



ENCOUNTERS

LONDON
ART FAIR



Founded in 1989, London Art Fair is the platform for discovery known for connecting the best galleries from around the world with both seasoned and aspiring collectors. Starting the International Art Fair each year, London Art Fair provides a unique opportunity to discover and champion the most outstanding Modern and Contemporary Art.

London Art Fair is committed to bringing groundbreaking and emerging contemporary art from across the globe to our audience, this has been previously found in within Art Projects. Featuring installations, solo shows, and thematic group displays – selected and endorsed by a panel of key opinion formers and industry leaders.

To show our commitment to this important area of the Fair we are re-launching it for 2024 under the new name **Encounters**.

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Encounters is a showcase of curated exhibitions in which two meanings of the word 'encounter' meet. An encounter is often unexpected, perhaps leading to the discovery of an unknown artist or, alternatively, an unexpected style or theme from a well-known artist; an encounter can also suggest a confrontation between opposing positions and artworks that challenge entrenched views and understandings.

Encounters provides an opportunity for our well-informed art buying audience of 24,000 visitors to engage with a curated area of artists. London Art Fair subsidises this part of the Fair to ensure accessibility for new galleries and emerging artists and to continue to support and champion galleries to bring their most exciting and ambitious solo and group presentations to the Fair

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Why Participate?

- Encounters is a destination for collectors looking to discover emerging talent
- Providing an important critical and commercial platform for contemporary art galleries in London at the start of the year
- Present your artists to our well-informed art buying audience
- Networking and project opportunities with curators, public and private museum and gallery professionals
- Benefits from the Fair's close relations with the key public-facing galleries, institutions and partners

Key Partners include

- Artscapy -
- TM Lighting
- Author
- Artsy
- Aesthetica
- Own Art
- Cass Art
- Sotheby's Institute of Art
- Dragon Argent
- Audley
- ArtReview
- Artlyst

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2023 Highlights

In 2023, our VIP **Collectors Lounge** was relocated directly above Encounters, ensuring the most experienced art collectors had the opportunity to encounter and discover this curated space. There was also a public **Encounters** bar delivering a high level of footfall from all of our visitors.

Kallaway were engaged as our new PR Agency for 2023. Kallaway are a strategic communications consultancy that helps world class brands launch and grow. Their clients include some of the most respected leading destinations and cultural institutions.

New for 2023, all participating galleries were offered a listing as part of our London Art Fair microsite on Artsy, the largest online marketplace in the world. This enabled collectors to purchase artworks up to 3 weeks after London Art Fairs end, with Fair artworks receiving up to 4x more page views than other artworks.

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The 2023 show campaign had a PR reach to almost 90K with over 300 pieces of coverage with key features in The Art Newspaper, Artlyst, The Guardian and The Times, broadcast coverage on BBC Radio London, Radio 2 and Monocle's podcast, plus social media influencer posts with a combined following of 1.9m.

Over 30 Media Partners & 100 press visitors and social media influencers in 2023.

The show has an additional advertising reach of over 17m annually and marketing partnerships reach of over 2m.



162,000
LIKES




85,000
FOLLOWERS



45,000
FOLLOWERS



74,000
SUBSCRIBERS



‘London Art Fair, in my opinion, is the best art fair in London in regards to range of work, prices, galleries etc. It is the show I prioritise attending above all the others.’ – 2021 Fair Visitor

Testimonials

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‘Well established, high quality art fair. High calibre of visitors and we make good sales every year.’ - 2021 Fair Exhibitor

‘This is what’s great about art: it’s great to see it, it’s great to talk about it, it’s great to discuss it. What about buying it? What about owning it? Well, you could do that by going to London Art Fair.’ - BBC Radio London (Robert Elms)



Applications will open Spring 2023

The Selection Committee 2024

Alistair Hicks: Curator, Writer and Advisor. Former Senior Curator at Deutsche Bank.

Pryle Behrman: Art journalist, curator and Senior Lecturer at Writtle University College.

Domo Baal: Director of DOMOBAAL Gallery

Sarah Monk: Fair Director of London Art Fair

Contact Us:

If you have any questions regarding the application process or prices please reach out to us:

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