



NEW  
JERSEY'S  
ART FAIR

6th Edition  
May 8-11, 2025  
Powerhouse Arts District  
Jersey City





## “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

**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.**

“14C has gone from humble digs to sports arenas faster than Taylor Swift did. In [a few] short years, the Fair has established itself as a **flagship cultural event for the visual arts** in New Jersey. It’s a space of mingled visions, presented on a grand scale by directors and planners who know this territory well.”

-- Jersey City Times

“The New Jersey Fair  
you didn’t know about”

-- Hyperallergic

# WHAT IS ART FAIR 14C?

As New Jersey's only international art fair, Art Fair 14C is the mission-based centerpiece of an arts nonprofit that returns for its 6th edition in May 2025.

## MISSION:

- Increase opportunities for artists
- Expand public access to fine art
- Strengthen careers in the visual arts
- Activate under-recognized art regions

Our name is a wink to the old “what exit?” joke, and we take our Jersey-centric mission seriously. Although we draw exhibitors and visitors from around the region, the country and the world, our strongest focus remains with the artists and art lovers of New Jersey.



# Art Fair 14C is focused on breaking down barriers in the art world



Subtitle

- 14C deliberately casts a wide net in its application process, and creates a remarkably diverse set of exhibitors each year, mixing traditional brick-and-mortar galleries with arts organizations and institutions, artists and groups of artists, even residency programs and university art departments.
- Exhibition space and booths at the fair are affordable for small galleries and arts organizations, and are free to a select group of New Jersey-based artists.
- The fair is traditionally free to the public Friday, which allows us to attract a diverse group of first-time art fair visitors. For 40% of our visitors, 14C is their first art fair.
- Art Fair 14C offers numerous disability access tours of the fair. Our most popular tours are our sensory friendly tours before opening hours, which allow people with crowd anxiety or those on the autism spectrum to peacefully engage with the art.

# PROVEN IMPACT

Using the clever guise of an exciting art event, Art Fair 14C is actually a successful nonprofit program.

Over the last six years Art Fair 14C has been a catalyst for economic growth in Jersey City and New Jersey, successfully implementing our mission to expand public access to fine art, increase opportunities and strengthen careers in the arts.

The ripple effect is real – our diverse group of artists and exhibitors benefit year-round from the connections made at Art Fair 14C. They have sold over \$3 million in artwork and benefited from residencies, exhibitions, commissions, museum acquisitions and collaborations.

The impact of our programming goes beyond just being an economic driver for the community. Jersey City is widely acknowledged as a creative leader in the arts and has become a destination for tens of thousands of art lovers from around the region.



# WHO IS OUR AUDIENCE?

While not ignoring blue chip collectors and influencers, Art Fair 14C has developed an audience that is uniquely diverse and egalitarian. Art Fair 14C's difference lies in having a nonprofit model in a highly commercial realm, as well as being a New Jersey fair in the shadow of the world's greatest art city.

Art Fair 14C attracts collectors and art lovers from around the region, with 65% coming from outside of Hudson County. Arts professionals, including gallerists, art consultants and museum curators, also come to Art Fair 14C to see work from emerging and established artists from NJ, NYC and around the world.

Top places of origin for Art Fair 14C attendees from 2019-2023:

1. Jersey City
2. Manhattan
3. Brooklyn
4. Montclair
5. Hoboken
6. Short Hills



The 6th Edition of Art Fair 14C will take over the entire 40,000 sq ft 4th floor of the National Landmark 150 Bay Street Building in downtown Jersey City, using 22 large loft studio spaces as exhibition rooms.

Completely rebuilt in 2020 as dormitory spaces for Alliance University, the 4th, 5th and 6th floors are the new home of Project 14C's live/work artist residency program.



**The 6th Edition of Art Fair 14C has three different applications:**

### **Exhibition Booths & Spaces:**

The loft studios can be reserved for a single exhibitor, or can be divided between multiple exhibitors. Each will have access to the existing 12' height walls and/or 8' height temporary walls. Prices vary, calculated at \$10 per square foot for the entire studio or per linear wall foot (\$70 per linear foot in width) for booths or single walls.

Exhibition spaces are - as always - offered at our cost.

### **The Showcase:**

An Art Fair 14C tradition - The Showcase is an exhibition for unrepresented New Jersey based artists. Artists are selected by a rotating panel of art world experts, and the exhibition space is free of charge to the artists.

