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MELBOURNE ART FAIR OFF-SHOOT "NOTFAIR" VOWS TO GO AHEAD

By **Daily Review** (<https://dailyreview.com.au/author/dailyreview/>)

February 23, 2016

The Melbourne Art Fair may well have decided it is not going ahead (<http://dailyreview.com.au/melbourne-art-fair-2016-cancelled-as-high-profile-galleries-pull-out/37285>) this August because of the withdrawal of three major commercial galleries, but the satellite event "NotFair" has decided to orbit alone.

NotFair (<http://www.notfair.com.au/nf/about.html>) was started in 2010 by artists Sam Leach and Tony Lloyd and arts writer Ashley Crawford as a side event to the biennial Melbourne Art Fair to help "the careers of excellent artists who do not prosper under the gallery system".

The disappearance of MAF 2016 and the number of commercial galleries declining means only time will tell if NotFair will fill a need in Melbourne's arts world or will not survive without the interest from interstate and overseas dealers and collectors coming to Melbourne during winter.

But in a statement overnight, the NotFair chairman, Paul Guest, said MAF's shock decision meant that NotFair should generate more, not less, interest this year.

"Of course we are disappointed to hear about the cancellation of Melbourne Art Fair, but for NotFair the show will definitely go on. We feel that the Not Fair brand is now well enough known to stand alone as a major event and we intend to create our own momentum this year," Guest said.

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WHAT'S ON?

The NotFair board was just about to announce the appointment of Gina Lee as its new CEO when the MAF news hit but the appointment and plans for the fair have proceeded.

NotFair has occupied various locations in its past three events and this year is in the CBD from August 16 to 21 at 524 Flinders St, Melbourne.

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Main image: Melbourne Art Fair 2014. Image supplied MAF.



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2 RESPONSES TO "MELBOURNE ART FAIR OFF-SHOOT "NOTFAIR" VOWS TO GO AHEAD"

Scott Redford says:

February 24, 2016 at 7:45 am (<https://dailyreview.com.au/melbourne-art-fair-off-shoot-notfair-vows-to-go-ahead/37461/#comment-20272>)

Congratulations to "NotFair" for not blindly giving in to the hegemonic thinking of the mainstream Australian art world. The idea that just 3 big and monied commercial galleries can dictate to all of Australian Contemporary Art is sickening BUT its the thinking that rules all our Government waged curators and Directors of our State Galleries and other Govt Institutions. This elitist hegemony extends from the Venice Biennale selection right down the chain. It infects all in any position of power in Australian art.

It affects what the Institutions buy, what the collectors buy and what is ultimately valued in Australian art. That so much public money funds this hegemonic thinking is the REAL DISGRACE! If it were all private or tax minimised from Family Trusts it would be ok, people can do what they like with their own money. But public funds and tax deductible donations fund so much of the whims of a very few that in many ways it may be better that all Government funding of the Arts be stopped. Strangely it would be fairer.

Reply (<https://dailyreview.com.au/melbourne-art-fair-off-shoot-notfair-vows-to-go-ahead/37461/?replytocom=20272#respond>)

Mark Walker says:

February 24, 2016 at 6:48 pm (<https://dailyreview.com.au/melbourne-art-fair-off-shoot-notfair-vows-to-go-ahead/37461/#comment-20273>)

ONE FLEW OVER THE CUCKOO'S NEST – SOUTHBANK THEATRE, MELBOURNE
(<HTTPS://DAILYREVIEW.COM.AU/E/FLEW-CUCKOOS-NEST-SOUTHBANK-THEATRE-MELBOURNE/>)

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One Flew Over the Cuckoo's Nest has left an indelible mark on literature, theatre and film. It is a boisterous, ribald and ultimately devastating story...



SUBMIT EVENT (<HTTPS://DAILYREVIEW.COM.AU/SUBMI>)

90 galleries apply to exhibit at MAF and 3 so called cutting edge galleries decide not too and so because of this Ms Pappas cancels the art fair.

So the other 90 are not good enough?

Are we to believe everything in the contemporary art world in Australia hinges on these galleries? Nonsense.

I'm so pleased to hear that the "Not Fair" is still going ahead and I wish them all the best from someone who runs a small gallery in Perth.

Reply (<https://dailyreview.com.au/melbourne-art-fair-off-shoot-notfair-vows-to-go-ahead/37461/?replytocom=20273#respond>)

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