



Application prospectus

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Activity Introduction

Name : 2024 SKM PHOTO ART TAIWAN PHOTO Fair

Purpose : To foster the growth of photography and imaging art in Taiwan is the shared objective of all creators in the field. "SKM PHOTO Shin Kong Mitsukoshi International Photography Series Activity" will be expanded to "SKM PHOTO Shin Kong Mitsukoshi International Photography Art Expo" in 2024, attracting more than 100,000 visitors and photography enthusiasts to participate annually. In addition to hosting annual international competitions to recognize emerging photographers, it has also implemented an exhibition mechanism for showcasing and exchanging works. Furthermore, they have established a comprehensive collection system for photographic works, with the aim of enhancing the breadth and diversity of Taiwan's photographic imaging art development. It also hopes to bring together related industries within the diverse space of department stores, so that the photographic art, generate multiple responses, and increase its market potential.

Time : March, 2024 Thursday to Monday, 5 days in total

(daily opening hours are consistent with department store business hours)

Place : Taipei Xinyi Place, Shin Kong Mitsukoshi Department Store

website : Shing Kong Mitsukoshi Cultural and Educational Foundation (<https://culture.skm.com.tw/>)

If you have any questions, you can contact us through the following methods,
and we will contact you as soon as possible. Thank you.

SKMC FB : <https://www.facebook.com/skmculture>

EMAIL : culture@skm.com.tw

Exhibition floor plan

| 2024 SKM PHOTO Fair

International Pavilion	01/ International Photo Fair Gather photography-loving artists from the countries in Asia, Europe, and America to organize an international event for photographers to share their works and creativity at the platform for two-way artistic exchanges in Taiwan.
	02/ SKM PHOTO International Photography Contest Winners It is a photography visual art platform created for professional “photographers.” The theme of the event is defined by the photographers. Photographers may “deconstruct” the perspective of photography visual art with a five-photo series created during creation, think about the twists and turns of works, break down the unique visual picture formed by the object elements in the viewfinder, and convey a personal and complete creative concept and visual art style.
Taiwan Exhibition Pavilion	03/ Taiwan Photo Fair Invite excellent photographers with potentials nationwide to participate in the exhibition. Connect domestic and foreign galleries, organizers, critics, and collectors to make photography available on the Internet, to initiate a face-to-face communication in-depth, and to gather the global vision on the photography art of Taiwan.
	04/ Taiwan Elite Photographers Fair Promote Taiwanese photography art to provide the photographers in Taiwan with a stage to exercise their enthusiasm in photography in order to discover and cultivate creative talents and photographers with excellent qualifications and potentials. Activate audiences to understand and support elite Taiwanese photographers, and cultivate excellent new photographers to engage in creation.
	05/ Tung-Shin Wu’s Photography Sponsorship Fair The “SKM Photo II · Tung-Shin Wu’s Photography Sponsorship Fair” is officially launched in 2023 with NT\$500,000 per person offered to 2 candidates every year as creation sponsorship funds and for the release of new works and media promotion plans to support more outstanding photographers in Taiwan and to help them dare to dream and make their dreams come true!
Classic Exhibition Area	06/ Annual Classic Exhibition There are various photography techniques available nowadays. The evolvement of image creation helps everyone become a creator and recorder. A new vision of photography can only be found in the history of photography by walking into traditional photography to feel the aesthetics of photography and analogizing film.
	07/ Imaging Forum Letting more photography lovers understand the aesthetics and trends of contemporary photography through a professional forum; also, provide a space to photographers to tell their own stories and to jointly create a perfect platform for extensive communication for the general public.
	08/ Photo Fair The Fair is like an epitome of people’s material life. We gather different photography publishing houses, bookstores, and spaces to reflect the essential development of historical photography from the past to the present in response to modern diversified and rich photography development trend.

