PHOTOFAIRS
SHANGHAI

International Art Fairs
Dedicated to Photography

21-23 September 2018 | Shanghai Exhibition Center
The Fair

The fifth edition of PHOTOFAIRS | Shanghai will return to the historic Shanghai Exhibition Center this September 21-23, 2018.

Since it’s launch, PHOTOFAIRS | Shanghai has established itself as the leading international art fair dedicated to cutting-edge modern and contemporary photographic and video work from international galleries.

Through a highly curated approach, PHOTOFAIRS | Shanghai provides an elegant and vibrant environment for galleries to connect with both established and new collectors.

The fair appeals not only to established collectors from across China, Asia Pacific and the world but to emerging collectors and buyers that are passionate about art, creativity and photography. China is the third largest art market globally with enormous growth potential making PHOTOFAIRS | Shanghai an unrivalled opportunity for galleries to connect with the next generation of collectors.
“Highly visual and conceptual, PHOTOFAIRS | Shanghai is joined by the best international galleries and artists - going to the fair is a fantastic experience.”

Lu Xun
(Collector & Director, Sifang Art Museum, Nanjing)
Shanghai by Numbers

The 2017 edition was the most international edition to date, with the fair continuing successfully in its mission to bridge East and West in a developing and energetic marketplace.

33,000 visitors  
8,000 VIPs

50 Galleries

16 Countries  
28 Cities

2017 exhibiting Galleries reported exceptional sales with works selling from;

$2,000 USD - $200,000 USD
What the Galleries say

“I am very happy with my first year of participation at PHOTOFAIRS | Shanghai and the Chinese community has been extremely receptive to the works I brought. I have made many new connections and am optimistic that I will be building on those connections and returning to do even more in the future.”

Robert Mann Gallery (New York)

“Exhibiting at the fair for my third year, I feel that the quality of the collectors is excellent.”

Matthew Liu Fine Arts (Shanghai)

“This is our fourth time exhibiting at PHOTOFAIRS | Shanghai. The fair gives us a valuable platform to build and develop connections with collectors and expand our longstanding work with the Chinese market. It's amazing how engaged people are and it feels like photography is exploding as a sector in China.”

Magnum Photos (London)

“With many public programmes and opportunities offered by the fair, the public's understanding towards contemporary photography has broadened, as has the collector base.”

ShanghART Gallery (Shanghai, Beijing & Singapore)

“Through PHOTOFAIRS | Shanghai we are meeting more collectors, and I also see many more museums and curators on site than in previous editions.”

Blindspot Gallery (Hong Kong)

“Having seen the fair develop over the last three years, I am pleased to be here as it offers a very focused environment and fulfils my needs to meet a new client base.”

Leo Xu Projects (Shanghai)
Collector Outreach & VIP Programming
Prominent guests to the 2017 edition of PHOTOFAIRS | Shanghai included:


International Collectors’ Program | Launched in 2017, the programme brought together 30 leading collectors and curators from Germany, Australia, UK and US to experience an exclusive insight into the Shanghai art scene. Guests enjoyed a separate program of events including private tours of Zhang Huan’s studio as well as a private tour and dinner with Zheng Hao, Founder of the new HOW Art Museum, Shanghai.

VIP Program | Through a highly curated approach, the fair provides an elegant and vibrant environment for both established and new collectors. 2017 highlights included a Collectors’ dinner powered by De Beers Fine Jewellery and private tours with collector Qiao Zhibing.

City Tours | An outreach program that runs throughout the year and demonstrates the fair’s commitment to offering galleries a new network of collectors. These dinners bring together collectors, curators, and key members of the press across China and Asia Pacific. The 2017 dinner programme included Beijing, Chengdu, Hong Kong, Shanghai, Shenzhen, Taipei, Tokyo, and Wuhan.
Advisory Board

Leading experts from across the art industry having been supporting the development of PHOTOFAIRS | Shanghai and its sister fair in San Francisco.

