

Rotterdam, July 2010

Dear gallery owner,

It is with great pleasure that we enclose the registration form for Object Rotterdam 2011, the international fair for contemporary autonomous design. The fair will take place from 9 - 13 February in LP II, the open space of the Las Palmas building. This space is opposite the Cruise Terminal where, at the same time, the international art fair of the Netherlands: Art Rotterdam, will take place.

Object Rotterdam is *the* platform in the world, where you can find the latest developments of unique, or limited edition functional objects of international designers. In short: the place where the cutting edge between art and design becomes evident. Around 20 participants will present themselves to an international audience of art and design collectors and professionals from the world of design. Because of the collaboration with Art Rotterdam, there will be a unique opportunity for invited guests to visit both fairs.

The previous edition was a great succes. 90% of the participants indicated that they were very satisfied about the sales and the attention they received from the musea.

During the fair an international reception programme will be put together for Dutch and foreign collectors and professionals. Various debates and receptions will take place in the Rotterdam cultural institutions and in the studios of leading Rotterdam designers. The high quality and the excellent organization of this programme have made it a much-loved part of the experience.

Every participant may invite their prominent collectors and art professionals for the fair and the reception programme. For important foreign guests the hotel accommodation will be paid for by Object Rotterdam.

Object Rotterdam is the ideal place to introduce a new design. Because of the large scale international journalist programme worldwide publicity will be generated.

Special offer

Object Rotterdam would like to welcome foreign participants. In 2011 Object Rotterdam offers first time foreign participants a special discount of 20%. The normal costs of a stand are € 175,- per m2 and € 750,- fixed contribution. For example a stand of 30m2 will cost, with the special discount, only € 4.800,- (plus tax).

Each foreign participant will also receive a complimentary hotel room in the Rotterdam Hilton Hotel for 6 nights (single room, excluding breakfast). The deadline of registration for the 2011 edition is September 15, 2010.

Because of the limited number of places at the fair, a selection process will take place by specialist experts. In case you have any questions or comments, please do not hesitate to contact us. We truly hope that we will receive your registration.

Yours sincerely,



Fons Hof
Director Object Rotterdam