



PHOTOFAIRS
NEW YORK _____
Javits Center
_____ 09. 8-10. 2023

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PHOTOFAIRS New York Launching September 2023 _____

September 8 – 10, 2023
Photofairs.org



Creo is pleased to announce the launch of PHOTOFAIRS New York, a new contemporary art fair dedicated to photo-based and digital artworks. The Fair's inaugural edition will take place on September 8-10, 2023 at the Javits Center on Manhattan's West Side and will feature 80-100 galleries from around the world, presenting a state-of-the-art view of visual culture.

The Fair's strong curatorial approach will create a new platform where photography and new technologies intersect. It will provide a dedicated space for galleries and audiences to explore new trends in the contemporary art market centered around digital practices and innovative installations. From fine art photo-based works to experimental filmmaking, VR and NFTs, PHOTOFAIRS New York will connect collectors and visitors with international galleries and boundary-pushing artists inviting discourse and interaction.

PHOTOFAIRS New York joins Creo's existing roster of photo-dedicated fairs including PHOTOFAIRS Shanghai, the leading destination in Asia-Pacific for discovering and collecting photo-based art and Photo London, the annual international fair dedicated to photography. PHOTOFAIRS New York is launched in partnership with Angus Montgomery Arts and represents the latest addition to its existing portfolio of international art fairs including India Art Fair, Taipei Dangdai, Art Düsseldorf

and the forthcoming Art SG (Ja 2023) and Tokyo Gendai (Jul 2023). Furthering Creo's collaboration with Photo London and lending their expert knowledge and creative insights, founders Michael Benson and Fariba Farshad have joined the new fair, taking a 10% stake in PHOTOFAIRS New York.

Scott Gray, Founder and CEO of Creo, says: *'As the birthplace of many pioneering art movements throughout the 20th and 21st centuries and as one of the world's leading centers for the arts and visual culture, New York City is the natural destination to launch a new edition of PHOTOFAIRS. The city's distinct energy and reputation for creative innovation and dynamism will be reflected across the Fair's participating galleries and curated presentations. We look forward to working with New York's celebrated institutions, galleries and contemporary spaces to stage a vibrant first edition which showcases the very best of international fine art photography, moving image and digital artworks.'*

Jeff Rosenheim, Curator in Charge of the Department of Photographs, Metropolitan Museum of Art, says: *'This is truly exciting news. New York's enthusiasm for photography is almost unbounded. There are likely more galleries representing photographers in New York City than anywhere else in the world. The holdings of photography in the city's many museums are amongst the world's finest, and of course New York is home to many great photographers, collectors, and patrons of the medium. This will bring new energy to the fall season in New York and I very much look forward to seeing the results in September next year.'*

Sandy Angus, Chairman of Angus Montgomery Arts and Creo, says: *'We're delighted to be launching PHOTOFAIRS New York at the Javits Center, the city's premiere events venue. Photo-based works and fine art photography have always been a key part of the Angus Montgomery Arts portfolio of contemporary art fairs, and we're excited to be expanding our rota and by the opportunities that New York represents for the group.'*

PHOTOFAIRS New York will include four sectors: **Galleries**, the main section showcasing modern and/or contemporary artists working across photography-based art; **Platform**, featuring galleries established for less than eight years or booth presentations of artists under the age of 35; **Screen**, comprising galleries which showcase a wide range of new media and technology and digital artworks; **Film**, focused on new filmmaking practices, experimental film or film as an artistic medium.

The Fair will be supported by a dedicated New York City based team that will work closely with the city's galleries and institutions. A Selection Committee made up of galleries from the US, Europe and Asia will represent the scope of Creo's current roster of fairs and ensure a diversity of presentations showcasing the very best in fine art photography from across the world. Additionally, an Advisory Group of US and international collectors will provide guidance and facilitate engagement with collectors and buyers. Meta Media Group will join the fair as an international partner to further increase the global footprint of the Fair.

Running alongside The Armory Show, PHOTOFAIRS New York will complement and add to the existing public programme and satellite events around the city, further enhancing its cultural offering in September and providing a strong draw for visitors and collectors.

Applications for PHOTOFAIRS New York are now open. To apply please visit www.photofairs.org/newyork.

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Notes to Editors

PHOTOFAIRS is a brand of high-end art fairs with a particular focus on photo-based and digital works; first launching with Shanghai in 2014 and the forthcoming New York in 2023. PHOTOFAIRS Shanghai is Asia Pacific's leading fair dedicated to photo-based and digital artworks, building a strong local market and critical appreciation for the medium in the region and beyond. PHOTOFAIRS New York launches at the heart of the largest and most dynamic global market for art and photography. Matching the energy and vibrancy of the local scene, the fair presents a state-of-the-art view of visual culture. www.photofairs.org

Creo initiates and organises events and programming across three key strands: photography, film and contemporary art. Established in 2007 as World Photography Organisation, Creo has since grown in scope, furthering its mission of developing meaningful opportunities for creatives and expanding the reach of its cultural activities. Today, its flagship projects include the Sony World Photography Awards, Sony Future Filmmaker Awards, PHOTOFAIRS Shanghai, Photo London and the forthcoming PHOTOFAIRS New York (Sep 2023). Working in partnership with Angus Montgomery Arts, Creo helps deliver the group's ventures, comprising some of the world's leading art fairs. Taking its name from the Latin for 'I create', it is in this spirit that Creo sets out to empower and give agency to creative voices. www.creoarts.com

Angus Montgomery Arts consults, develops and establishes art fairs and exhibitions worldwide. Led by Sandy Angus as Chairman and Scott Gray as CEO, Angus Montgomery Arts has more than 40 years of experience in the contemporary art sphere. As one of the largest art fair organizers in the world, Angus Montgomery Arts is committed to delivering high quality events that serve the needs of collectors and galleries. The current portfolio includes Taipei Dangdai, India Art Fair, Sydney Contemporary, PHOTOFAIRS Shanghai, Art Central Hong Kong, Art Düsseldorf, Photo London and the forthcoming Art SG (January 2023), Tokyo Gendai (July 2023) and PHOTOFAIRS New York (September 2023). www.angusmontgomeryarts.co.uk