### **Special installations:**

The venue has several spaces that are not suited for an exhibition booth, but which will work well for an art installation. Installation proposals can be site-specific or adaptable, and Art Fair 14C is particularly interested in bold and non-commercial work. Accepted proposals will be offered the installation spaces free of charge.



# Installations from previous editions of Art Fair 14C



*Girls Girls Girls* by Le'Andra LeSeur



*Flag* by Woolpunk®



— = 8' high exhibition walls

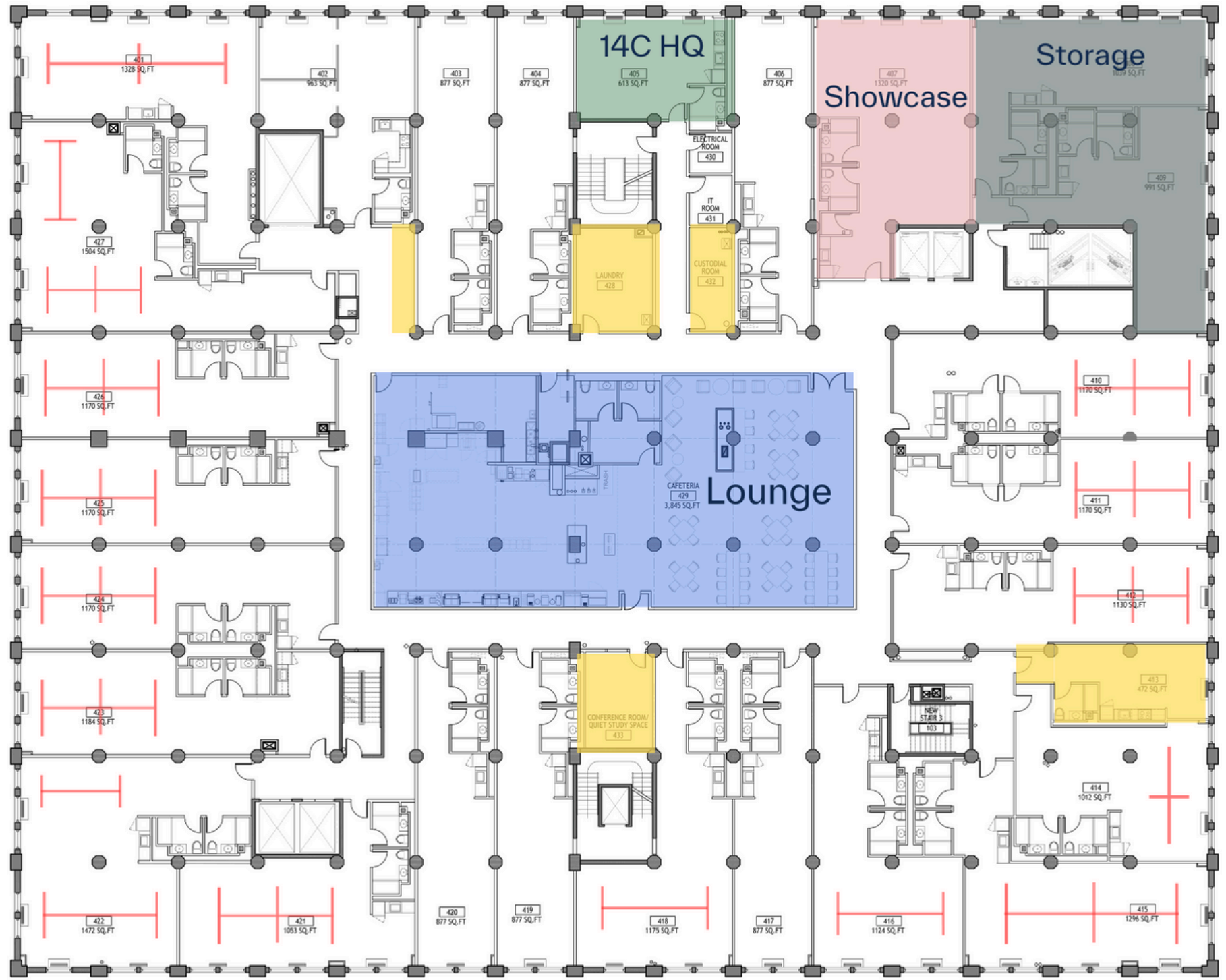
