

# PHOTOFAIRS SHANGHAI

影像上海艺术博览会

Presenting Partner 联合呈现

PORSCHE

2023. 04. 20 - 04. 23  
Shanghai Exhibition Center

PUBLISHING  
APPLICATION INFORMATION

# The Fair



The eighth edition of PHOTOFAIRS Shanghai returns next **April 20-23, 2023** to the iconic Shanghai Exhibition Center.

Located in China's leading metropolis for art, PHOTOFAIRS Shanghai has become the leading destination in Asia dedicated to showcasing the best in photography and image-based artworks. The eighth edition will also explore digital art, including film, video as well as a wide range of artworks using new media and technology. This new direction/ addition aims to offer collectors and visitors a comprehensive insight into contemporary photography and digital art.

In 2021, in order to display the achievements of photography in the field of books and publications, the Fair set up the *Publishing* sector and attracted 14 publishing institutions

from 12 cities around the world, including Jiazazi(Shanghai, Ningbo), Edition Patrick Frey (Zurich), Spector Books (Leipzig), Fw: Books (Amsterdam), The Eriskay Connection (Breda), AKAAKA (Kyoto), Atelier EXB (Paris), Imageless(Shanghai), La Maison de Z (Paris), SEISODO (Kyoto), Perimeter Editions (Melbourne)among others.

To further celebrate the vital role of photobooks and art publications within the photography and digital art community, this sector welcomes publishers, bookstores, art book dealers and art studios or institutions presenting works relating to photography, moving images, and new media art this year.



# Shanghai: The Best City for Photography

**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 Shanghai has seen an increasing interest in the photographic medium in China since 2014, with photography exhibitions in the country rising by 250%. Shanghai's established art scene coupled with the rapid development of private museums and cultural institutions make it an exciting destination.

**3**

In recent years, with the continuous development of China's photographic scene, the presence of photobook publishing and collecting has become increasingly strong. Shanghai not only attracts many outstanding publishing institutions, and organizations, artists and creators, bookstores and distributors but inspires more people to become immersed in photography and art publishing.

**4**

With the photobook being embraced by a wider audience each year, the appeal of the medium continues to grow in Shanghai with PHOTOFAIRS Shanghai fast becoming a meeting place for photobook publishers, experts and collectors.

# What the Media Say

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2021 PHOTOFAIRS Shanghai was dedicated to exploring and supporting local art, which was undoubtedly relevant and necessary in many ways in the post-pandemic era. Visitors had the opportunity to gain a more comprehensive understanding of the thriving art scenes scattered throughout China in cities other than Beijing and Shanghai, and to gain further insight into the development of photographic art in China today.

—Noblesse

The newly established *Publishing* sector of 2021 PHOTOFAIRS Shanghai invited multiple institutions that have contributed excellent photobooks to the field of art publishing to bring a variety of classic or independently published works, together with showing the rich quality of photographic works in the field of art publishing.

