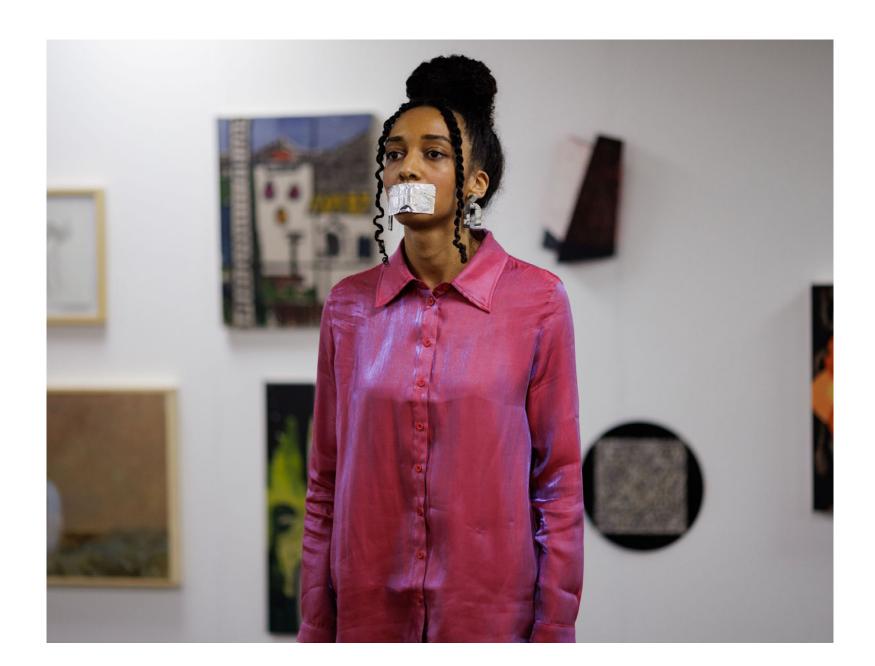
LONDON ART FAIR

EXHIBITING AT LONDON ART FAIR

Launching the art world year in 2025, the Fair welcomes over 24,000 visitors and over 120 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 22-26 January 2025 (21 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.





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 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.

emerging artists and to continue to support and champion galleries to bring their most exciting and ambitious solo and group presentations to the Fair.

ENCOUNTERS





2024 HIGHLIGHTS

Launching the art world year in 2025, the Fair welcomes over 24,000 visitors and over 120 galleries presenting Modern and Contemporary works from both established and emerging artists.

Galleries at all levels of the market saw good sales both in the Main Fair and our specially curated sections, Encounters, Prints & Editions, Platform and Photo 50.

Our VIP Lounge is located directly above Encounters, ensuring the most experienced art collectors have the opportunity to encounter and discover this curated space.

We host a Thursday Late as part of the Fair programme which primarily takes place in Encounters with performances from artists and complimentary drinks. This brings evening engages contemporary collectors and those looking for emerging talent.

WHY PARTICIPATE?

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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