FIRST STREET

■ = installation spaces

MARIN BOULEVARD

PROVOST STREET

BAY STREET



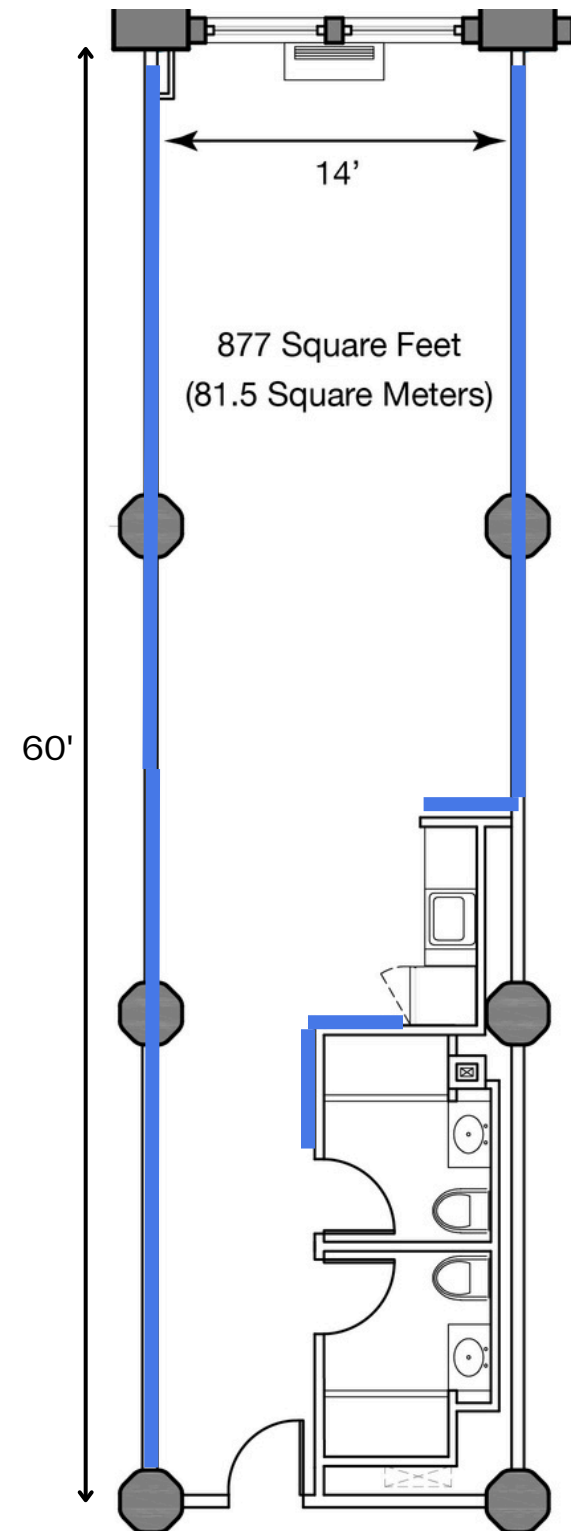
1 4TH FLOOR PLAN  
SCALE 1/8" = 1'-0"

# Sample 14C exhibition space

Single exhibitor, entire space: \$8,770

Temporary booth walls are optional for this space

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



# Sample 14C exhibition floor plan

all layouts are subject to change  
and small variations in price  
possible

18'-6"

Marin Blvd

First Street

44'

1328 sq ft  
(123.4 sq m)