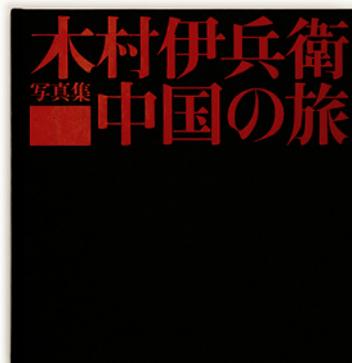
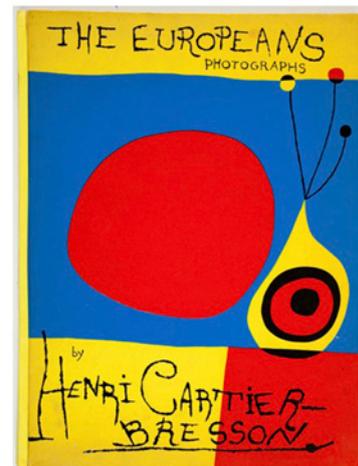
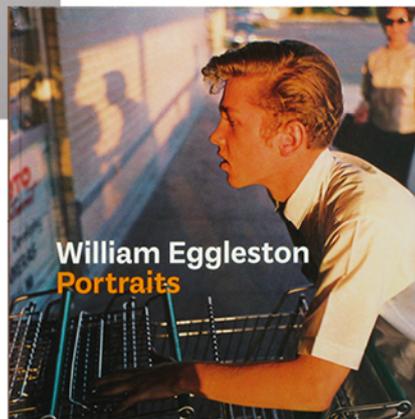
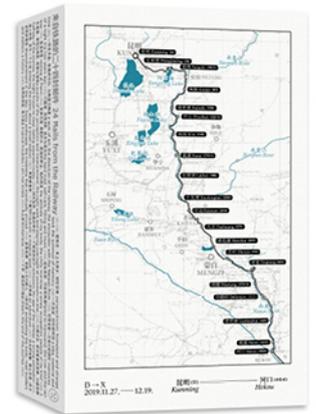
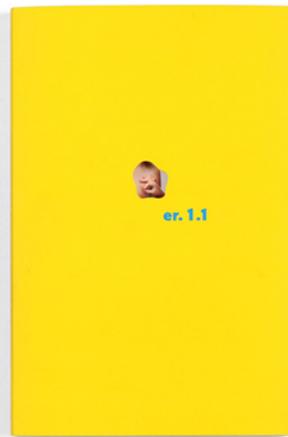
—TANC THE ART NEWSPAPER

The *Publishing* sector gathered the achievements of photobooks and their publications from home and abroad. Jiazazhi (Ningbo), Imageless (Shanghai), La Maison de Z (Paris), SEISODO (Kyoto), Meet Camera (Shenzhen) and publishers from Zurich, Leipzig, Amsterdam, and Melbourne among others all brought their distinctive photobooks.

—China Photo Press

In an era of ubiquitous screens, images are becoming more and more readily available. The rapid development of technology has made it possible for "everyone to be a photographer". It is in this context that the combination of paper and image becomes invaluable. It is not only meaningful to reaffirm physical books' simple and rustic sense of excellence, but also more necessary to continue to speak for them.

—iweekly



# At the Fair Programme

## Insights

*Insights* is the annual exhibition focusing on a particular theme. Curated by He Yining, *Insights* 2021 presented the thematic group exhibition '*Imaging our Futures*', featuring international artists whose work envisioned humanity's future in digitally constructed images. The exhibition covers a range of pertinent topics from journalism, advertising and consumerism, to our relationship with nature and space exploration.



## Spotlight

This is an exhibition focusing on a specific series or theme in the work that bears a particular importance to contemporary photography. *Spotlight* 2021 presented a brand new series of photographs titled *The Things* by artist Hu Jieming. Conceived during a period of isolation, the work finds the artist redirecting his gaze to his everyday surroundings and reflecting on the symbiotic relationship between people and quotidian objects.



## Conversations

Leading collectors, artists and experts in the art world lead a dynamic programme of talks and debates that examine key themes and ideas.

Speakers in 2021 included:

- Wang Jun** (Founder of Light Society)
- Andrew Ruff** (Collector)
- Yang Fudong** (Artist)
- Wang Bing** (Artist)
- Gu Zheng** (Photography Critic)
- Shen Qilan** (Curator)
- Yan You** (Founder of Jiazazhi)
- Ma Hailun** (Artist)



# Packages & Benefits

## Shared Booth

### 4000HKD

Space: 5 sqm

One table: 1400mm (L) x 700mm (W) plus one chair

Walling: 2000mm (L)

Lighting: one long-arm spotlight

## Standard Booth

### 8000HKD

Space: 10 sqm

Two tables: 2 x 1400mm (L) x 700mm (W) plus two chairs

Walling: 2 x 2000mm (L)

Lighting: two long-arm spotlights

## Mid-size booth

### 20000HKD

Space: 20 sqm

Two tables: 2 x 1400mm (L) x 700mm (W) plus two chairs

Walling & Lighting: walling is 3000mm high (9.84ft), 300mm wide and painted white. 30% of the allocated stand size will be provided in linear meters of walling free of charge. Booths will also receive a standard allocation of one long-arm spotlight per two linear meters of walling. The placement of the stand whether inline or on a corner also affects the running length of the wall provided. Successful applicants will have the opportunity to order additional walls and lights upon approval of the final booth design.

