PHOTOFAIRS | Shanghai

PHOTOFAIRS | Shanghai is the only international art fair dedicated to photography and moving image in China, the most important photo fair in the Asia Pacific Region and the second most international photo-dedicated art fair in the world.

PHOTOFAIRS | Shanghai provides partners a bespoke environment that offers the opportunity to engage directly with a high-net-worth audience in China.

We are committed to presenting fine art photography and moving image from leading international galleries and their artists.

The fifth edition of PHOTOFAIRS | Shanghai closed with solid sales across both photography and moving image.

Fifth Edition

The 2018 edition of PHOTOFAIRS | Shanghai was the most international to date. Over 26,000 visitors attended the Fair seeing 50 galleries from over 16 countries.

The 2018 edition attracted:

| 26,000 visitors | 10,000 VIPs |

The Fair saw a significant increase in attendance of collectors from across China and internationally. In addition, the Fair also attracted greater interest from institutions and museum curators from all over the world.

Key collectors and curators in attendance at PHOTOFAIRS | Shanghai included: Martin Barnes (Senior Curator of Photography, Victoria & Albert Museum, London), Michael Chen Chan-wan (art advisor, Sunprise Foundation, Taipei), Thomas Dukes (curator, Open Eye, Liverpool), Stephan Erfurt (CEO, C/O Berlin Foundation), Lin Han & Wanwan Lei (collectors & Co-Founders, M Woods Museum, Beijing), Dr Oliver Hartmann (Konsul, Goethe Institute), Zheng Hao (collector & Founder HOW Art Museum, Shanghai), Wang Jun (Collector & Founder, The Light Society, Beijing), Jiyoong Lee (curator & Managing Director, Sun Art Projects), Heung Shing Liu (Founder, Shanghai Center of Photography), Isaac Leung (Chairman, Videotage, Hong Kong), Mark Lubell (Director, International Center for Photography, New York), Marleen Molemaar (collector, Hong Kong), Christopher Phillips (Independent curator, New York), Anouska Phizacklea (Director, Monash Gallery, Melbourne), Lawrence Ross (Advisory Board, Museum of Contemporary Photography, Chicago), Andrew Ruff (collector & founder, 166 Space, Shanghai), Claire Shea (Deputy Director, Museum of Photography / Director, OCAT Xin), Douglas So (collector & Founder, F11 Museum, Hong Kong), Lindsay Taylor (curator, University of Salford Art Collection), Jenny Jinyuan Wang (Collector & Founder, Fosun Foundation, Shanghai), Heiner Wemhöner (Collector & Founder, Saamlung | Wemhöner, Berlin), Susan Van Wyck (Curator of Photography, National Gallery of Victoria, Melbourne), Jay Xu (Director, Asian Art Museum, San Francisco) and Lu Xun (Collector and Founder and Director, Sifang Museum, Nanjing).
Audience

PHOTOFAIRS | Shanghai is highly regarded and appeals to an expanding wealthy Asian upper-middle class that are passionate about art, creativity and photography.

Through a highly curated approach, PHOTOFAIRS provides an elegant and vibrant environment for both established and new collectors. In addition, events programs and bespoke advisory services during the fairs create an engaging platform to nurture new collectors.

"The gallery has participated in PHOTOFAIRS | Shanghai since its launch and I can sense the maturity of the fair’s audience and the overall appetite for photography in China. There is a developing taste for photography in the Chinese collector circle, and the fair is doing a lot to promote the medium in China. We were happy to see returning collectors and curators, but importantly the fair offers the opportunity to meet with different institutions from around the world each year on home ground."

Blindspot Gallery (Hong Kong)

The audience crosses core sectors:

- International and local collectors
- Art buyers
- Luxury goods’ buyers
- Photography enthusiasts and art lovers

© YANG MAOYUAN, Shunyi, 2017. Courtesy of One Way Art Gallery (Beijing)
Collectors and VIPs

A bespoke VIP program, incorporating private tours and dedicated museum visits, ensures PHOTOFAIRS | Shanghai welcomes some of the largest art collector groups in Asia.

PHOTOFAIRS | Shanghai offers a diverse and dynamic program of events for VIP’s to take part in. From private tours of leading museums to exclusive previews of the latest exhibitions, each event provides a unique insight into the Shanghai art scene.

2018 highlights included:

• Welcome dinner at HOW Art Museum
• The Middle House artist talk
• Private tour at West Bund
• Artnet evening after party
• The Artling evening after party
• PHILLIPS welcome brunch at 166 Art Space

Photography is a highly sought after art form appreciated by millions and PHOTOFAIRS | Shanghai offers the unique opportunity to reach this discerning audience.
PHOTOFAIRS | Shanghai hosted a series of evenings welcoming local press and collectors with a view to present the investment opportunities provided by photography as collectable art.

