PHOTOFAIRS
SHANGHAI
影像上海艺术博览会

GALLERY INFORMATION

2021
09
23-26
The 7th edition of PHOTOFAIRS returns this September 23-26, 2021 to the iconic Shanghai Exhibition Center.

Located in the heart of Shanghai, PHOTOFAIRS has become the leading destination in Asia dedicated to showcasing the best in photography and image-based artworks.

Shanghai is a dynamic cosmopolitan city that offers galleries a unique opportunity to connect with international collectors, museums curators and new buyers, all of whom are in search for work not yet seen in Paris, New York or London.
The 2019 edition was the Fair’s most international edition to date and continued to bridge East and West in a developing and energetic marketplace.

2019 exhibiting galleries reported exceptional sales with works selling from: $2,000 - $50,000 USD

**SHANGHAI BY NUMBERS**

- **27** Cities
- **50** Galleries
- **15** Countries
- **8,000** VIPs
- **30,000** Visitors
WHY SHANGHAI?

1. China is one of the world’s top three art markets, accounting for 20% of the annual global turnover and Shanghai is one of the largest visual art hubs in Asia.

2. PHOTOFAIRS has witnessed a widening embrace of the photographic medium in China since 2014 – four major museums dedicated to photography have opened and photography exhibitions in China have increased by 250%.

3. Shanghai’s mature art scene coupled with the rapid increase in private museums and cultural institutions, and the growth of local and international auction houses and galleries in the city make Shanghai an exciting prospect.

4. The boutique scale of the Fair (participation is capped at 55 galleries) offers galleries and collectors an environment that facilitates new connections and offers unrivaled exposure and opportunity for galleries to operate in the fastest growing market in the world.
“This is our first time participating in the Fair and we are really excited to be here. So far this week we have seen a great reception from the general public and from the collectors at the Fair and we’ve had a wonderful time exhibiting our work in the exhibition.”

Thomas Kelly
Sean Kelly Gallery (New York, Taipei)

“I think this year’s edition really seems like it’s grown up, compared to other years. I think the Fair definitely looks a lot better in terms of presentation and feel of it and also there have been lots more connections with curators and collectors.”

Jonny Davies
Flowers Gallery (London, New York, Hong Kong)

“We are happy to be in Shanghai. We received an invitation this year with the Exposure Award and we are proud and happy to be showing Noémie Goudal in Shanghai for the first time.”

Sébastian Borderie
Les Filles du Calvaire (Paris)

“We are a gallery dedicated to photography. We have also shown at some general art fairs, in my opinion we have achieved the best results in PHOTOFAIRS Shanghai.”

Lu Xiao
Timeless Gallery (Beijing)

“What excited me the most was the very refreshing young collectors I have met and how uncomplicated and down to earth and open minded they are in extending or starting their collection.”

Christophe Guye
Christophe Guye Galerie (Zurich)

“Some of our familiar collectors have all came today, and they are buying quite positively. Another good phenomenon is that younger collectors have been showing up. I have never seen them before, I would see it as a good trend.”

Matthew Liu
Matthew Liu Fine Arts (Shanghai)

“This is our first time here at PHOTOFAIRS Shanghai and it’s been a really rewarding experience. We’ve met some great new collectors, young collectors, old collectors and we also met curators who were very interested in our program. The moving image we brought from Quayola really received quite a bit of attention.”

Steven Sacks
bifotms gallery (New York)

“We thought it was very important to come back because we met some really good collectors last year. We wanted to continue those conversations and also develop a few new ones and we have done that. We are very happy to be here.”

Niru Ratnam
KÖNIG Galerie (Berlin, London)

“Here is a great number of professional collectors here. The sales of our artworks are very good, and we hope to be back to PHOTOFAIRS for next year.”

Luo Wenlan
Alter Gallery (Shanghai)

“The people very much appreciate the history of photography in Shanghai and as part of this we also have some young photographers here and yeah we will come again.”