Applications for exhibitions

| Taiwan Exhibition Pavilion - Contemporary Photo Exhibition

I. Application guides

1. The organizer for the purpose of maintaining the quality of the Fair and the exhibition effect will have the floor plan arranged in accordance with the annual art market trend and amended the qualifications for participation simultaneously to facilitate the development of Taiwanese photography art as a benchmark activity for Chinese, and to jointly create and promote the flourishing of Taiwanese photography and imaging art.
2. The exhibitors/photographers/galleries are selected from a two-stage review process. The organizer will review the submitted application materials. The invitation of the “2024 SKM PHOTO” will be sent to the candidates who have qualified for exhibition at the end of the review process.
3. Please read and comply with the detailed provisions of the “Exhibition Specifications” on page 8.

II. Booth specifications

【Theme display】

1. Eligibility: Artists, art galleries, organizations, and photography studios

2. Specifications of the exhibition area:

• Standard equipment

The open space is about 3m in depth × 4m in width × 2.42m in height; U-shaped space/white wall (dimensions as shown in the picture, including one standard construction set); 1 signboard set; 6 projection lights (including basic power 500W); 1 socket (110V/15A, placed at the base of the right-side of wall); 2 folding chairs; 1 table.

• Media

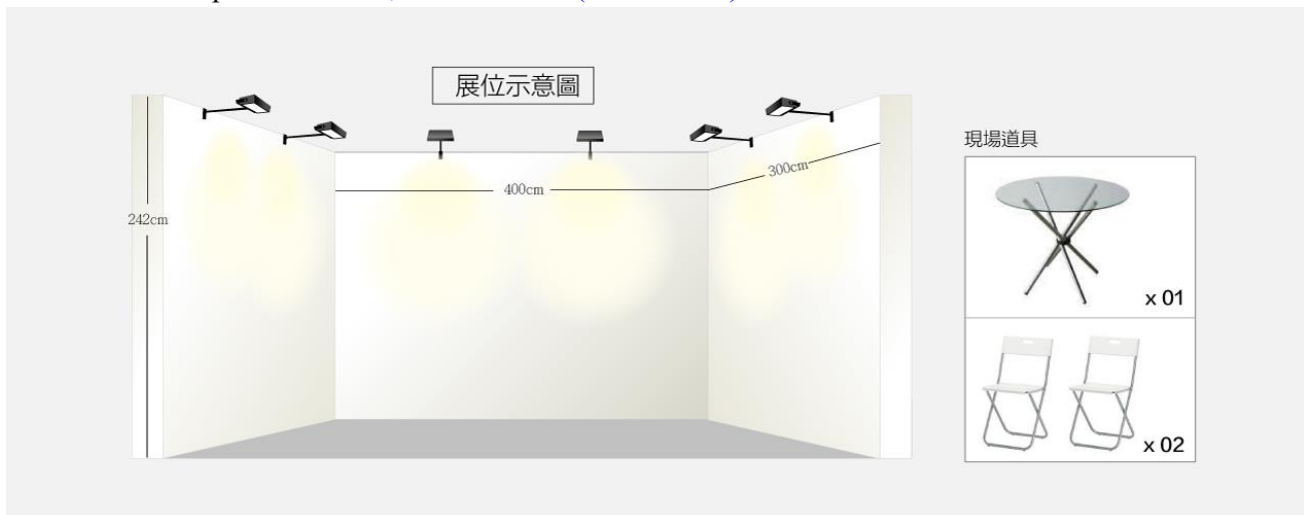
The organizer will provide 2 inner pages of the special issue of the current annual photography fair; 3 exhibitor badges; 20 VIP passes; 2 VIP certificates; 5 special issues of the current annual photography fair; disclosure on official promotional resources (such as: official website, fan page, electronic media promotional pages, promotional materials, etc.).

• Staffing

Cooperate with the set-up/tearing-down time notified by the organizer and provide on-site assistance; cooperate with the business hours of the department stores and relevant regulations during the exhibition period, and assign photographers/art gallery personnel to conduct on-site sales, promotion, and management.

3. Exhibition fee: TWD 40,000/exhibition (tax included);

Preferential price: **TWD 36,000/exhibition (tax included).**



【Elite Exhibition】

1. **Application qualifications:** current students or recent graduates, and elite photographers with potentials under the age of 25.