The events took place from 2016 to 2018 included the following cities:

- Tokyo
- Hong Kong
- Taipei
- Chengdu
- Beijing
- Shanghai
- Hangzhou
- Shenzhen
- Guangzhou

By announcing the participation of leading sponsors to key press and collectors, the City Tour adds to the exposure in China and strengthen the sponsor's brand with this series of events.
Venue & Dates

PHOTOFAIRS | Shanghai takes place at the Shanghai Exhibition Center.

Officially nominated as one of Shanghai’s leading architectural buildings, the Shanghai Exhibition Center is an iconic landmark in the centre of Shanghai and on the up market shopping street of West Nanjing Road.

2019 Dates:

Thursday 19th September 2019
Collectors’ & Press Preview

Friday 20th September 2019
VIP Preview
After Dark

Saturday 21st September 2019
Public Opening

Sunday 22nd September 2019
Public Opening
**Press & Media Coverage**

PHOTOFAIRS | Shanghai 2018 press campaign began in May 2018. Press coverage was sustained on a daily basis in China and beyond, the event is still being talked about in global media today.

750+ Chinese and international online articles  
815 million people reached globally  
80% of coverage was published pre-fair

50+ media partners supported the Fair connected to PHOTOFAIRS

100+ interviews were organised with artists, galleries and experts

Coverage was international and featured in a wide variety of outlets from Financial Times, CNN style, Tatler to ELLE or TANC with overall coverage of the Fair along with series of featured articles in Yitiao, YT and Vice on interviews of the artist and industry experts participating in the Fair. Social Media coverage of the Fair was also extensive with thousands of postings and repostings on WeChat leading up to the Fair.
Partnership Opportunity

PHOTOFAIRS | Shanghai presents Partners with an unrivalled opportunity to connect to a culturally aware audience across the wider Asia-Pacific region, and specifically across mainland China.

Partners are provided with a dedicated environment or tailored program to engage directly with the audience at PHOTOFAIRS | Shanghai.

Photography is a positive, passionate and engaging subject, enjoyed by stakeholders of all levels. The Fair enables selected Partners to engage directly with this community and increase brand awareness across a high-net worth audience in Asia.

All partnerships are bespoke ensuring core marketing and sales objectives are met.

www.photofairs.org
Partnership Packages & Benefits

PHOTOFAIRS | Shanghai provides unique, exclusive and bespoke partnership programmes that target key markets and stakeholders.

The principle bespoke partnership opportunities provide partners with a dedicated space:

- Leading Partner
- Associate Partner
- Arts & Culture Partner
- Fashion Partner
- Lifestyle Partner
- Print Partner

In addition to bespoke programmes, further partnership opportunities include:

- VIP Partner
- After Dark Partner
- Exhibition Partner
- Talks Program Partner
- Lounge Partner
- Restaurant & Cafe Partner

Each partnership programme provides different benefits including:

- VIP Private Views
- Exclusive Exhibitions
- Dedicated brand environment
- Collectors’ Dinners
- Bespoke VIP Events
- Local cultural engagement
- Corporate hospitality

In addition, partnership benefits incorporate a corporate booth, hospitality, brand awareness, access and media accreditation.
Summary

Photography is perhaps the most prolific artistic medium of our era, with mass appeal, and is a rapidly expanding rich vein for collectors and auction houses.

By partnering with PHOTOFAIRS | Shanghai, brands are able to connect with this growing, discerning and passionate audience across the greater Asia-Pacific region leading up to the event as well as at the fair.

All partners benefit from a unique, exclusive and bespoke activation programme that targets key markets and stakeholders.
About Us

PHOTOFAIRS - International Art Fairs
Dedicated to Photography.

The World Photography Organisation launched its first art fair dedicated to fine art photography in Shanghai in September 2014. The PHOTOFAIRS brand was created in 2016 in response to the growing interest in and demand for photography worldwide, and incorporates the newest addition to its roster – PHOTOFAIRS | San Francisco.

PHOTOFAIRS was founded by Scott Gray (CEO, World Photography Organisation) and Sandy Angus (Chairman, Angus Montgomery Arts) and is a subsidiary of the Montgomery Group.

Fair destinations include PHOTOFAIRS | Shanghai, September 20 - 22, 2019 at the Shanghai Exhibition Center.
For sponsorship opportunities please contact:

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