



PARTNER PRESENTATION
19-23 JANUARY 2022
ISLINGTON, N1

LONDON
ART FAIR



WHAT OUR SPONSORS AND VISITORS SAY:

"It was a pleasure for Switzerland Tourism together with our Cities partners to have participated at the London Art Fair once again. We're delighted in terms of show visitors, London Art Fair maintained its strong market position in 2020 and we were pleased with the level of interaction our stand presence afforded us, as well as our participation at the panel talks. Not forgetting the marketing element of our partnership as well of course, which gave us and our partners that additional visibility on your London Art Fair channels."

Simon Henwood
Director of Marketing, Switzerland Tourism

"I came out of the exhibition feeling inspired."

"My friends and I love the London Art Fair - this was our third time attending.
Thanks to the organisers."

"We learnt a great deal and felt inspired by the exhibitions."

Visitor Testimonials

CORE DEMOGRAPHIC

Every year London Art Fair welcomes an engaged audience with visitors including major collectors and representatives from public and private institutions – museums, galleries and corporate collections – together with well-informed individuals who buy regularly from the Fair.

- 31% of our visitors are '**Affluent Achievers**' - these are Social Grade A; the most affluent people in the UK, with lavish lifestyles, executive wealth and mature money.
- They include Hedge Fund Managers, Entrepreneurs, Company Founders and Directors.
- The average age is mid-50s with annual incomes that exceed £134,000.
- 48% of our visitors are '**Rising Prosperity**' - these are Social Grade A; City sophisticates and career climbers.
- In addition, our VIP Programme is attended by 4,000 members that include HNWI, CEO, Director FTSE 100, Art Investors, Collectors, Opinion Formers, Influencers and Senior Press.
- 43% male & 57% female attendance.



SOCIAL & PR REACH

- The show's campaign has an advertising reach of over £2.2 million.
- Over 30 Media Partners & 240 press visitors in 2020.
- Key features in the Guardian, BBC Radio London, FT Collecting, The Art Newspaper, Vanity Fair, Forbes, Artlyst.



151,000
likes



63,000
followers



36,000
followers



45,000
subscribers



SOCIAL & PR REACH

"As always, there's an impressive selection of works on offer, from the big names - Andy Warhol, Joan Miro, Henry Moore and Frank Auerbach - to lesser known contemporary artists such as Holly Zandbergen."

Apollo

"One of London's real strengths as a global powerhouse for culture and art is our diversity, which is showcased at this year's London Art Fair, the most international yet."

Justine Simons
Deputy Mayor for
Culture and Creative

"The Fair provides a unique opportunity to discover exceptional modern and contemporary art whilst also focusing on the next generation of gallerists and artists."

BBC Radio London

"A showcase of contemporary pieces from around the world, the London Art Fair is a fine place to buy if you're in the market for eye-catching modern art."

Conde Nast

"An unmissable opening in the international art calendar."

Artlyst





LONDON ART FAIR 2022

Launching the art world year in 2022, the Fair will welcome over **23,000 visitors** and over **100 galleries** from the UK, Europe and further afield providing a unique opportunity to discover and champion the most outstanding Modern and Contemporary Art.

London Art Fair will return to the Business Design Centre for its **34th edition** from **19-23 January 2022** (18 January Preview Evening).

Founded in 1989, London Art fair is a platform for discovery known for connecting the best galleries from around the world with both seasoned and aspiring collectors.

London Art Fair is an established destination for collectors, nurturing collecting at all levels, from major works by internationally renowned artists to prints and editions.

LONDON ART FAIR FEATURES

The Fair hosts **three distinct exhibiting sections** for both UK and International galleries:

Main Fair: Featuring galleries displaying Modern and Contemporary Art; from established names to today's leading artists.

Art Projects: Young contemporary galleries presenting curated displays of emerging artists from across the globe. Including: solo shows, group displays and large-scale installations. The Art Projects Artist Award will offer a platform for the very best international emerging talent.

Platform: Focusing on the theme of 'Music and Art' for the 2022 edition, the section will include galleries presenting well-known, overlooked and emerging artists that align to the theme.

Year on year the Fair maintains its commitment to enable high quality engagement with the art on show, and this includes our highly regarded **Talks Programme**, which will be a physical and digital series for the 2022 edition.

In addition, our **annual Photo50 showcase** is a guest curated exhibition showing contemporary photography.

Our **Museum Partner** will also be showcasing key works from their collection.



WHY JOIN LONDON ART FAIR 2022?

1

Engage and target an affluent art world audience through exclusive exhibiting opportunities or tailored sponsor-led brand activations.

2

Align with our VIP Programme, a bespoke programme of events; digital talks and tours - accessing HNWI, art investors/collectors, influencers and opinion formers.

3

Support young talent by aligning with the Art Projects Artist Award and leverage a significant PR and marketing campaign.

HOW CAN YOU GET INVOLVED?



EXHIBITING

Limited opportunities to exhibit, which is a great opportunity for exclusive space within the venue and direct brand positioning to visitors. Brands can showcase their art collections or immersive brand experiences with consultation on offer. Strong marketing deliverables include a feature in the digital guide, on the website, social media posts through our channels and more.

FROM £3,000 + VAT



VIP PROGRAMME

Align your brand with London Art Fair's VIP Programme, made up of 4,000 HNWI, art collectors, investors, buyers, C-Suite FTSE 100, society figures, celebrities, senior press and top clients of our exhibiting galleries. A curated programme of events happening within the Fair and across London institutions and art galleries. There is scope to create curated content at your own venue accessing this affluent top tier audience.

FROM £8,000 + VAT

HOW CAN YOU GET INVOLVED?



ART PROJECTS ARTIST AWARD

The Art Projects Artist Award aligns with the Art Projects section of the Fair, championing emerging galleries & artists. Your support can subsidise the costs for a winning gallery to showcase their work at the Fair allowing them to further support an emerging artists' career. A strong narrative around supporting the next generation of young talent with the opportunity to work with the winning artist on a future project.

FROM £5,000 + VAT



BESPOKE PARTNERSHIPS

Alongside our package opportunities, we can build a partnership to meet your specific needs and objectives as a business. Whether it's increasing brand awareness, launching a new product or entertaining clients in a unique way. There are various ways to support, from a **digital talk**, to supporting our **Photo50 exhibit**, an **outdoor installation**, to **headline partnership**. Please enquire for further details.

LONDON ART FAIR SPONSORSHIP HIGHLIGHTS



Exhibition Stand
Switzerland Tourism
London Art Fair 2020



Sponsored Evening
Vellum Magazine
London Art Fair 2020



Car Partner
Porsche
London Art Fair 2017



Drinks Partner
De'Longhi
London Art Fair 2020



Private Hospitality Event
Audley Travel
London Art Fair 2020



Drinks Partner
Campari
London Art Fair 2020

LONDON ART FAIR HIGHLIGHTS



Art Projects
Installation
London Art Fair 2020



Outside
Business Design Centre
London Art Fair 2019



Inside
Business Design Centre
London Art Fair 2020



Talks Theatre
London Art Fair 2020



VIP Collectors Lounge
London Art Fair 2020



For further information on partnership opportunities at London Art Fair, or to tailor something for your brand please contact:

Ethan Isaac

Art Partnerships

E: ethan.isaac@immediate.co.uk

T: +44 (0) 207 150 5877