Opportunity to present your artists to our well-informed art buying audience

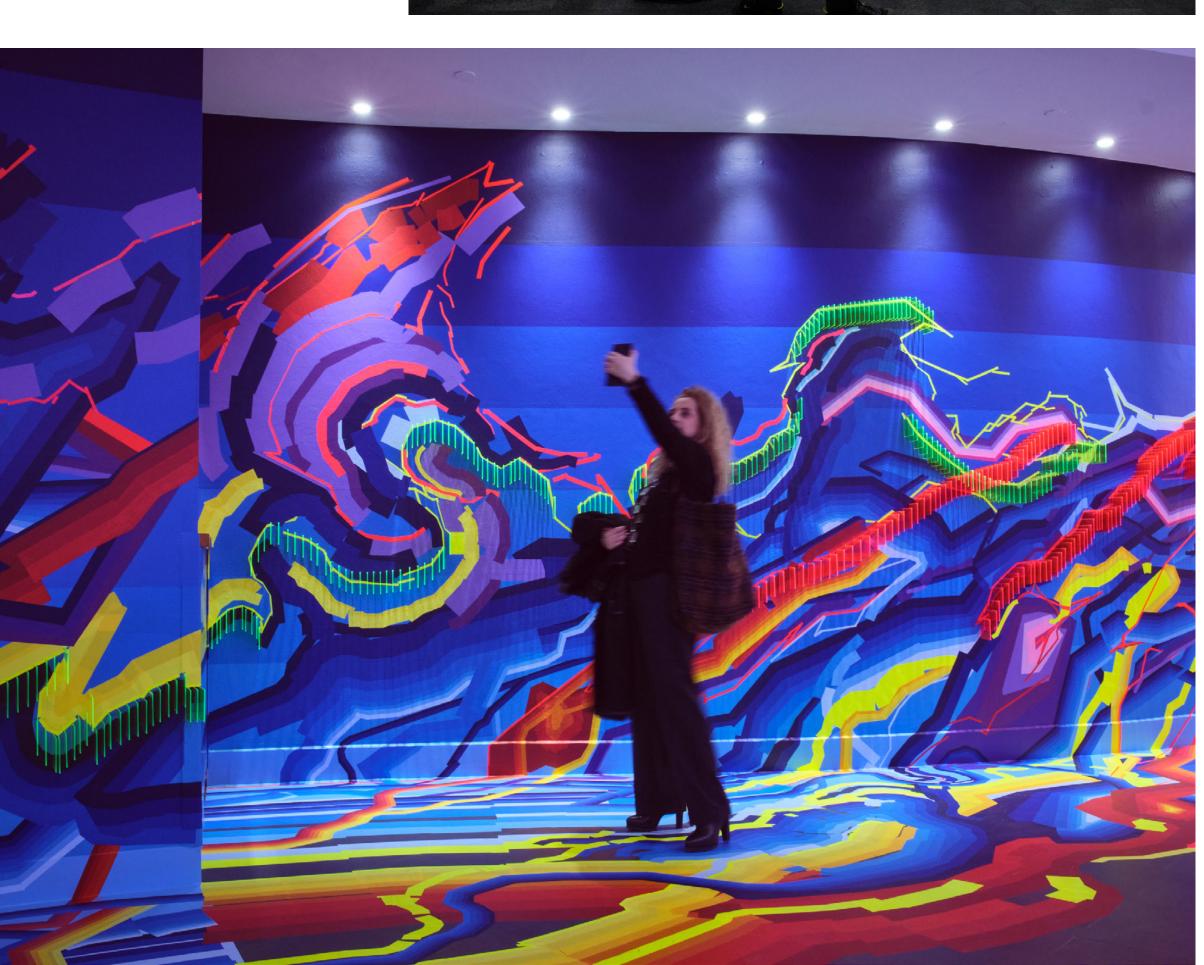
Networking and project opportunities with new buyers, curators, public and private museum and gallery professionals, institutions and partners.

London Art Fair attracts over 24,000 visitors each year.

Our primary ABC1 audience has large disposable incomes and mainly consists of high-net-worth individuals, as well as enthusiastic art collectors and lovers regularly adding to their collections

Our VIP programme is made up of 4,000 attendees; HNWI, art collectors, investors, C-Suite FTSE 100, society figures, 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 engages this key audience with the Fair.

In 2024, the fair introduced the Best Stand Award in partnership with Artlogic.



KEY PARTNERS

Aesthetica **APOLLO** FAD Magazine Fetch Vellum ArtReview Artlyst Artlogic ArtTactic **ARTSVP** Art+ **Author Interiors** British Journal of Photography **Gusbourne Wines** Association of Women Art Dealers Own Art Sotheby's Institute of Art The Burlington Magazine

*2024 Partners & Sponsors

2024 IN NUMBERS VISITORS

24,000

PR REACH

900m+

MARKETING PARTNERSHIP REACH

2m+

PIECES OF PRINT AND ONLINE COVERAGE

200

ADDITIONAL ADVERTISING REACH

18m+

COMBINED FOLLOWING OF INFLUENCER POSTS

2m+

PRESS VISITORS AND INFLUENCERS

100+

AVE

£7m+

COMBINED SOCIAL FOLLOWING (INSTAGRAM, X & FACEBOOK)

303k

MEDIA PARTNERS

30+

NEWSLETTER SUBSCRIBERS

81k



CONTACT US

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

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APPLY TO ENCOUNTERS

LONDON ART FAIR