



**LONDON
ART FAIR**



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: Young contemporary galleries presenting curated displays of emerging artists from across the globe. 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.

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.

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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 across the week—both in the Main Fair and our specially curated sections, **Encounters** and **Platform**.

In particular, the Museum Partnership with **Ben Uri Gallery & Museum** and **Photo50** exhibition, *'Beautiful Experiments'*, curated by Pelumi Odubanjo and Katy Barron continued to command huge interest and critical acclaim.

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.

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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
- Benefits from the Fair's close relations with the key public-facing galleries, institutions and partners
- Partnership with Artsy, the worlds largest online marketplace

Key Partners include

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



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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

'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 in Spring

Contact Us:

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

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