

FAQ - General

Eligibility

Local and international galleries with 2 years of active operation history are welcome to submit their applications. We welcome a wide range of galleries to participate in our fair, all the gallery applicants will go through a selection process by Digital Art Fair Selection Committee.

What will we need to provide?

Participating galleries are responsible for the curation, manpower arrangement and content of their dedicated booth.

What classifies as digital artwork?

Digital artwork refers to works of art that have digital elements, including digital paintings and drawings, digital print, digital photography, digitally manipulated image, video art, or virtual or augmented reality artwork. Digital Art Fair Asia reserves the right to reject any artwork that is not within the broad range of what is classified as digital art.

For example, a physically printed photograph will not be considered as digital art, but an image that is minted as an NFT or transformed to an XR/ AR extension will be considered digital art.

What are the criteria of artwork submitted for selection?

All artworks to be showcased in Digital Art Fair Asia Edition 2022 must be a new digital art file without any listing history on any platform including but not limited to NFT trading platforms and other online selling channels. Physical artworks associated with the digital art are also accepted as part of an overall gallery booth curation of less than 50%. For newly minted artworks that have an original copy as an art print, art sculpture or other forms of physical medium, the physical artwork will need to be sold as a bundle with the digital artwork.

How many artists should I submit?

It is a good idea to think about the number of artists you are putting forward in relation to the number of screens as well as the size of the booth you are applying for. To ensure all the artwork can be displayed with reasonable screen time – for example, we would suggest a maximum of 6 artists for a medium size booth with 4 displays provided.

Do the images need to be of the works I will be bringing?

We highly recommend galleries to submit artworks that are selected and confirmed to showcase at the fair. Any updates on artwork will need to be submitted prior to the fair.

Do I have to be a gallery to apply?

As the prestige zone is the gallery-led exhibition area, gallery applicants will have a higher priority to be selected. Other Art x Tech projects may be considered during the selection process.

Is there a quota for different sizes of booths at the fair?

There is not a set number for sizes of booths at the fair, the final compilation will depend on the choice of the selected gallery applicants.

During the Fair

Do I need to build my own interior in the booth area?

Yes. Galleries are responsible for all the design, layout and building within the booth area. We welcome innovative ideas and presentations. To maintain the area aligned and matched at a fine art gallery level, submissions for design and concept layout for Digital Art Fair's approval are required.

Is there a wrapping service onsite?

No. Packing and delivery of artworks are not included. Galleries are responsible to manage the deliveries and packing of artwork as well as any other after sales services.

Can we use our own screens/ displays?

Yes. Gallery participants can use their screens without limitation to brands or models.

Is it necessary for galleries to designate gallery representative(s) during the fair?

Yes. It is necessary for galleries to assign at least one gallery representative to stay in the designated booth area at all times during opening hours of the fair. Additional services on manpower and ghost booth services may be available subject to availability and will be considered an add-on service with additional fees. Galleries are advised to provide training and material preparation.

Will there be a ghost booth arrangement in case gallery representative(s) are unable to participate in-person due to international travel bans?

The ghost booth services can be arranged by request; we encourage galleries to allocate representatives stationed in the venue. Ghost booth services will be a special add-on service. Galleries will be required to manage their manpower and other supporting services.

Do I need to install the artwork myself?

Yes. The building and installation period is 3 days before the fair's official opening night, galleries would expect 3 days to complete all the building and set up inside the booth area.

Is there storage onsite?

Limited storage space is available at the fair. Digital Art Fair does not bear any responsibility for lost, stolen or damaged stock in the storage area.

I am bringing someone to help me install my booth, will I get a guest pass?

Yes, you will need to register the total number of staff you are bringing in for set up. You will receive passes for the registered crew team during check-in at the welcome desk onsite.

Is there any furniture (small table, chair or stool) included in my booth package or available for rent?

Basic furniture set (one table and 2 chairs) is included in the Fair Package, galleries are allowed to bring in additional furniture if necessary.

What additional items are available to order?

Additional spotlights and electrical sockets are available to order, add-on costs will be needed.

Sales

Which platform(s) can we list our digital artwork during Digital Art Fair Asia Edition 2022?

The DAFax NFT Marketplace is the exclusive platform for NFTs and digital artwork listing and transactions during the fair. All original artworks showcased during the Digital Art Fair Asia Edition 2022 can only be listed and sold on the DAFax Marketplace (For more FAQ about DAFax NFT marketplace, please see FAQ – DAFax NFT Marketplace below) .

How do galleries mint their work? Can they mint the selected artwork on their own?

Digital Art Fair provides technical support to galleries on minting and listing of artwork on the DAFax Marketplace as needed. Please note that all minted digital artwork to be displayed at the fair should be exclusively available on the DAFax NFT Marketplace.

Is there a restriction on pricing?

No, however, it is the fair policy that all artwork on display must show prices in digital format (usually with a QR code that links to the marketplace listing). We strive to create an accessible, welcoming atmosphere at the fair. Not pricing your work can discourage visitors from buying. There is no set template for labels.

FAQ - DAFax NFT Marketplace

What is the cryptocurrency Digital Art Fair use for purchasing NFTs or digital art?

The DAFax Marketplace is the only official authorised marketplace for all digital art and NFT transactions at Digital Art Fair Asia Edition 2022. The marketplace supports Ethereum, as well as fiat payment methods.

Payment Terms

All transactions made on the DAFax Marketplace will be directly paid to the gallery in the cryptocurrency purchased. Our smart contracts enable division of the payments embedded into the NFTs, meaning the galleries and artists will have their payments instantly paid into their respective wallets for any primary and secondary purchases. Any fiat currency payment will take up to 30 calendar days to process. For details on wallet set-up please visit the DAFax website.