2. Booth specifications:

• Standard equipment

The open space is about 3m in depth × 3m in width × 2.42m in height; U-shaped or L-shaped space/white wall (dimensions as shown in the picture, including one standard construction set); 1 signboard set; 6 projection lights (including basic power 500W); 1 socket (110V/15A, placed at the base of the right-side of wall); 2 folding chair; 1 table.

• Media

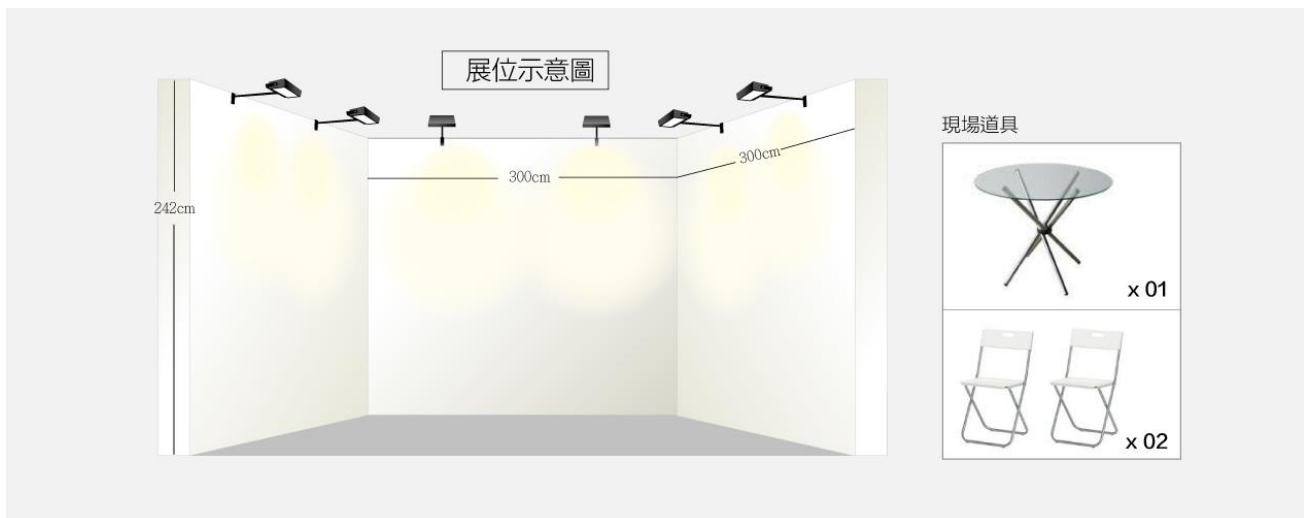
The organizer will provide 1 inner page of the special issue of the current annual photography fair; 2 exhibitor badges; 5 VIP passes; 1 VIP certificate; 2 special issues of the current annual photography fair; disclosure of official promotional resources (such as: official website, fan page, electronic media promotional pages, promotional materials, etc.).

• Staffing

Cooperate with the set-up/tearing down time notified by the organizer and provide on-site assistance; cooperate with the business hours of the department stores and relevant regulations during the exhibition period, and assign photographers/art gallery personnel to conduct on-site sales, promotion, and management.

3. **Exhibition fee:** TWD 25,000/exhibition (tax included);

Preferential price: **TWD 20,000/exhibition (tax included).**



III. Application process

【Phase I. application/submission of materials】

1. **Deadline:** November 30, 2023 (Thursday)

The organizer has the right to determine the qualifications of applicants for Stage II competition. All application materials must be completed before the deadline, and all applications submitted after the said deadline will be declined accordingly.

2. **Submitting application documents:** Please ensure the truthfulness, accuracy, and completeness of the information submitted.

- ☐ Basic information of the applying unit and participating photographers/art galleries
- ☐ Photographer/gallery exhibition experience in the past three years
- ☐ Introduction and works of the applying photographer/ art gallery
- ☐ Graphic files of exhibited works (at least 3-10 units in the file format of JPG or TIF, solution 300dpi)
- ☐ Other supplementary information

3. **Application confirmation:**

The organizer will send notify the applicant the completion of the application via E-mail. Applicants who have not yet received the said confirmation by email within three days (or postponed due to a holiday) should contact the organizer directly to check whether the application process has been completed or not.

