

THE ART & ANTIQUES FAIR OLYMPIA

27 JUNE - 3 JULY 2016

PRESS RELEASE

1 March 2016

Olympia Rebrand Puts The Content In The Spotlight

The 44th Olympia International Art & Antiques Fair has been re-branded after a period of research and consultation to become The Art & Antiques Fair, Olympia.

The new marketing look has been designed to fully communicate the eclectic nature of the fair and the unusual breadth of pieces that defines what the event is about. There is also a clean, more modern style.

Mary Claire Boyd, Fair Director said of the changes, "*The brand has a fantastic heritage and has remained strong for many years. The rationale behind the name change is to place more emphasis on the content of the fair, whilst recognising its longevity. In line with this, the identity and creative puts the stock in the spotlight, reflecting the quality of pieces in a clean and contemporary environment. We are very pleased with the new design and the feedback from exhibitors has been very positive.*"

Tickets are priced at £15 in advance, £20 on the door and £60 on Preview day*.

The Art & Antiques Fair, Olympia, takes place at the Olympia National, London, W14 8UX.

For more information and to purchase tickets please visit www.olympia-art-antiques.com

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Ends

Press keen to attend the Preview or in need of more information or high res imagery, please contact alexinkin@gmail.com 07720299456.

*A transaction fee of £1.20 applies

NOTES TO EDITORS

The Art & Antiques Fair, Olympia, is the UK's largest and most established art and antiques fair, taking place annually in June/July at London's iconic Kensington Olympia Exhibition Centre. Celebrating its 44th year in 2016, The Art & Antiques Fair, Olympia, is recognised as one of the most prestigious and established fairs in the UK, and an annual destination for over 29,000 discerning and sophisticated international visitors.

For more information or images contact:

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