Tax and additional service charges

All the digital art and NFTs sold on the marketplace will be subjected to a 30% service charge, the service charge will be charged by the original payment currency. No extra taxation is charged. Gallery partners will enjoy a reduced rate of 20% service charge at the Digital Art Fair Asia Edition 2022.

How to protect your digital art assets?

Your digital assets are protected by Digital Art Fair's own custom smart contracts. These smart contracts ensure true ownership and provenance of the artworks for the creators and the collectors of these artworks. The rights enabled NFTs on DAFax offer buyers enhanced value of standard NFTs and creators greater control over their intellectual property.

What sets DAFax apart from other NFT marketplaces?

NFT Marketplaces in general enable anyone with a crypto wallet to mint NFTs onto their platform. DAFax is a highly curated NFT platform, with an aim to serve collectors and buyers who are looking to collect Digital Fine Art NFTs. At DAFax, we also aim to provide artists and collectors with an ecosystem that protects their rights as users, through our robust smart contracts and Rights Enabled NFTs (please see below for more details). These set us apart from mass adoption of NFT Marketplaces where at times, scams and frauds are prevalent. These marketplaces also do not have a KYC guideline, which leaves users more prone to scams and frauds.

At DAFax, we do compliance checks because we understand the need for a structure in place to ensure that digital assets of high cultural and monetary value are protected. Navigating the NFT space can be tricky at times, so at DAFax, we place a high importance on educating users as well as the general public with our knowledge depository as well as our InFocus series which has editorials, news as well as interviews with curators, artists and collectors. This provides a well-rounded ecosystem, much like how the traditional art market might function.

DAFax on Sustainability

We understand the energy exertions that blockchains have on the environment, and here at DAFax we are looking to constantly evolve and adapt our models to provide a greener solution for everyone. Our first version of the drop will be on Ethereum, with a roadmap that will soon include greener alternatives such as the Layer 2 of ETH, as well as Solana. DAFax, through its parent company Digital Art Fair Asia, aims to be net-positive with contributions to climate initiatives through our DAF Foundation, as well as ensuring day to day office operations are responsible and in-line with local guidelines.

What are Rights Enabled NFTs?

Rights Enabled NFTs are NFTs with embedded metadata in them, through the smart contract which helps protect the artists and collectors who showcase and collect NFTs on DAFax. We value transparency on our platform and have published an Artists and Collectors Rights document outlining what artists protections on our platform look like, as well as what collectors can do when they purchase an NFT.

Artists Rights

With years of experience in the Art World and Art Market, DAFax fully understands the importance of intellectual properties and artists rights. In the Digital Art World, artworks can often be copied and resold as a work of art that does not belong to the seller. With our background checks and contracts in place, any Creative contributor to the Marketplace can be assured that they are justified and have their Authenticity proven in the event their work is stolen.

When an artwork is minted and sold on DAFax, the following rights are guaranteed by our Smart Contract.

You retain the Copyright and Image Rights to the Artwork.

This protects the original creator, and even if the work is sold, only you can reproduce and make editions and copies of your work.

Your Artwork is Cared for.

You set the parameters on how the artwork can be displayed, and Collectors will have to adhere to these parameters. For example, the work can only be displayed in a private space no larger than 4m wide. Any public displays or large scale displays must obtain permission from the Creator.

You will earn Royalties from every Secondary Sale.

On the public blockchain, these sales are known to all, so you as a creator are entitled to a percentage of the sale price, even after the initial Primary Sale, and a percentage of the profits (usually set at 10%) from any Secondary Sales will go directly into your Wallet.

Your Collectors have rights too.

To facilitate a healthy Digital Arts Ecosystem, Collectors who have successfully purchased your Artwork will have the rights to use, display and resell your Artwork, and you can learn what they are entitled below.

These Rights are yours, always.

On the Blockchain, and on our platform, you can be guaranteed your rights as a Creative Creator as detailed above are protected in perpetuity.

Collectors Rights

We understand that to create a robust, and healthy Digital Art Ecosystem, Artists and Collectors need to be on the same page for the space to flourish. Our Collectors Rights ensures buyers on the platform know what they can and cannot do with the Collected Artwork.

Authenticity Guaranteed

You can be assured that the artwork is Authentic and from the Creators themselves, even in Secondary Markets.

Use of Work

You may download the original, full resolution files, and display it with guidelines provided by the Artists.

Loan or Lease the Artwork.

A temporary loan of the artwork ensures that Collectors may grant others the right to display the artwork.

Resell the Artwork.

The Collector will be able to Resell the Artwork on the Secondary Market, keeping in mind that the Original Creator gets a percentage of the sales as written in the Smart Contract (royalties are usually set at 10%).

These Rights are yours, always.

On the Blockchain, and on DAFax, you can be guaranteed your rights as a Collector are yours, until the Artwork is sold or transferred.

Gallery Applications Are Now Open

The Digital Art Fair Asia Edition | Hong Kong 2022 gallery applications are now open. We cordially invite you to be a part of the experience and to foster the expanding ecosystem of digital art with a new generation of art collectors.

How to Apply

Please submit your application via online form at

Application materials includes:

- 500 words description of gallery bio, or project description
- Gallery incorporation date and certification
- Past exhibition highlights (up to 5 exhibitions)
- Applicant or gallery representative contact information
- Gallery and Artist website and social media handles
- Curatorial Angle
- Participating artist bios
- Artwork selection and booth design
- Supporting info (media clippings and video links if any)

For any inquiries please contact us at application@digitalartfair.io

DIGITAL ART FAIR

ASIA EDITION | HONG KONG 2022



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