【Phase II. Notification of admission/submission of promotional materials】

1. **Notification of admission:** before December 15, 2023 (Friday)

The notification of admission and the schedule for submitting personal materials will be issued by E-mail, please be so advised.

2. **Deadline for payment of fees:** December 21, 2023 (Thursday), a delay in payment will cause the qualification for participation to be revoked.

3. **Exhibitor's booth design sketch:** It should be submitted before January 10, 2023 (Wednesday) to facilitate subsequent booth arrangement related matters. A delay in submitting the said sketch will cause the qualification for participation to be revoked, and no paid fee will be refunded.

4. **Notes on payment/remittance:**

- Organizer's receiving account:
Bank Code: 812 New Banks (0012 Business Department)
Account Name: Shing Kong Mitsukoshi Cultural and Educational Foundation
Account number: 001-10-023006-9-00
- Please reply/respond the remittance information to the organizer's E-mail at (culture@skm.com.tw) upon the completion of the payment/remittance process.
- The organizer will have an application rejected and the qualification for participation of applicant revoked due to a delay in payment/remittance.

Exhibition specifications

For the “2024 SKM PHOTO” (hereinafter referred to as the “activity”) organized by Shin Kong Mitsukoshi Cultural and Educational Foundation and Shin Kong Mitsukoshi Department Store Co., Ltd. (hereinafter collectively referred to as the “organizer”), exhibitors/photographers/art galleries (hereinafter collectively referred to as the “exhibitor”) agree to authorize the organizer to use the property right in work free of charge, and agree to comply with the following matters:

I. Applications for exhibitions

1. The organizer will review the content of the material submitted by the applicant, and reserves the right to decide the final approval of the exhibitor without the obligation to explain the reasons for a disapproval.
2. Exhibitors must ensure the truthfulness, accuracy, and completeness of the information submitted, which shall not be changed arbitrarily without the consent of the organizer.
3. The completion of the application and document submission does not guarantee an approval of exhibiting at the Fair. Please refer to the instructions on page 5 “Applications for Exhibitions” in details. The content of the works applied for the exhibition must be photography related works.
4. Applicants for exhibitions who have completed registration and submitted application documents are deemed to have read and agreed to comply with the regulations of this event.

II. Exhibition admission

1. The selected exhibitors must complete the payment/remittance of the exhibition fee within the specified time limit upon receiving the admission notice by Mail from the organizer in order to confirm the qualification for exhibition. The organizer has the right to revoke the qualification of the exhibitor if the payment/remittance of the exhibition fee has not been made before deadline.
2. [The approved exhibitor who applies to change the relevant content of the exhibition must pay an additional fee of NT\\$5,000 for the secondary review. If the application for change is rejected by the organizer, the exhibitor should exhibit the original content](#); also, the number of participating photographers for the secondary review must not exceed the number of the originally approved exhibitors. The expansion of the booth size shall be negotiated separately by both parties.
3. If the actual exhibition content is inconsistent with the application materials approved originally, the organizer may demand a correction implemented within the specified time limit. If the requested correction has not been carried out accordingly, the organizer has the right to cancel the qualification for exhibition of the breaching applicant without refunding the paid fees. The organizer may claim compensation for damages, if any, under the circumstance.
4. The executive committee of the organizer will make appropriate booth arrangements discretionally based on the overall floor planning and the application content submitted by the approved exhibitors.
5. [Exhibitors must handle the import and export of exhibits, customs clearance, and other procedures \(if any\) voluntarily. Exhibitors who have their exhibits sold/collected during the exhibition must issue receipts in their own name to consumers lawfully with the business tax, income tax, and other related taxes paid accordingly.](#)

III. Exhibition withdrawals

1. Upon the occurrence of force majeure, natural disasters, and other incidents seriously affecting the routine operation of the exhibition, the organizer may decide to postpone, shorten, or cancel the exhibition without refunding any fees or paying any compensation for damages.
2. [If the exhibition is cancelled due to the anti-pandemic measures required by the government, the organizer will refund the exhibition fees to the exhibitors after deducting the handling fees.](#)
3. The organizer has the right to disqualify the exhibitors who have failed to comply with the regulations and

safety code of this event, violated the regulations, delayed in performance, or failure in performing corrective actions; also, the organizer may have the booths reassigned to other qualified exhibitors without refunding any fees to those who have been disqualified.

