



Submission Guidelines 2026

HALFTONE

PHOTOIRELAND

THE LIBRARY PROJECT

• FOR VISUAL CULTURE & CRITICAL THINKING •

HALFTONE PRINT FAIR 2026 – SUBMISSION GUIDELINES

HALFTONE is an initiative by PhotoIreland, hosted every year at The Library Project. In its 12th edition, the fair will run from **28 November 2026 to 24 January 2027** and brings together a large selection of works by both established and emerging artists, showcasing Ireland's exciting contemporary art scene.

Applications are now open to fine art printers, illustrators, designers, photographers, and all visual artists and creatives to submit works produced since 2024, to be displayed and sold at the HALFTONE print fair.

Submissions may include works produced from 2024 onwards, using any print technique, such as screenprint, stencil, risography, lithography, etching, inkjet printing, etc., without any limitation of approach or concept. All selected works will be on display during HALFTONE at The Library Project from the opening at 1pm on Saturday, **28 November 2026**, when they will go on sale.

HOW TO SUBMIT

1. READ THE SUBMISSION GUIDELINES

Please read the submission guidelines in full before beginning your application. If you have any questions, don't hesitate to get in touch with us at admin@photoireland.org

• PAY THE SUBMISSION FEE

Pay the €10 submission fee before submitting your application. If you are a [Member of the International Centre for the Image](#), the submission is free, and you can skip this step.

Please note that we do not accept bank transfers or PayPal payments. All payments must be completed through the provided link.

2. SUBMIT YOUR APPLICATION

Complete the Google Form once you've read the submission guidelines and paid the submission fee.

If you do not have a Google account or are unable to access the Google Form, please email us at admin@photoireland.org as soon as possible, and we will share with you an alternative submission form.

TIMELINE

Submissions deadline: 6pm Sunday 18 October 2026

Artists contacted: by 2 November 2026

Delivery of artworks: 3–15 November 2026

Opening: 1pm Saturday 28 November 2026

Running: until 24 January 2027

Collection of artworks: 25–31 January 2027

Artwork delivery and collection must take place during The Library Project's opening hours: Monday to Friday, 11 am–6 pm, and Saturday to Sunday, 12–6 pm.

Please note: The timeline is the same for everyone and, out of respect, will not be changed to accommodate exceptions. You must read and review all information and dates in advance of submission to ensure commitment, availability, and appropriate planning. If you need help, please contact us right away; we cannot guarantee assistance a few hours before a deadline. As we have no storage facilities, we emphasise the importance of collecting artworks on the agreed dates after the fair.

Any uncollected artworks after 31 January 2027 will incur a weekly storage charge of €10.

SUBMITTING YOUR ARTWORKS

You can submit up to 10 artworks, produced from 2024 onwards. The artworks must not have been previously exhibited in the HALFTONE Print Fair.

IMAGES

Your submission should include a maximum of 10 artworks, with **2 images per artwork**, for a total of 20 images. The images should be in JPG or WebP format. The maximum size is 1 MB per file.

You must submit 2 images per proposed artwork:

- **A digital image of the artwork** itself with a width of 2000px on the longest side, at 144dpi. This image will be used to promote your work online and should be of good quality.
- **A photograph or a mock-up of the print framed or mounted, as you proposed to hang it at HALFTONE.** With these images, we will be able to assess the artwork, its presentation, and plan its hanging. These do not need to be high-resolution.

The file names should follow the example:

- FullName_Title.jpg
- FullName_Title_Framed.jpg
- FullName_Title_Mockup.jpg

Please ensure your files are named correctly. We rely on filenames to identify each artwork and its artist. Files that cannot be clearly identified may not be considered.

PRICING

When pricing your artworks, consider:

- The 40% gallery commission
- Other considerations that may inform your pricing may include the edition run, availability of your work, production costs, and so on. A quick way to

refer to pricing strategies by other artists is to look at past editions of HALFTONE online.

The price you submit for your artworks should include the 40% gallery commission.

Please be aware that, as Photolreland is required to add VAT on artwork sales, we will add 13.5% VAT on top of the submitted price.

Please do not include VAT in your submitted price, as VAT will be added by Photolreland. The price provided should include the 40% gallery commission only. No changes to pricing or submission details can be made after the submission deadline unless required to correct an error on our part.

See end of document for further explanation on pricing (Page 8)

PRESENTATION OF WORKS

The conditions below are informed by our experience over the last decade selling artworks and are aimed at making the most of your work, as well as ensuring a pleasurable and professional experience for you and prospective buyers.

No signage, branding, watermark, sticker, etc. should be visible anywhere directly on the artworks, except for signatures and edition numbers, if applicable. Any personal branding should remain on the protective cover of the artwork and not obstruct the image itself.