Peter Coeln
Ostlicht. Gallery for Photography (Vienna, Shanghai)
COLLECTOR OUTREACH & PROGRAMMING

A tailored program incorporating private tours, intimate dinners, and dedicated museum visits, ensures that the Fair welcomes leading art collectors from across the Asia Pacific and Pacific Rim.

INTERNATIONAL COLLECTORS’ PROGRAM

Each year PHOTOFAIRS invites leading collectors and curators from around the world to take part in an exclusive program which gives insights into the Shanghai art scene. The 2019 program included private artist-led tours of Yang Fudong and Yang Zhenzhong studio’s, lunches at the Glass Museum and a tour and dinner with leading collector Thomas Shao, Founder of the Modern Media Group and Modern Art Base.

VIP PROGRAM

Through a highly curated approach, the Fair provides an elegant and vibrant environment for both established and new collectors.

FRIENDS OF THE FAIR

Leading experts from across the industry support the development of PHOTOFAIRS.

JEAN-FRANÇOIS DUBOS
President, Maison Européenne de la Photographie (Paris)

WANG JUN
Collector & Founder, The Light Society (Beijing)

CHRISTOPHER PHILLIPS
Independent Curator (New York)

JIYOON LEE
Executive Director, SUUM Projects (Seoul)

LU XUN
Collector, Founder and Director of Sifang Art Museum (Nanjing)

NATASHA EGAN
Executive Director, Museum of Contemporary Photography at Columbia College (Chicago)

YANG BIN
Collector (Beijing & Hong Kong)

DR ISAAC LEUNG
Curator & Chairman, Videotage (Hong Kong)

XUE BING
Collector & Co-Founder New Century Art Foundation (Singapore)

ALAN CHAN
Collector & Designer (Hong Kong)

LOUISE LAU
Collector & Founder, Guangzhou 33 Contemporary Art Centre (Guangzhou)

JIANG NING
Collector (Shanghai)

ANDREW AND LINGLING RUFF
Collectors & Founders, 166 Space (Shanghai)

KAREN SMITH
Artistic Director of Shanghai Center of Photography (Shanghai)

HEUNG SHING LIU
Founder, Shanghai Center of Photography (Shanghai)

CHARLES JIN
Collector & Chairman, Board of SIPA Press Agency (Beijing)
AT THE FAIR
PUBLIC PROGRAM

CONVERSATIONS

Leading collectors, artists and art world experts lead a dynamic program of talks and debates that examine key themes and ideas seen through the Fair. Participating galleries and artists are invited to take part in this program.

Previous speakers included:
WEIXING ZHONG (Founder, Chengdu Contemporary Image Museum, Chengdu)
NI LU (Director, Xie Zilong Photography Museum)
CLAIRE SHEA (Para-Site, Hong Kong)
DIASUKE MIYATSU (Collector, Tokyo)
CHEN WEI (artist)
CORY ARCANGEL (artist)
NOÉMIE GOUDAL (artist)

INSIGHTS

Insights is an initiative which focuses on a particular theme or an important moment in the development of photography.

Previous curators of the Insights exhibition include CLAIRE SHEA (Deputy Director, Para Site, Hong Kong) and VICTOR WANG (Artistic Director, M-Woods, Beijing), amongst others.

SPOTLIGHT

A cutting-edge exhibition commissioned by PHOTOFAIRS that highlights an artist of international renown who is of particular relevance to the contemporary photography sphere.

Previous Spotlight exhibitions have featured:
MARINA ABRAMOVIĆ
HIROSHI SUGIMOTO
REN HANG
TARYN SIMON
PACKAGES & BENEFITS

MAIN
The Main sector welcomes applications from galleries presenting ambitious solo or group artist exhibitions of modern and contemporary artwork. Presentations may feature emerging and/or established artists.

