition Spaces: Commercial + Curated

Loft studios can be taken by single or multiple exhibitors - galleries, nonprofits, collectives or individual artists. Each has access to the existing 12' walls and open space, with optional temporary 8' walls. No geographic or category restrictions. Pricing details on page 8.

The Showcase: New Jersey Artists

An Art Fair 14C tradition -- an exhibition for unrepresented New Jersey-based artists, selected by a rotating panel of art world experts. Exhibition space is free of charge.

Special installations: Experimental + Site-Responsive

Some spaces in the venue aren't suited to a standard exhibition, but work well for an art installation. Proposals can be site-specific or adaptable -- we're especially interested in bold, non-commercial work. Accepted proposals receive their space free of charge.

Not sure which application is right for you?

Our team can help you identify the best fit for your work, goals and budget.

WHAT WE'RE LOOKING FOR

We welcome applications from exhibitors with a clear vision and a desire to create memorable exhibitions. Strong applications typically demonstrate:

Curatorial Vision

Whether you're presenting one artist or many, tell a compelling story.

Ambition

Take advantage of the loft studios. Think beyond convention.

Originality

We're interested in new work, unexpected presentations, fresh ideas.

Professionalism

Clear images, thoughtful installation plans and a well-prepared application help our jury understand your proposal.

Engagement

The most successful exhibitors embrace the fair – not only by presenting great work, but by participating in conversations, programming and engaging the broader community.

We welcome:

- Commercial galleries
- Nonprofit organizations
- Artist collectives
- Independent artists
- Curators
- University galleries
- International exhibitors
- First-time exhibitors

Exhibition space examples from the 6th Edition of Art Fair 14C



#427 entry area



#427 main space



#422 side nook



#425 rear space

Every year, artists create installations, environments and experiences that couldn't exist in a conventional art fair.

Mailbox installation by Tiny Gallery (2025)



Flag by Woolpunk (2023)

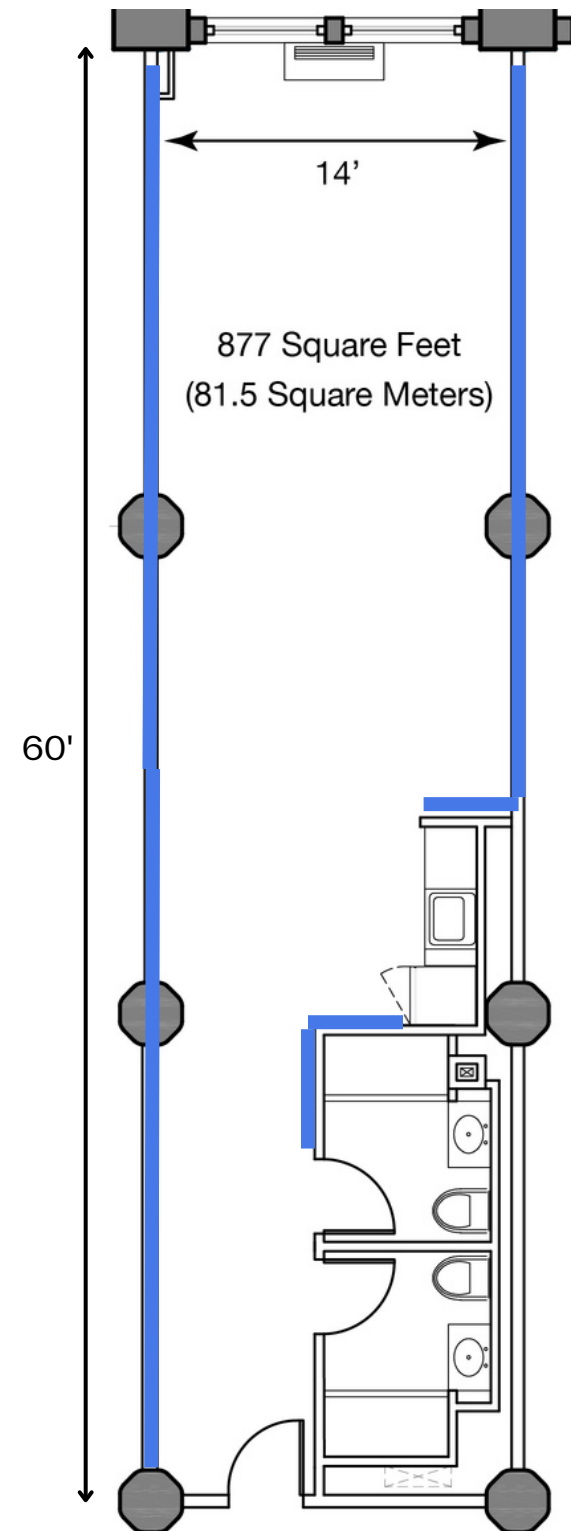
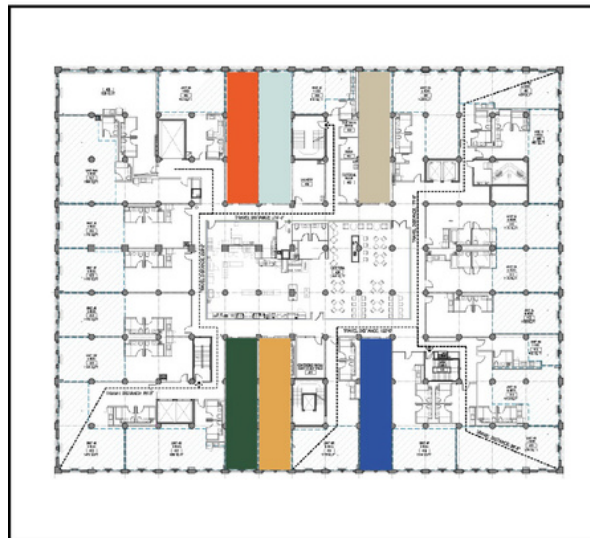