Prints are accepted only if they are presented appropriately and professionally. Please follow the relevant requirements below:

UNFRAMED

- All unframed prints must be wrapped/sleeved in protective plastic, mounted, or presented with a rigid backing card, so they can remain flat and stand independently. The wrapping should be neat and considered part of your

professional presentation.

- When placing a backing card behind a print, please make sure they are the same size.
- On the back, there must be a paper, business card, or sticker with at least your name; you may also add the artwork title and any other relevant details. This should be done neatly and accurately
- Prints delivered rolled in tubes will only be accepted as additional stock. A display copy (framed or unframed) must also be provided, and this display copy will be available for sale.
- Please do not attach personal price tags to prints.

FRAMED

- We do not accept framed artworks presented without glass or perspex.
- Framed prints should be in saleable condition, without any damage to frame, glass, or artwork.
- Framed prints must have a hanging device already attached to them. We will not hang any frames that are not prepared for hanging.
- Please do not attach personal price tags to prints.

DELIVERY

- The works must be delivered 3–15 November 2026, during opening hours at The Library Project (Mon–Fri 11–6, Sat–Sun 12–6). No artworks will be accepted after 15 November.
- The work must be delivered ready for display. At the time of delivery, all prints must be ready to hang, numbered, and signed where required. We ask artists not to begin preparations (such as signing, framing, fixing, etc.) at the time of delivery, as space for this will not be provided. Please take all packaging with you; any packaging left behind will be disposed of.
- The work will be examined at the time of delivery. The artist/representative must be present during the quality check of the work and frame. If the work is damaged or not suitable for hanging, the artist may be asked to take it back and return it once it meets the presentation requirements outlined above.

- Only the works selected through the open call, and in the quantities confirmed, may be delivered. Additional works will not be accepted.

RESTOCKING

During the fair, we may contact you to ask if you would like to restock your prints. Restocking is optional, and you may choose whether or not to provide additional copies. If you agree to restock, the original terms of sale remain unchanged, including the submitted retail price, gallery commission, and artist payment.

We may also contact you after the conclusion of HALFTONE to ask whether you would be interested in leaving selected prints with us for continued sale. This would be optional and, if agreed, would be covered by a separate agreement.

COLLECTION

- Unless agreed otherwise in advance, all unsold artworks must be collected 25–31 January 2027, during opening hours at The Library Project (Mon–Fri 11–6, Sat–Sun 12–6).
- Please bring your own packaging material, as we will not be able to provide it or package your artwork for you.
- As we have no storage facilities, we emphasise the importance of collecting artworks on the agreed-upon time. Uncollected artworks will incur a weekly storage charge of €10.

SALES

- Sales results will be communicated after 24 January 2027, following the conclusion of HALFTONE.
- Following the fair, artists will receive a sales report for sold artworks. The artist must send an invoice for the amount due, calculated as 60% of the submitted price.
- For invoicing requirements, please see our [Invoicing Information document](#).
- Invoices are processed within 60 working days.
- No payments are made without an appropriate invoice. Information within

the body of an email is not considered an invoice.

- Invoices will not be processed if an artist hasn't collected any remaining artwork.

CONDITIONS

- All works submitted must be available for sale and will be sold at a 40% gallery commission.
- By submitting your application, you agree that Photolreland may use your images to promote your work and HALFTONE online via the website, social media, and press materials.
- Selected artists are required to confirm their participation within 48 hours. If we do not receive a reply within that time, we may cancel the offer and pass the opportunity on to another artist.
- The artist is responsible for the appropriate packaging of the prints upon delivery and upon collection.
- Photolreland accepts no responsibility for any loose or detachable parts of frames or artwork presentation. Artists are responsible for ensuring that all frame components, backing boards, hanging hardware, and other attached elements are securely fixed before delivery.
- The work and frame must match the images submitted with your application.
- All prints must be clearly labelled with the artist's name and the title of the work. Untitled or unlabelled works will not be accepted.

We reserve the right to decline participation if these basic conditions are not met.

Having read all these details, please proceed with your submission by paying the submission fee and submitting the Google Form.

We can't wait to see your work
Best of luck with your submission!

PRICING

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The final sale price (including VAT) will be rounded to the nearest €5 (e.g. €12 becomes €10, €13 becomes €15, €16 becomes €15, and €18 becomes €20). This rounding does not affect the artist payment, which remains fixed at 60% of the submitted price.

Example: If your submitted artwork price is €100, when 13.5% VAT is added, the final sale price is €115 (rounded up from € 113.5). From the submitted price of €100, the 40% gallery commission is deducted, leaving the artist payment of €60.