IV. Booth information

1. The set-up/tearing-down time and exhibition period will be announced in the notification of admission by Mail and Exhibitor Manual
2. Exhibitors should complete the set-up/ tearing-down within the specified time limit. Exhibitors may not dismantle the booth before the end of the exhibition. Appropriate personnel must be assigned to attend the set-up/tearing-down operation and present at the booth (staying at the booth) during the exhibition period.
3. If the exhibitor fails to complete the booth tearing down within the time limit, **the organizer has the right to have the booth dismantled directly with a fee of NT\$5,000 to be collected from the responsible exhibitor; also, the on-site exhibits and articles shall be handled by the organizer discretionally.**
4. The arrangement, configuration, planning, and opening of the booth in the sense of size and location are subject to the floor plan announced by the organizer. The organizer has the right to rearrange the exhibition site and booth size due to the consideration of the overall exhibition floor plan.
5. Exhibitors may use only the assigned booth, which may not be sublet, subleased, or shares with any others. The organizer has the right to cancel the rights of the exhibitors who have violated the said requirements without any fee refunded.
6. The organizer will have the booth construction planned uniformly according to the overall floor plan of the exhibition center. The design and setup of each booth is the responsibility of the exhibitor individually.
7. The booth designs of the exhibitors must comply with the safety regulations of the exhibition center and must be consistent with the overall atmosphere of the Fair. The organizer has the right to make adjustments, ban, demolish any improper structure, any structure involving public safety, or any design that does not conform to the image of the Fair.
8. The works or publications exhibited by exhibitors must not contain pornography, violence, or contents that violate public order and good faith. Foreign publications must be accompanied by the proof of sufficient legal importing document for sales.
8. The configuration of lamps and hardware equipment in the exhibition center is based on the actual floor plan and equipment list announced by the organizer.
9. **The organizer will set up a VIP lounge and provide a clean public space (including aisles) so to maintain a good quality of exhibition for the exhibitors and visitors. Exhibitors shall not eat or drink in the booth and must keep the booth clean during the exhibition period.**
10. Exhibitors shall complete the booth cleaning job before the opening hours of the exhibition every day.

V. Safety and Insurance

1. Exhibitors are responsible for the transportation, storage, and customs clearance of the exhibits during the setup/ tearing-down period and during the exhibition period.
2. The organizer provides only security services at the exhibition center. Exhibitors shall acquire sufficient insurance coverage and bear all damages and losses for exhibits/equipment/delayed transportation occurred during the exhibition period, including fire, theft, robbery, damage, water damage, damages occurred in-transit, etc., which covers the period of moving exhibits inside the exhibition center, public display, and set-up/ tearing-down.

3. Exhibitors shall not remove any exhibit arbitrarily without the permission of the organizer for the consideration of the safety and order at the exhibition center. Exhibitors who wish to remove the exhibits out of the exhibition center shall present the check-out slip with stamp of the organizer affixed and shall be examined by the organizer in advance.
4. The personnel of the exhibitors may enter and exit the exhibition center by presenting the construction/exhibition permit during the set-up/ tearing-down period and exhibition period.
5. The organizer and the staff of the organizer will not be held responsible for the damages occurred to the exhibitors, the exhibitors' personnel, and the exhibitors' exhibits/items.
6. Exhibitors may not carry or install electrical equipment without the permission of the organizer due to the consideration of the visual presentation of the projected light source and the safety of electricity use inside the exhibition hall. Exhibitors who have violated the said regulation will be requested to have the installation dismantled; also, the violators who have failed to comply with the said request will be disqualified as an exhibitor by the organizer.
7. [The anti-pandemic related measures during the exhibition period shall be handled in accordance with the governing law and regulations of the Republic of China.](#)

