

PHOTOFAIRS presents its most international edition in China, as experts voice the importance of its Shanghai fair in Asia

"The photography market in Asia has seen an unprecedented burst of activity in recent years," comments Christopher Philips, Curator, International Center of Photography, New York. "Regional institutions and private collectors, having finally recognized the significance of photography as a visual medium, are now making serious acquisitions of top-tier historic and contemporary work. PHOTOFAIRS | Shanghai, because of its energy, professionalism and commitment to the highest standards of quality, has been one of the leading factors in photography's new visibility among Asian collectors."

The 2016 PHOTOFAIRS | Shanghai edition will cover more regions than ever before – with South Korea, Belgium, Israel and Iran being added to the 15 countries and 24 cities represented at the fair, cementing our position as one of China's most international art fairs and a key influencer in the region.

The 50 leading international and local galleries participating in Shanghai will fall into three sectors: *Main* and the two new sectors for 2016, *Connected* and *Platform*. Those in *Main* will present established and historical artists alongside cutting-edge contemporary pieces, creating highly ambitious museum-quality presentations. This year we are thrilled to launch two new sectors at PHOTOFAIRS | Shanghai; *Platform* and *Connected*. *Platform* spotlights international galleries that have never before been seen in China and *Connected*, overseen by leading independent curator, Feng Boyi, offers innovative presentations of artists working in moving image and photography.

As one of the leading commercial fairs solely dedicated to photography in Asia, each participating gallery at PHOTOFAIRS | Shanghai will offer unrivalled access to exciting new art from China, Asia Pacific and beyond. Talking about the impact of PHOTOFAIRS in China, Liu Heung Shing, Founder, Shanghai Center of Photography (SCOP) comments: *"The idea of collecting photography began in the U.S. in mid 1970s. For China it has just begun a few years ago in a small community. PHOTOFAIRS | Shanghai serves as a window for the large pool of would-be photography collectors. This potential cannot be underestimated given the size of China and that it will be the largest economy in the next ten years."*

Photography is an increasing attractive investment, as prominent Chinese collector Jin Hongwei states: *"Financially speaking, good photography -on the whole - is more accessible than blue chip paintings. It is therefore an interesting way into the art market. One of the advantages of photography is its wall presence. I find that it is therefore easier to really get carried away with it as a medium."*

Adding to this, Jiyeon Lee, Director of Seoul Art Museum who will give a talk in Shanghai, says "I believe that PHOTOFAIRS | Shanghai will offer a different perspective to the medium of photography-based work in the Asian art world. The fair can deliver a key platform for an important new market for contemporary photo-related works."

PHOTOFAIRS will to launch the inaugural edition of *Insights* in Shanghai this September. A curated exhibition of museum-quality images, *Insights* will offer unique pieces for private sale. The *Insights* exhibition will run across all PHOTOFAIRS destinations and will be overseen by PHOTOFAIRS Artistic Director Alexander Montague-Sparey. Its aim is to explore changing use of the medium of photography and will follow a specific theme each year relating to the country it is shown in.

For the launch in Shanghai, *Insights* will consider *New Approaches to Contemporary Photography since 2000*. Montague-Spary has worked with celebrated Shanghai-based curator **Biljana Ciric** to select artists from Peter Beard, Birdhead, Geng Jianyi, Lee Kit, Helmut Newton, Wenhua Shao and Gang Sukho.

After Shanghai, *Insights* will move on to PHOTOFAIRS' next edition in San Francisco in January 2017, and will continue across all future PHOTOFAIRS destinations.

PHOTOFAIRS | Shanghai – 2016 galleries

Main

- A Thousand Plateaus Art Space (Chengdu)
- Art Lexing (Miami)
- Art+ Shanghai Gallery (Shanghai)
- Aura Gallery (Beijing, Taipei)
- BANK (Shanghai)
- BEETLES + HUXLEY (London)
- Between Art Lab (Shanghai)
- Beyond Gallery (Taipei)
- Blindspot Gallery (Hong Kong)
- Bluerider ART (Taipei)
- C14 Gallery (Shanghai)
- CAMERA WORK (Berlin)
- Cipa Gallery (Beijing)
- Galerie DUMONTEIL (Shanghai)
- Augusta Edwards Fine Art / Norman Parkinson Archive (London)
- EMON Photo Gallery (Tokyo)
- Flowers Gallery (London, New York, Hong Kong)
- Fruits Gallery (Shanghai, Tel Aviv)
- Hive Center for Contemporary Art (Beijing)
- HS Gallery (Shanghai)
- In The Gallery (Copenhagen)
- JIALI GALLERY (Beijing)
- Gallery Koo (Seoul)
- Matthew Liu Fine Arts (Shanghai)
- M97 Gallery (Shanghai)
- Magnum Photos (London, Paris)
- Mirko Mayer gallery / m-projects (Cologne)
- Mohsen Gallery (Tehran)
- Nong Art (Shanghai)
- OFOTO & ANART Gallery (Shanghai)
- ON/gallery (Beijing)
- OstLicht. Galerie für Fotografie (Vienna)
- Pan-View (Zhengzhou)
- Galerie Photo12 (Santa Monica, Paris)
- see+ gallery (Beijing)
- Galerie Adnan Sezer (Paris)
- ShanghART Gallery (Shanghai, Beijing, Singapore)
- Three Shadows +3 Gallery (Beijing)
- Time Space Gallery (Beijing)
- Timeless Gallery (Beijing)
- UP Gallery (Taipei)
- Stephan Witschi (Zürich)

Platform

- Elipsis Projects (London)
- The Empty Gallery (Hong Kong)
- Gallery Irritum (Daegu)
- Samuel Maenhoudt Gallery (Knokke)
- Gallery Mir (Busan)

Connected

- 1933 Contemporary (Shanghai)
- Hunsand Space (Beijing)
- Leo Gallery (Shanghai)
- L-Art Gallery (Chengdu)
- Vanguard Gallery (Shanghai)

PHOTOFAIRS | Shanghai Key Facts

- Shanghai edition will reach more regions than ever before – 50 leading galleries from 15 countries covering 24 cities, 25% new to China
- Three new curatorial initiatives launch in Shanghai: *Connected*, *Insights* and *Platform*
- Tickets on sale now for PHOTOFAIRS | Shanghai, September 9-11 at Shanghai Exhibition Centre via www.photofairs.org
- Tweet this: **#PHOTOFAIRS Shanghai strengths position as China's most international art fair with announcement of 2016 galleries @Photo_Fairs**

PHOTOFAIRS key dates

- Shanghai
 - Press Preview (by invitation only) – Thursday 8 September 2016
 - Collectors' Preview (by invitation only) – Thursday 8 September 2016
 - VIP Preview (by invitation only & select tickets) – Friday 9 September 2016
 - Public Opening – Saturday 10 – Sunday 11 September 2016
- San Francisco
 - Application deadline – 29 September 2016
 - Press Preview (by invitation only) – Thursday 26 January 2017
 - Collectors' Preview (by invitation only) – Thursday 26 January 2017
 - Public Opening – Friday 27 – Sunday 29 January 2017

PHOTOFAIRS | Shanghai

September 9-11, 2016

Shanghai Exhibition Center

www.photofairs.org

PHOTOFAIRS | San Francisco

January 27-29, 2017

Festival Pavilion, Fort Mason Center

www.photofairs.org

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