

## PHOTOFAIRS | Shanghai leads the conversation on the collection of photography ahead of its third edition

- Country-wide tour with leading industry experts launches today
- 2016 edition runs September 9 to 11, Shanghai Exhibition Center
- Feng Boyi confirmed to advise new moving image sector
- Final gallery application deadline: June 15, 2016
- New sister fair in San Francisco also announced

**May 20 2016:** Ahead of its third edition in September, PHOTOFAIRS | Shanghai today launched a tour of five major Chinese cities to drive forward the conversation around the collection of photography. The organizers also announced San Francisco as the newest destination for PHOTOFAIRS - International Art Fairs Dedicated to Photography.

“Having firmly established PHOTOFAIRS | Shanghai within the international art fair calendar and the Asian art market since its launch in 2014, we have opened up the topic of photography. The pre-fair tour is an important way for us to reach collectors, galleries, institutions and artists across China and respond to the growing interest in and demand for photography as collectable art in the region,” explains Scott Gray, CEO of PHOTOFAIRS.

The fair’s series of bespoke events began today in Shanghai and will continue to Hangzhou (May 21), Chengdu (May 22), Shenzhen (May 23) and Beijing (May 24). Further cities outside of mainland China will be added in future years.

Each stop will include speeches from key opinion leaders from across the photography industry. The events in Shanghai and Beijing will also feature a Collecting Forum with speakers debating ‘new starting points in collecting photography.’”

The speakers are:

- Shanghai - **Scott Gray**, CEO, PHOTOFAIRS / **Qiao Zhibing**, Collector / **Steven Harris**, Director of M97 Gallery / **Lin Mingjie**, Critic
- Hangzhou - **Lise Li**, Director of Vanguard Gallery / **Li Zeyu**, Collector & Chairman and CEO of Xitec
- Chengdu - **Xiao Quan**, Photographer / **Li Lang**, Photographer / **Liu Jie**, Director of A Thousand Plateaus Gallery
- Shenzhen – **Zhang Li**, Director of Shanghai Gallery of Art / **Arthur Wang**, Collector
- Beijing - **Scott Gray**, CEO, PHOTOFAIRS / **Dong Bingfeng**, Curator / **Charles Jin**, Collector / **Lin Tianmiao**, Artist / **He Jing**, Editor in Chief, LEAP French Edition

The 2016 edition of PHOTOFAIRS | Shanghai will return to the Shanghai Exhibition Center from September 9 to 11 and will continue to provide a platform for visitors to purchase and celebrate photography on a truly international scale. Over 50,000 people have visited PHOTOFAIRS | Shanghai in its first two years, with works selling from \$1,000 USD to \$120,000 USD in 2015.

“I am excited to present a truly global edition, which at its core celebrates the diversity of photography,” comments Alexander Montague-Sparey, Artistic Director of PHOTOFAIRS. “I have been able to achieve this by placing Asian photography at the forefront and by creating interesting conversations with other continents in the intimate setting PHOTOFAIRS | Shanghai is now known for.”

PHOTOFAIRS | Shanghai remains a highly curated fair that provides an elegant and dynamic environment for established and new collectors alike. Artistic content for 2016 has been broadened and will fall into three gallery sectors: **Main**, for commercial galleries of any age; **Connected**, for those celebrating artists whose practice focuses on photography and moving image, and **Platform**; for those that have never exhibited in mainland China.

Exciting new additions made to the 2016 program includes:

- **Insights** - a new annual exhibition which this year will be curated around the theme “New Approaches to Photography Since 2000”. Confirmed artists include: **Shun-Chu Chien, Jungin Lee, Aki Lumi, Geng Jianyi and Jiang Pengyi**
- **Conversations** - an artist driven program with exciting names from across the international contemporary photo market. Confirmed speakers include: **Michael Wolf; Denis Darzacq; Ren Han and Takashi Arai.**
- A bespoke advisory service to nurture new collectors will be available in the form of private tours led by international experts in the field of fine art photography.

Underlining the importance of video art at the fair, Art Director of the **He Xiangning Art Museum** and acclaimed curator and art critic, **Feng Boyi** will lead the new **Connected** sector at PHOTOFAIRS | Shanghai. The focus will be on artists working in photography and moving image in order to create powerful narratives. The program is unique in mainland China and for the first time the works will be available to buy at the fair.

Feng Boyi comments: “It has become a tendency for contemporary artists to use moving images as a medium for cross-over creations, video art institutes have become new spaces for the reflections of contemporary art and give a dynamic visual language to it. Therefore, moving image will be a major genre of artwork collection, and PHOTOFAIRS | Shanghai has provided video artists an exceptional opportunity to showcase their works and for collectors to understand, appreciate and collect video art.”

Confirmed galleries for 2016 include: **Blindspot Gallery** (Hong Kong); **ShanghART** (Shanghai, Beijing, Singapore); **CAMERA WORK** (Berlin); **Flowers** (London, New York, Hong Kong); **Eric Franck Fine Art** (London).

Confirmed artists include: **Boomoon; Robert Capa; Chien-Chi Chang; Patrick Demarchelier; Cai DongDong; Harry Gruyaert, Ren Hang, Mona Kuhn, Wang Ningde; Robert Polidori and Wang Youshen.**

PHOTOFAIRS | San Francisco, Shanghai’s sister fair, will be held at the Fort Mason Center in January 2107. Many of the galleries and artists showing in Shanghai will also go to San Francisco, showcasing photography from mainland China and across the wider Asia Pacific region on an international platform.

PHOTOFAIRS is conceived and managed by the World Photography Organisation, a center point for global photography initiatives.

#### PHOTOFAIRS | Shanghai listings

- Website: [www.photofairs.org](http://www.photofairs.org)
- 8 September – invitation only Collectors’ & Press Preview
- 9 September – VIP Preview
- 10-11 September – open to public
- Tickets are available at [www.photofairs.org](http://www.photofairs.org) and cost 100 RMB

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**PHOTOFAIRS | Shanghai**  
September 9-11, 2016  
Shanghai Exhibition Center  
[www.photofairs.org](http://www.photofairs.org)

**PHOTOFAIRS | San Francisco**  
January 27-29, 2017  
Festival Pavilion, Fort Mason Center  
[www.photofairs.org](http://www.photofairs.org)

**For further information,**  
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