**Single exhibitor: \$13,280**

OR

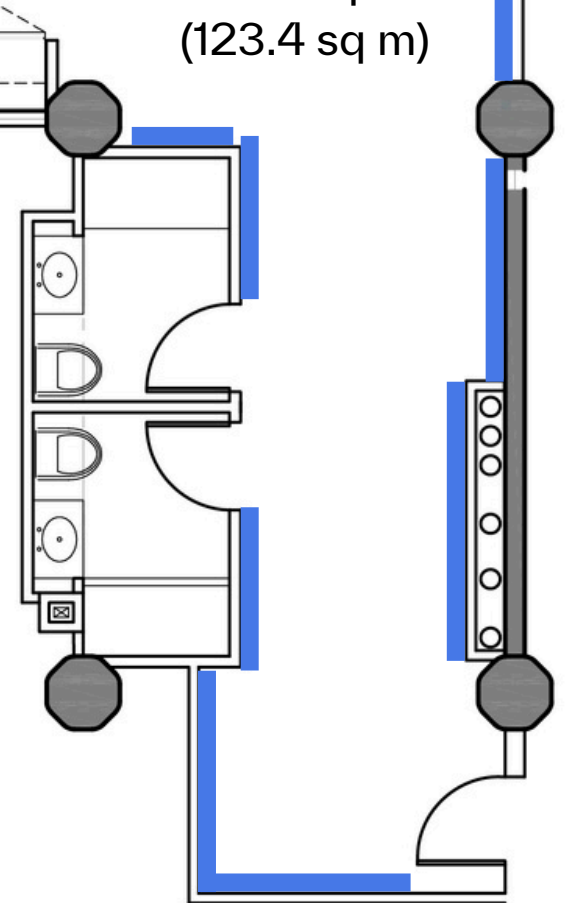
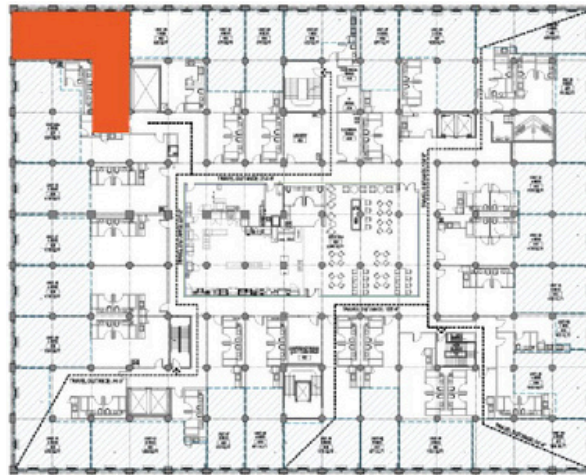
**individual booths (4):**

\$1,722 each

- includes 24.6 linear ft  
(7.5 m) of walls

**Individual booth walls are  
optional for single exhibitors**

**individual wall: \$70 per foot in width**



# Sample 14C exhibition floor plan

all layouts are subject to change and small variations in price possible

**Single exhibitor: \$10,120**

OR

**individual booths: \$805 each**

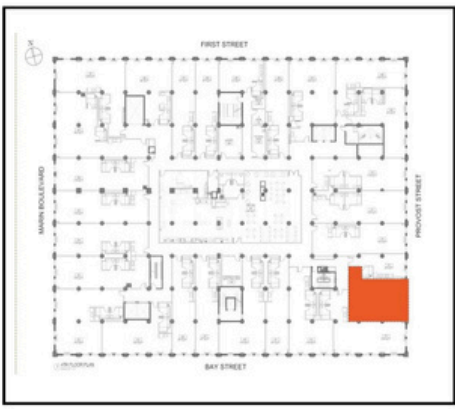
- includes 11.5 linear feet (3.5 m) of walls