- **Allie Haeusslein**, Associate Director, Pier 24 Photography (San Francisco, USA)
- **Virginia Heckert**, Curator & Department Head, Getty Museum (Los Angeles, USA)
- **Matthieu Humery**, Creative Director & Director of Programming, LUMA Foundation (Arles, France)
- **Michael Mack**, Founder, MACK Books (London, UK)
- **John MacMahon**, Collector, Member of the Contemporary Arts Council, MOMA (New York, USA)
- **Nion McEvoy**, Chairman & CEO of Chronicle Books, Collector (San Francisco, USA)
- **jiyoon Lee**, Managing Director, Suum Projects (Seoul, South Korea)
- **Christopher Phillips**, Adjunct Curator, International Center of Photography, (New York, USA)
- **Mary Robinson**, Collector (San Francisco, USA)
- **Urs Stahel**, Founder, Fotomuseum Winterthur and Curator, MAST (Bologna, Italy)
- **Lu Xun**, Collector, Founder and Director of Sifang Museum (Nanjing, China)
At the Fair
Public Program
Conversations | Artists and art world experts lead a dynamic program of talks and debates that examine key themes and ideas seen throughout the fair. The 2017 program included leading collectors Artur Walther, David Chau and Michael Xufu Huang as well as art world experts and influencers Karen Smith (OCAT, Xi’an) Jean-François Dubos (Director, Maison Européenne de la Photographie, Paris), David Gryn (Daata Editions, London) and Robin Peckham (independent curator), amongst others.

Insights | A dynamic exhibition that explores a new theme each year. The 2017 edition 'A Color Explosion' focused on the history and influence of color photography from the 1970’s to the present day. Participating galleries are invited to submit proposals following their acceptance.

Spotlight | An exhibition that celebrates a defining moment within an artists career. The inaugural 2017 edition was presented in collaboration with the KWM artcenter (Beijing) and explored the work of contemporary Chinese artist Ren Hang.

The Daata Editions Commission | In response to a flourishing interest from the Asian art market to engage with digital based mediums PHOTOFAIRS was delighted to work with Daata Editions to commission contemporary Chinese artist, Lu Yang.

The Collectors' Exhibition | For the first time, a special exhibition offered an insight into the private acquisitions of powerful Chinese art collectors; David Chau (Cc Foundation), Adrian Cheng (K11 Art Foundation), Thomas Shao (Modern Media Group) and Jenny Jinyuan Wang (Fosun Foundation). Curated by Erin Barnett (Director of Collections and Exhibitions, International Center of Photography, New York) 'Telling Tales' focused on showing the different ways in which artists have used image making to make us think about the world around us. Ranked among the top collections in China, the exhibition highlighted the collectors active interest, energy, and commitment to buying photography & moving image.

Staged | A program that explores the relationship between photography and other art forms such as installation art, sculpture, video and painting. This program offers opportunities for both exhibiting galleries and leading museums.

Highlights from the 2017 edition include large-scale works by Liu Shiyuan (Leo Xu Projects, Shanghai), Birdhead (ShanghART Gallery, Shanghai, Beijng & Singapore) and Zhang Huan (PACE Gallery, Beijing & multiple locations) as well as presentations from the Chronus Art Center (Shanghai), Shanghai Himalayas Museum (Shanghai) and Maison Européenne de la Photographie (Paris), amongst others. Participating galleries are invited to submit proposals following their acceptance.
Spotlight | Ren Hang powered by KWM Artcenter (Beijing) at PHOTOFIRS | Shanghai 2017
Exhibiting
The Opportunity
Packages & Benefits

PHOTOFAIRS provides unique, exclusive and bespoke opportunity for international galleries to connect with a new network of collectors, curators and buyers across the wider Asia Pacific and Pacific rim.

Main
Featuring ambitious, museum-quality presentations of modern and contemporary photography presented by leading international galleries. This sector is open to galleries who show an international program of artists and present a minimum of four exhibitions per year. Galleries are welcome to submit a proposal for solo or group artist exhibitions.

• 3700 HKD per sqm
• Solo or group artist exhibitions
• Stand sizes start at 25sqm and go up to 60sqm

Platform
Celebrating the international ethos of PHOTOFAIRS this sector offers a significant platform to international galleries who have never exhibited in China before. This sector offers highly subsidised rates and provides a unique insight into new artists and galleries for visitors and collectors.

