

## Art for Everyone

### Agora Project at the 20th Edinburgh Art Fair

Dear Art Lovers,

The Edinburgh Art Fair (EAF) proudly marks its 20th anniversary this year by extending our much-admired Agora Project, a visionary initiative inspired by the ancient Greek concept of communal gathering and shared experience. Under the Agora theme, EAF reimagines that classical spirit by inviting visitors to explore a modern “Agora” devoted to art, diversity, and collective engagement.

#### Reviving the Spirit of the Agora: Art as a Shared Language

The Agora Project draws inspiration from the ancient Greek agora, a space where citizens gathered to exchange ideas, celebrate culture, and forge connections. In today’s fragmented world, EAF reimagines this timeless concept by fostering inclusivity, diversity, and collective joy through art.

“The pandemic reminded us how deeply we need human connection,” the EAF team observes. “The Agora Project is our collective response—a celebration of community through creativity. Art transcends boundaries, and here, everyone belongs.”

Visitors will explore a dynamic mix of established artists, emerging talents, and self-taught creators from across the globe, with artworks spanning painting, sculpture, photography, ceramics, bespoke furniture, and design. Prices range from £100 to £100,000, ensuring accessibility for all budgets. For those seeking financial flexibility, the Own Art scheme offers interest-free payment plans, making original art ownership achievable.

#### Fostering Community: Charitable Partnerships and Children’s Creativity

EAF firmly believes art extends far beyond gallery walls and proudly upholds its role as a force for good. Since 2005, the fair has worked alongside organizations such as CHAS, Maggie’s, St Columba’s Hospice, East Lothian Special Needs Playscheme, and Garvald, raising both awareness and essential funds for charitable programs. In particular, St Columba’s Hospice and Garvald Edinburgh will once again feature at this year’s fair, exhibiting works created by or in collaboration with their communities. Proceeds from these sales directly support the charities’ services—allowing visitors to discover meaningful pieces while contributing to a lasting social impact.

Meanwhile, the Kids' Art Group provides a welcoming, hands-on creative space where young minds can paint, draw, and freely unleash their imaginations under the guidance of the Edinburgh Art Shop team. The idea is simple: when children feel inspired, the entire community reaps the benefits of their creative spark.

## A Welcoming Space for All: Relax, Recharge, Reconnect

At the Edinburgh Corn Exchange, visitors can:

Explore a captivating array of original art—from emerging creatives to established masters, many showcased exclusively at EAF and unavailable on the typical high street.

**Celebrate Togetherness** with our Agora-themed mini-exhibition, where select galleries present pieces that capture the spirit of unity, collective dialogue, and shared inspiration. These exhibitors come from near and far to highlight how art can bring people together in meaningful ways.

**Engage Young Minds** in interactive, family-friendly workshops! Children are free to paint, draw, and sculpt under the enthusiastic guidance of the Edinburgh Art Shop team, who encourage them to experiment and dream big.

**Make a Difference** by supporting our partnered charities. Buying select artworks directly funds essential social and therapeutic programs—turning your purchase into a powerful act of generosity.

**Unwind and Connect** in style. Take a break in our licensed bar or coffee lounge, savor artisanal treats from local stalls, and rest in the dedicated chill-out area.

At EAF, art isn't just something to view—it's a shared adventure. From thoughtful conversations with artists to relaxed chats over a coffee or glass of wine, every moment invites you to be part of a larger community celebration of creativity.

## About the Edinburgh Art Fair

Founded in 2005, the Edinburgh Art Fair has become a must-see fixture in Scotland's cultural calendar, consistently attracting knowledgeable, passionate audiences. Bringing together international galleries, local creative communities, and charitable collaborations, EAF proudly upholds its ethos of "Art for Everyone," echoing Edinburgh's legacy as the "Athens of the North."

The Agora Project embodies EAF's enduring mission—to create a space where art unites us, capturing the vibrant spirit of ancient Greece while remaining firmly anchored in today's world. This year's bold new chapter invites visitors to experience art as a living dialogue, connecting communities across time and culture.

We look forward to welcoming you at EAF 2025—join us to celebrate the power of art and community!

## Ticket Information & Dates

To celebrate its 20th year, EAF introduces discounted tickets:

20% off general admission: £8 (was £10) Concession tickets: £6 (was £7.50)

Five pound Friday - All proceeds of ticket sales go to the My Name's 5 Daddie Foundation.

When: 19–21 September 2025

Where: Edinburgh Corn Exchange

11 New Market Rd. EH14 1RJ

**Tickets: On sale Now!**