Individual booth walls are optional for single exhibitors

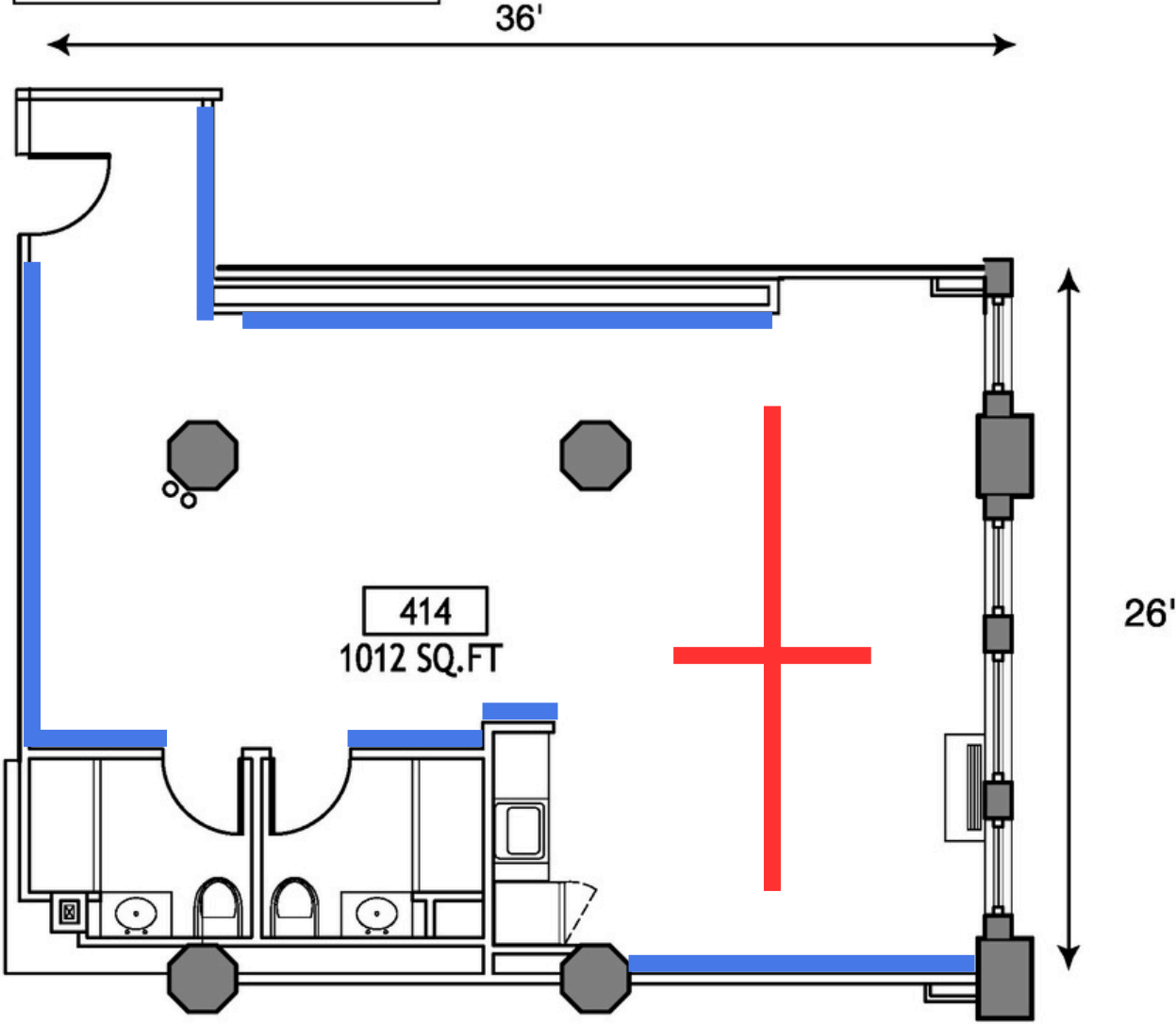
AND

**individual wall:**

\$70 per foot in width



1012 Square Feet (94 Square Meters)



Single exhibitor: \$14,720

OR

individual booths: \$2,072 each

- includes 29.6 linear ft (9m) of walls

AND

individual booths: \$1,610 each

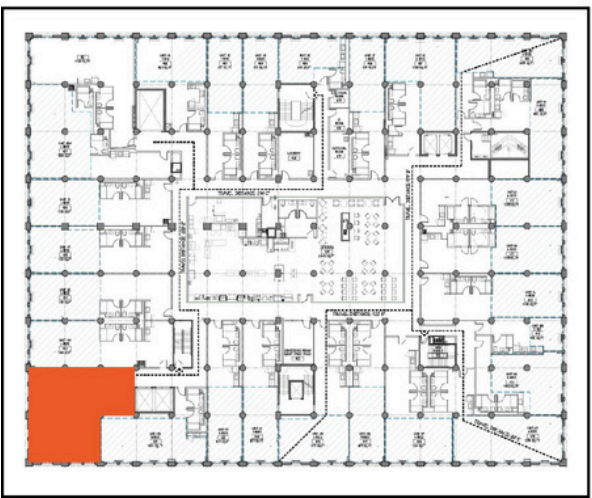
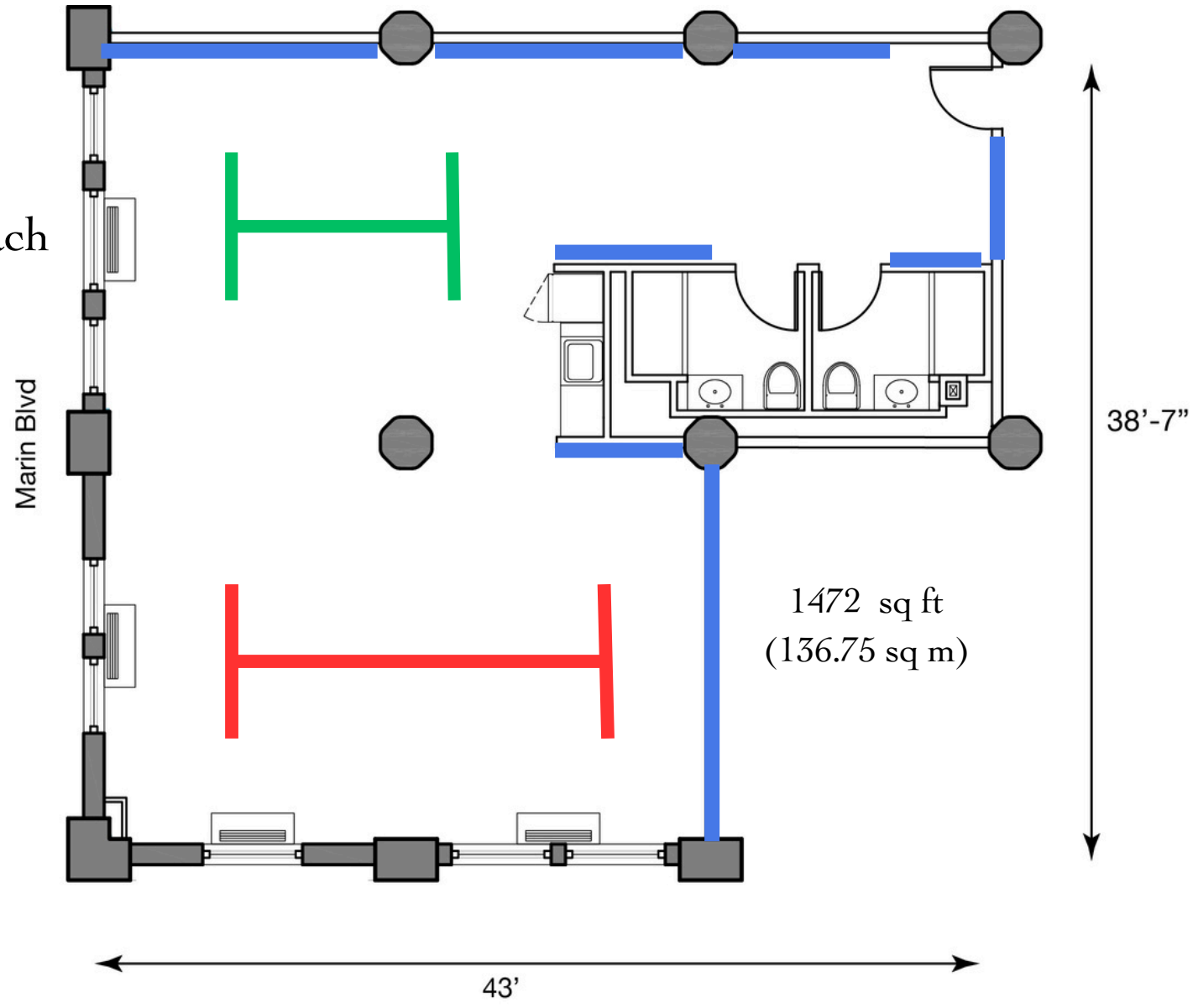
- includes 23 linear ft (7 m) of walls

AND

individual wall: \$70 per ft

# Sample 14C exhibition floor plan

all layouts are subject to change and small variations in price possible



**Q: It's hard to visualize what this fair will look like and what kind of booth I should apply for – can I visit the space?**

A: Yes, visitors are welcome - the 14C team is there 7 days a week. 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, and the wall configurations are customizable. We also have desks, chairs and other furniture available.

**Q: I can use the space as a hotel room if I take an entire studio?**

A: Yes, each studio can be locked, has two full bathrooms and we have beds that must be converted to couches/day beds during public hours. We also have a discounted rate at the Canopy by Hilton, 1 block away.

**Q: Can I paint and customize my exhibition space?**

A: Yes, but check with us first for permission. Soon after the fair ends, dozens of artists will be moving into those studios to start their Project 14C residency programs.



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artfair14c.com  
@artfair14c



## Application open

Deadline for Showcase & Installations

11:59pm EST

February 3, 2025

Deadline for Exhibition booths

11:59pm EST

February 10, 2025

[arts14c.awardsplatform.com](https://arts14c.awardsplatform.com)





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