# BOOTH PACKAGE

## Includes

- Standard walling & lighting
- Power Socket
- Table (1400\*700\*750H)
- Chair
- Wifi
- Stand Signage
- Presence on PHOTOFAIRS Shanghai website
- Exhibitor passes & collector invitations
- Inclusion in the Fair's communications campaign (PR/Marketing)

## Excludes

- Telephone connection
- Secure Art Storage
- Insurance
- Additional Walling
- Additional Lighting
- Freight costs
- Bank charges and/or fees

# PARTICIPATION

- The quality of the applicant and the publication itself is an important criterion for selection. Please provide a detailed bio and booth plan including a publication list, brief introductions of key books and relevant images.
- Submission of your application does not automatically confer the right of admission to the eighth edition of PHOTOFAIRS Shanghai. Decisions on admission are made exclusively by PHOTOFAIRS Shanghai.
- Booth allocation is determined and approved by the Fair Management. Please refer to the Terms and Conditions for further details.

# DATES

## APPLICATION DEADLINE

December 23, 2022

## BOOTH DEPOSIT

50% of total invoice due | 14 Days from your notification of acceptance

## FINAL PAYMENT

50% of total invoice due | February 17, 2023

## PUBLISHING INSTALL

April 19, 2023

## COLLECTORS' PREVIEW

April 20, 2023

## VIP PREVIEW

April 21, 2023

## PUBLIC DAYS

April 22-23, 2023

## PUBLISHING DEINSTALL

April 23, 2023

# HOW TO APPLY

To join us at the eighth edition of PHOTOFAIRS Shanghai please complete an application form which can be found on the website of PHOTOFAIRS Shanghai: [photofairs.org/apply](https://photofairs.org/apply)

For further information or to discuss your application please contact:

## Xiaohui Tang

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## Jiayi Zeng

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# About PHOTOFAIRS Shanghai

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PHOTOFAIRS Shanghai is Asia Pacific's leading fair dedicated to photo-based and digital artworks. It was established in 2014 in response to growing interest and demand for collecting photography in the region. Held annually, the Fair is a fine arts showcase embracing conceptual and experimental practices alongside the work of modern masters and contemporary talents. It acts as a site for discovery, presenting galleries and artists working at the forefront of the medium. PHOTOFAIRS Shanghai is organized by the World Photography Organisation and is part of the Angus Montgomery Arts group and The Art Assembly. Through the World Photography Organisation's partnership with Photo London, PHOTOFAIRS Shanghai collaborates with the premier London photography fair.

# About The Art Assembly

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The Art Assembly is an affiliation of major international art fairs with a particular focus on the Asia Pacific region comprising Taipei Dangdai, India Art Fair, Sydney Contemporary, PHOTOFAIRS Shanghai and the forthcoming Art SG. It represents a joint initiative between three of the world's leading art fair organisers headed by Sandy Angus, Tim Etchells and Magnus Renfrew. The Art Assembly aims to drive innovation, deepen engagement with contemporary art and encourage cross-cultural conversations. It achieves this by strengthening collaboration and promoting knowledge and resource sharing across the group. The Assembly pulls together decades' worth of experience, expertise, and an extensive global network of contacts and assets, to the benefit of its member fairs, galleries and audiences.

**APPLICATION  
DEADLINE**

**2022. 12. 23**