• 3225 HKD per sqm
• Stand sizes start at 25sqm and go up to 60sqm
• Please note that galleries must not have exhibited at an art fair in mainland China before.

STAND PACKAGE
All standard booths contain:

• Chinese / English speaking translator
• Standard walling & lighting package
• Furniture package (x2 chairs, x1 table)
• Standard hall flooring
• Power socket
• Stand signage / name board
• Listing on online catalogue
• Listing on PHOTOFAIRS | Shanghai website
• Wifi
• Exhibitor & worker passes
• Collector Cards, VIP Cards & Vernissage tickets

APPLICATION DEADLINE
April 6, 2018
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 located in the Jing’an district of central Shanghai.

PHOTOFAIRS | Shanghai offers galleries two VIP days. The Thursday is geared towards established collectors and museum curators and the Friday which focuses on new buyers, UHNWI’s, and Museum groups.

Thursday 20th September  
Collectors’ Preview  
Press Opening

Friday 21st September  
VIP Preview

Saturday 22nd September  
Public

Sunday 23rd September  
Public
Shipping & Taxes

The below guide should be treated as a quick overview on the shipping and import practice into Mainland China. The guide doesn't include the Censorship Process, that every international gallery needs to go through in order to legally import art works into China. For a more detailed guide, options on importing work into China or tips on how to get the best rates, please contact applications@worldphoto.org.

1. Dates & Deadlines

Censorship Deadline
• Art works: June 20, 2018
• Books: July 20, 2018

Cargo Receiving Deadline
• Sea Shipment: August 19-21, 2018
• Air Shipment: August 26-28, 2018

2. Customs Clearance

• All art works will be temporarily imported under an official licence from the fair.
• No import tax applies to temporarily imported art works
• Permanent import tax only applies to art works staying in Mainland China
• All art works - including any sold exhibits staying in China - need to leave China after the fair. Please see section 4 for detailed instructions on processing return shipments.
• Galleries are welcome to print and/or frame works in China to save shipping costs and customs fees.

2.1 Shanghai Free Trade Zone (SFTZ)

You can send your works directly to the Shanghai Free Trade Zone (SFTZ). The artworks will be customs cleared under the official license of the fair and taken out of the SFTZ to the Shanghai Exhibition Centre. After the fair closes, the works must be sent back to the SFTZ. They can either depart from there to overseas destinations or stay in the SFTZ.

3. Tax Overview

<table>
<thead>
<tr>
<th>Item</th>
<th>Inbound</th>
<th>Return</th>
<th>Sold exhibits returning to China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>17%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Art Works</td>
<td>-</td>
<td>-</td>
<td>approx. 25%</td>
</tr>
</tbody>
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4. Detailed instructions for sold art works

Temporarily imported art work that is sold and will stay in China permanently:
1. Transport the art work to Hong Kong after the fair and then ship it back to Shanghai: our shipping agent will customs clear the work with a permanent import license before delivering it to its owner.
2. Include the sold art work in your return shipment. Once received, organise a new shipment to China.

= Permanent Import Tax and VAT apply, which is approx. 25% on the declaring value of the work

Temporarily imported artwork is sold and will leave China:
1. Ship the art work to the outside destination (e.g. Hong Kong, Tokyo, New York) as a returned exhibition good.

= No Import Tax and VAT apply.
About us

PHOTOFAIRS - International Art Fairs Dedicated to Photography.

The PHOTOFAIRS group was launched in 2014 and runs contemporary art fairs in the dynamic destinations of Shanghai and San Francisco.

PHOTOFAIRS offers galleries, collectors, and curators a boutique environment that celebrates photography, moving image and new media.

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 the fifth edition of PHOTOFAIRS | Shanghai, September 21 - 23, 2018 at the Shanghai Exhibition Center and the second edition of PHOTOFAIRS | San Francisco, February 23-25, 2018 in the Festival Pavilion at Fort Mason.

Contact us

For exhibiting opportunities please contact:

Georgia Griffiths
Group Fair Director
PHOTOFAIRS | Shanghai & San Francisco
e. georgia@worldphoto.org

Julia Thoma
Gallery Liaison
PHOTOFAIRS | Shanghai & San Francisco
e. julia@worldphoto.org

General info: applications@worldphoto.org