



LONDON ART FAIR

Exhibiting at London Art Fair 2024



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Launching the art world year in 2024, the Fair will welcome over 20,000 visitors and over 100 galleries presenting Modern and Contemporary works from both established and emerging artists.

London Art Fair will return to the Business Design Centre for its 36th edition from 17-21 January 2024 (16 January Preview Evening).

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. The Fair provides a unique opportunity to discover and champion the most outstanding Modern and Contemporary Art.

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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.

Encounters: International contemporary galleries presenting curated thematic displays by emerging artists or well-known names working in new or unexpected ways. Including: solo shows, group displays and large-scale installations.

Platform: Focusing on a chosen theme each year, this section will include galleries presenting well-known, overlooked and emerging artists that align to the theme.

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2023 Highlights

In 2023, the Fair maintained a strong market position, with a high attendance of nearly **24,000** visitors across the week. Galleries at all levels of the market saw good sales both in the Main Fair and our specially curated sections, **Encounters** and **Platform**.

For their 9th museum partnership, London Art Fair worked with London's **Ben Uri Gallery and Museum** to showcase a collection of paintings and sculptures focused on the immigrant experience

Photo50, curated by Katy Barron and Pelumi Odubanjo, presented the work of a group of multigenerational women and non-binary photographers whose practice engages with their Black and diasporic heritage.

VIP Programme events were especially well received throughout the week, with off-site events taking place at Royal Academy, Serpentine Galleries, Government Art Collection and Bart Heritage Event organised by Tag Fine Art celebrating 900 years Anniversary of St Bartholomew's Hospital and commission by Adam Dant.

[Post Fair Press Release 2023](#)

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Why Participate?

- 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, institutions and partners
- Enjoy extended reach to a Global collector base through Artsy, the world's largest online marketplace

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Key 2023 Partners include:

- Key partners include*:
- Aesthetica
- Apollo
- Art Fund
- Artlyst
- ArtReview
- Artsy
- Artscapy
- Audley Travel
- Author Interiors
- British Journal of Photography
- Dragon Argent
- Henley Shipping
- Own Art
- Sotheby's Institute of Art
- TM Lighting

*2023 Partners & Sponsors



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The 2023 show campaign had a PR reach of 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.’ – Fair Visitor

‘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)

Testimonials

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

This event - at the beginning of the year – reinvigorates spirit and soul and art engagement. A must-see for anyone who is interested in a wide range of art.



Contact Us

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

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[Apply to London Art Fair 2024](#)

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