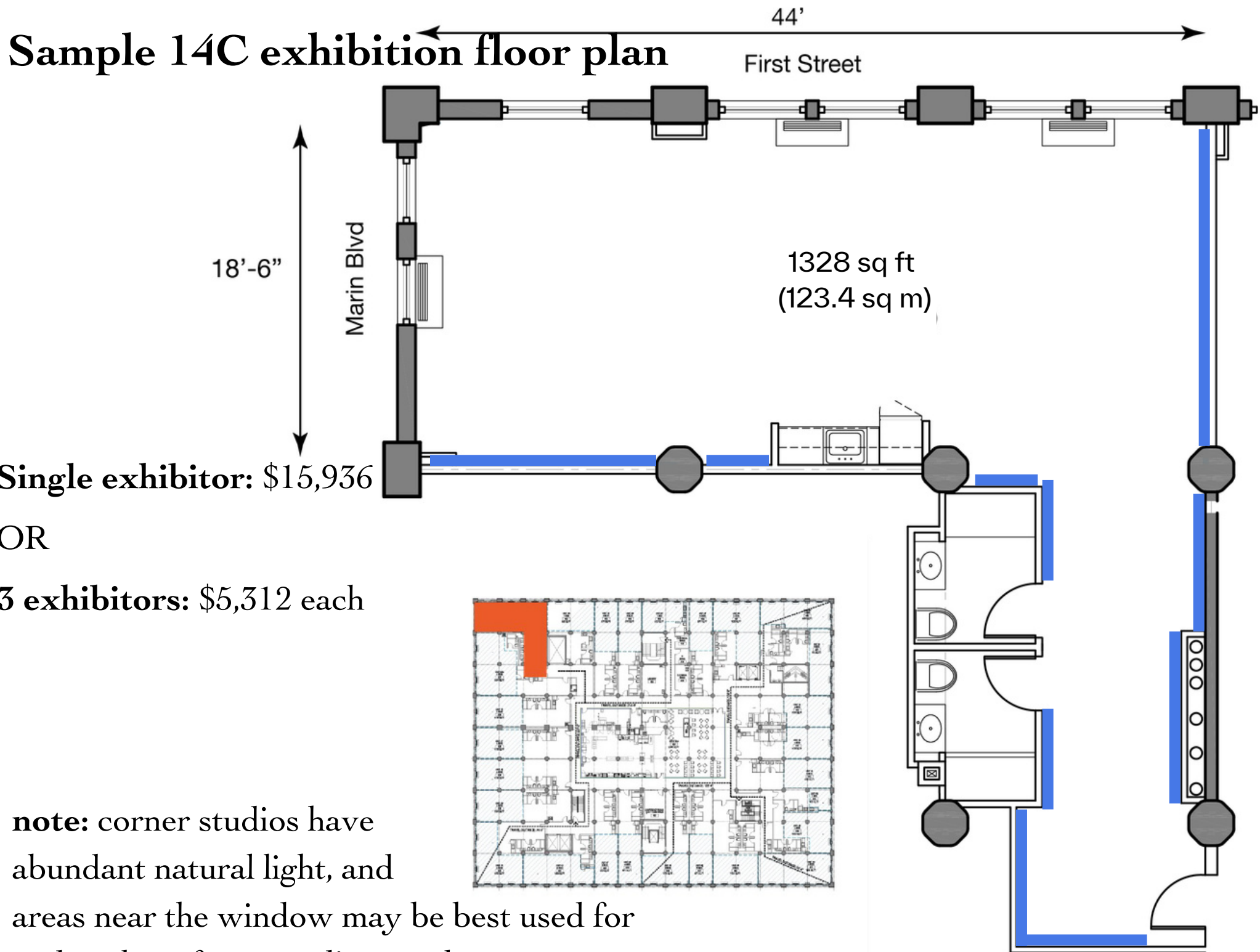
Sample 14C exhibition space

Single exhibitor, entire space, full price: \$10,524

- track lighting
- 2 full bathrooms
- kitchenette
- concrete floors
- 12' ceiling height
- temporary 8' extra walls available
- furniture (desks, chairs, tables) available

Exhibitors are allowed to stay overnight in the space, beds must be stored or converted to couches during public hours.





FAQs

Q: Can I visit before applying?

A: Yes, visitors are welcome -- we do tours on Thursdays at 1:30pm, or by appointment. Each of the 22 loft spaces is different -- there are more than a dozen unique floor plans. The 14C team will work with each accepted exhibitor to fit both budget and space needs.

Q: Can I stay overnight in my exhibition space during installation or the fair?

A: Yes, each loft space can be locked, has two full bathrooms , and there are beds that must be converted to day beds during public hours.

Q: Can I paint and customize my exhibition space?

A: Yes, we encourage exhibitors to make the spaces their own. However, if you are sharing a space, you must coordinate with your fellow exhibitors.

Q: Do I have to re-paint at the end of the fair?

A: No. ARTS 14C is an active arts incubator and residency space - each of our studios has had many layers of creativity. Murals have come and gone, though some remain, and the walls have also been painted by various film productions.

Q: Why does Art Fair 14C take place during Frieze week?

A: Because that's when the international art community is already gathered in the region -- and we believe they should also discover what is happening in New Jersey.

Q: I have more questions!

A: We're building this fair with our participants, not just for them. If you have a question that isn't answered here, please ask. We'd love to hear from you. Write to info@arts14c.org



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Jersey City

artfair14c.com
@artfair14c

Applications open now!

Application fees:

Exhibitor: \$95 through October 13
\$145 after October 13
\$0 for Collective 14C members

Showcase: \$25
\$0 for Collective 14C members

Installation: \$0

**Deadline for Exhibition Spaces, Showcase &
Installations: 11:59pm EST December 7, 2026**

arts14c.awardsplatform.com

Every applicant is invited to attend the fair,
regardless of the outcome of the jury process.





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