VI. Intellectual Property Rights

1. Exhibitors guarantee that the exhibits, works sold, and graphic materials submitted to the organizer are free of any infringement against the intellectual property rights or other rights of a third party. Exhibitors who have infringed the intellectual property rights or other rights of a third party will be held responsible for everything, including compensating for damages.
2. The organizer is not obliged to pay royalties to the exhibitors when reproducing the exhibits and graphic materials of the exhibitors with approval as promotional materials at Taiwan SKM PHOTO by means of photography, publication, and albums free of charge.

VII. Court of Jurisdiction

1. The matters that are not addressed in this event shall be handled in accordance with the governing law and regulations of the Republic of China and the principle of good faith.
2. The disputes over this event, if any, should be resolved in accordance with the governing law of the Republic of China; also, the Taiwan Taipei District Court shall be the first court of jurisdiction.

VIII. Contact information

Shin Kong Mitsukoshi International Photography Contest Reception Staff

Contact number: 0800-008-808

Service hours: Monday to Friday AM10:00-12:00; PM2:00-5:00

E-mail: culture@skm.com.tw

Facebook: <https://www.facebook.com/skmculture>



Exhibitions Application Forms

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2024 SKM PHOTO Fair | Application Form

Exhibitors			
Booth Application (Contemporary Art Photography Exhibition)			
<input type="checkbox"/> 【Theme Image Area】 (multiple booths available per applicant) Artists, art galleries, organizations, & photography studios			Total in _____ booth
<input type="checkbox"/> 【Elite exhibition area】 (one booth per applicant) Elite photographers under the age of 25, current students or recent graduates			Total in _____ booth
Name of the representative			
Name of the contact person			
Contact Tel.		Cell phone	
E-mail			
Mailing address			
Brand official website		Other platforms	
Remittance information ※ Please provide complete information for payment inquiry subsequently.	Bank name		
	Branch code		
	Account name		
	The last 5-digit of the account number		
Photographer/Gallery Exhibition Experience	Relevant reports, creative context, data links, award records, etc.		
Introduction to photographers/art galleries applying to participate in the exhibition (Less than 150 words)			

Please read the exhibition guide thoroughly. An application filed for this event to the organizer by you indicates your knowing and agreeing to the specifications and clauses.

2024 SKM PHOTO Fair | List of exhibits

Exhibition Theme	Chinese/English						
Exhibition introduction (Less than 150 words)	Chinese/English						
Creative concept (Less than 150 words)	Chinese/English						
Submit information please provide a personal photo of the creator and photo files of the exhibited works that can be used for publicity	Please provide the file download URL						
	<input type="checkbox"/> Personal photos (please provide 2-3 photos; if registering as a group, please upload personal photos of all exhibitors) <input type="checkbox"/> Graphic files of exhibited works (at least 3-10 units in the file format of JPG or TIF, solution 300dpi; Please name the file according to the following works list, such as: Exhibitor <u> 1 </u> Works Name)						
Booth Application(Contemporary Photo Exhibition)							
<input type="checkbox"/> 【Theme Image Area】 (multiple booths available per applicant) Artists, art galleries, organizations, & photography studios <input type="checkbox"/> 【Elite exhibition area】 (one booth per applicant) Elite photographers under the age of 25, current students or recent graduates							
No.	Title of Work	photographers	Years	Size	Media	If you want to sell, please fill in the number of editions/selling price	Is it the debut of the work?
1							
2							
3							
4							
5							
6							
7							

No.	Title of Work	photographers	Years	Size	Media	If you want to sell, please fill in the number of editions/selling price	Is it the debut of the work?
9							
10							
11							
12							
13							

Note: Please adjust the form if it is insufficient (Chinese name of the work/English name of the work/dimension
- cm/media/year)

_____2023