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<thead>
<tr>
<th>Size</th>
<th>Cost</th>
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<tbody>
<tr>
<td>25 sqm</td>
<td>87,500 HKD</td>
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<tr>
<td>30 sqm</td>
<td>105,000 HKD</td>
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<tr>
<td>40 sqm</td>
<td>140,000 HKD</td>
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<tr>
<td>50 sqm</td>
<td>175,000 HKD</td>
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<tr>
<td>60 sqm</td>
<td>210,000 HKD</td>
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SOLO
A project sector focused on solo artist presentations.

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<tr>
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<th>Cost</th>
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<tr>
<td>10sqm</td>
<td>35,000HKD</td>
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SCREEN
A film program that celebrates new film-making practices, experimental film or film as artistic medium from artists and practitioners from across the world. Each film will be shown once a day over the course of the Fair. Galleries can apply with up to 3 films.

Cost: 8,000HKD per film

PLATFORM
A sector dedicated to supporting young galleries or artist-run spaces under the age of 8 years. A maximum of 3 artists may be presented. Galleries may only participate in this sector twice.

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<tr>
<th>Size</th>
<th>Cost</th>
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<tbody>
<tr>
<td>20sqm</td>
<td>55,500HKD</td>
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BOOTH PACKAGE

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

EXCLUDES
• Telephone connection
• Secure art storage
• Insurance
• Additional walling
• Additional lighting
• Freight costs
• Bank charges and/or fees

CUSTOMS DUTIES & TAXES
PHOTOFAIRS and our nominated shipping agent will undertake customs clearance and inspection, for both inbound and outbound movement in Shanghai. This applies for all international shipments but does not apply to local shipments.

No Import Tax will apply for inbound shipment, as the works will be imported on a temporary basis. All artworks (including sold exhibits that return to China) need to return to Customs after the exhibition.

Artwork that is sold and shipped outside of China will be subject to local tax regulations of the client.

For artwork that remains in China, the work is subject to Permanent Import Tax and VAT, which is approx. 21% on the declaring value of the work.
PARTICIPATION

• Commercial galleries or artist agents with a consistent exhibition history who present a minimum of 4 exhibitions per year in their own business premises, external project spaces or art fairs are invited to apply.

• Joint applications are welcome, however must be made separately with each party signing an application form and agree to the Terms and Conditions. A minimum booth size of 40sqm applies to joint applications.

• Selection is based on the curatorial strength and premise of the gallery’s exhibition program, represented artists and the proposal for PHOTOFAIRS. PHOTOFAIRS prioritises galleries showing new bodies of work or blue-chip vintage work, with curated solo or ‘solo within group’ exhibitions preferred.

• As collectors attend the Fair to view new work, artworks shown previously at PHOTOFAIRS are discouraged. Submission of your application does not automatically confer the right of admission to PHOTOFAIRS 2021. Decisions on admission are made exclusively by PHOTOFAIRS.

• Booth allocation is determined and approved by the Fair Management. Please refer to the Terms and Conditions for further details.
HOW TO APPLY

To join us at PHOTOFAIRS 2020 please complete an application form. Application forms can be downloaded from the PHOTOFAIRS website or requested by email APPLICATIONS@WORLDPHOTO.ORG.

Georgia Griffiths
Group Fair Director
georgia@worldphoto.org

Fan Ni 范妮
Gallery Development Director
fanni@worldphoto.org

ABOUT PHOTOFAIRS

The PHOTOFAIRS group was launched in 2014 and runs a contemporary art fair in the dynamic destination of Shanghai.

PHOTOFAIRS offers galleries, collectors, and curators a boutique environment that celebrates photo-based artworks including 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 part of Angus Montgomery Arts. Angus Montgomery Arts is committed to delivering high quality, regional art fairs that serve the needs of collectors and galleries. The current portfolio includes: Art Central Hong Kong, Art Dusseldorf Art SG, India Art Fair, PHOTOFAIRS, Sydney Contemporary, and Taipei Dangdai, making Angus Montgomery Arts the largest art fair organizer in Asia.