

Art Fair 2026 – FAQs

Submissions

I have access needs. Who do I talk to about it?

Please get in touch by emailing info@bethlemgallery.com or calling 020 32 284 101 or coming into the gallery during normal opening hours and speak to Anna or Isobel. We will be happy to help! We can provide hard copies of the submission form and other information, work with you to complete your forms, and read paperwork aloud or provide it in a different format. Let us know what you need.

Who can enter the Art Fair?

Bethlem Gallery invites artists, patients, service users, carers and loved ones, staff and volunteers connected to the South London and Maudsley NHS Foundation Trust or Bethlem Gallery to contribute up to 3 artworks to the Bethlem Art Fair 2026. All artists must be over 18 years old.

What artworks can I submit?

All creative media welcome: ceramics, sculpture, textiles, painting, drawing, photography, prints. All artworks must be unframed. Maximum size is A2. Up to 3 artworks per artist only.

If I submit artworks, will I definitely be in the Art Fair?

Yes, all eligible artists will be in the art fair, we do not operate a selection process.

How do I enter?

Complete our online submission form or ask Gallery staff for a paper version. Bring your artworks to the Gallery between 1st-14th November 2026, or you can post your works to arrive in the same time period. There is no cost to enter. You must submit your artwork by the 14th November or we will not be able to include it in the Art Fair.

How do I get artworks to you?

You can deliver or post your artworks to us at Bethlem Gallery, Monks Orchard Road, Beckenham, BR3 3BX to reach us any time between **1st and 14th November 2026**. You must submit your artwork by the 14th November or we will not be able to include it in the Art Fair. Please let isobel@bethlemgallery.com know that you have sent works by post so that we can look out for them. **Please make sure your works are clearly labelled with your name and the work's title.** Don't forget to complete the submission form before sending your works!

Can I enter anonymously?

Please give us your real name on your submission form so that we can contact you and arrange payment for any sold works. If you do not want your real name to appear on your artwork, please give yourself an artist name (which can just be 'anonymous') in the relevant space on the submission form. All public-facing communication will use the artist name and not your real name.

How do I get my works back after the Art Fair?

The Gallery team will let you know whether you have unsold works after the Art Fair finishes, and will tell you how and when to collect them. The Gallery cannot post works back other than in exceptional circumstances. In these cases, artists will need to cover the cost of postage. Please email info@bethlemgallery.com or speak to a member of the Gallery team if you want artworks posted back to you.

Exhibition

What is the Founders Award?

Every year Bethlem Gallery runs the Founders Award that aims to recognise the work of some of the most exciting new artists to join the gallery. We will invite a special guest working in the contemporary art field to come and select artworks. Chosen artists will each receive £100 to spend on art materials and be invited to exhibit with us. If you are a new artist, by sending artwork to us for the fair, you will be automatically entered for consideration. We will also award high commendations.

When is the Art Fair open to the public?

The art fair will be open to the public from 12th December 2026 – 16th January 2027. Works will be displayed at Bethlem Gallery, as well as on our social media channels. The Gallery is open Wednesday-Saturday, 9:30-5pm. Entry is free. The Gallery will be closed from 5pm on Thursday 24th December 2026 until 9:30am on Saturday 2nd January 2027.

Pricing and finance

I don't know how much to price my artworks for. Can you help?

Yes, we have written guidance on how to price artworks or you are welcome to book a 15 minute Zoom consultation with Anna or Isobel by emailing info@bethlemgallery.com.

I don't want to sell my artworks, can I still enter the Art Fair?

All works must be offered for sale. If you want to reduce the chance of your work selling, you could decide to price it at the maximum of £250. However, we will sell works if someone wants to buy them.

Why is the Gallery asking for 20% commission on my sales?

Bethlem Gallery is a charity and does not make a profit on our activities. The Art Fair is expensive to run but we do not charge to enter as we want to make it accessible for everyone to participate. We ask artists to donate 20% of their sales to the Gallery to help cover our costs in putting on the Art Fair – this is a much lower percentage that many commercial galleries charge their artists. Artists who do not sell work will not pay anything for being in the Art Fair.

Donating the 20% is optional and you can choose to opt out on your submission form. Bethlem Gallery is extremely grateful that almost all artists choose to donate the money and we appreciate their support. If you choose to donate, the commission will be deducted from your sales before we transfer your money after the Art Fair.

How do I get paid if I sell work?

After the art fair ends on January 16th 2027, we will get in touch with all artists to let them know if they sold any artworks and to arrange collection of unsold works. This process may take a few weeks as we have over 100 artists to contact so please be patient as you may not hear from us immediately. We will email you using the email address on your submission form so make sure that's entered correctly. If you have sold work, we will let you know how much money is owed to you and ask for your bank details. Payment will be made by bank transfer.

Other topics

I am unhappy about something or have suggestions for how something could be better.

Please tell us! Email info@bethlemgallery.com or speak to any staff member. If we can change the issue during the Art Fair then we will do that, but we also keep notes of suggestions to improve things in future years. Sometimes it is not possible to change things and we apologise if you are not happy. You are entitled to withdraw from the Art Fair at any time.

Will you send me a copy of the flyer?

Unfortunately, the Gallery does not have enough funds to post hard copies of the Art Fair flyer to artists. You are welcome to collect flyers from the Gallery in person.

Why isn't the Art Fair upstairs in the same space as last year?

The Art Fair is usually downstairs in the main Bethlem Gallery exhibition space. In 2025, our colleagues at Bethlem Museum of the Mind kindly allowed us to use their temporary exhibition room upstairs as we had an ongoing exhibition downstairs. This was a one-off situation and we are returning to the normal Gallery Art Fair exhibition for 2026.