

17th Unlimited Edition – Seoul Art Book Fair 2025 Application Guide

Application Period:

**April 25 (Fri) – May 16, 2025 (3 weeks total,
application closes at 12:00 AM on May 17)**

Final Participant Announcement:

Individual notification by email at the end of June

The 17th Unlimited Edition – Seoul Art Book Fair 2025, UE is a place of encounter that connects creators and visitors through books and creates individual stories on site. Every year, hundreds of domestic and international creators showcase their own art books, independent publications, and graphic works at this venue where more than 20,000 visitors come to communicate directly and experience unexpected visual discoveries.

!! Major Changes in the Open Call

1. Application Method

➡ Changed the 'Book Introduction' file submission method.

Previous: Email submission

→ **Changed to: Google Form file upload (if you don't have a Google account, submit file via official email: ue.seoulartbookfair@gmail.com)**

2. Booth Size

➡ Unified all participant booths to one standard size.

Previous booth types: 4 types by size

→ **Changed to: Unified 1 booth size**

Introduction PDF listed in the guidelines below.

(Failure to follow the format may disadvantage your application during the review process)

Participation Criteria

1. Unlimited Edition primarily focuses on the sale of independent publications, art books, and printed materials. You must have new publications released in 2025.
2. Small-scale goods, music albums, etc. may also be sold. However, creators of printed materials will be given priority in the selection process.
3. At least one person per team must be present on-site to sell directly during all three days of the event.
4. The order of application submission does not affect the selection process.

!! Required Submission Materials: “Book Introduction” PDF

1. Introduce the books you will showcase at UE17.
2. Please introduce books you have already published at the time of application and books you plan to release for UE17, rather than your general portfolio of activities.
3. If you plan to showcase goods other than books, please include them in your book introduction in any format you prefer to help with the review process.

How to Apply

Access the survey form through the application link on the UE official website, then fill in, upload pdf, and submit the form.

Important Notes for Survey Submission

➡ When submitting “the book introduction” file, you must follow the format below for your application to be accepted:

- File name: UE17_TeamName.pdf
- File format: PDF, must be under 100MB (must be consolidated into a single PDF)
- Please check the required contents for the Book

Required Content in the “Book Introduction” PDF

- Book cover image, book title
- Overall content introduction
- Interior draft (minimum 8 pages to full book)

- * Additional necessary content may be included in the book introduction (free form)
- * Items a, b, c can all be included as current drafts
- * Please note that if publication is canceled or content changes significantly after selection, your participation may be canceled.
- * When applying for a joint booth, include information for both teams in one application form. The required “Book Introduction” should also contain information for both teams in a single PDF.

Participation Limitations

- Due to space and equipment constraints, we anticipate a final participant count of 220-240 teams. Participation beyond this number is difficult.
- If applications exceed this number, we will explore all possible layout options before a panel of 6-7 or more reviewers will select participants based on comprehensive criteria. In this case, both selected and non-selected applicants will be contacted.

Important Notes

- Joint booths of two or more individuals/teams are permitted.
- Selective participation on specific days during the event period is not allowed.
- Only books produced by the participants themselves may be sold. Books from major publishers where you were simply an author cannot be sold.
- In case of cancellation: Full refund of participation fee until **July 31**. No refunds for cancellations after **August 1**. Please apply with

careful consideration.

* In case of postponement or changes due to infectious diseases, natural disasters, or other reasons, participants will be notified in advance and asked about their attendance again. If the entire event is canceled for the same reasons, the participation fee will be refunded within a certain period from the date of cancellation decision. In this case, the non-refundable period in clause 4 does not apply.

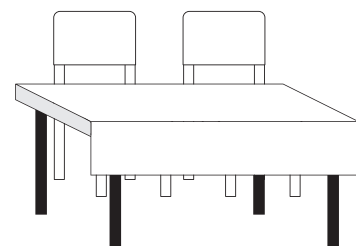
5. Both the Google form submission and PDF transmission must be completed for your application to be finalized.

Booth Types and Participation Fees

Provided: Table sized according to booth, chairs, team name display, wall (or partition), official bag

Booth Fee Overview

The participation fee is used for event design, space installation, printing, promotion, equipment rental, and other operational costs.



1 booth: 1.2m width × 0.6m depth × 0.7m height,
2 chairs: 385,000 KRW

The size and shape of booths may change.

If so, you will be informed when your participation is confirmed.