

LONDON ART FAIR

ENCOUNTERS

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



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.

Encounters provide an opportunity for our well-informed art-buying audience 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.





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?

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.

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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

24,000,000

PR REACH

900m+

ADDITIONAL ADVERTISING REACH

18m+

AVE

£7m+

MARKETING PARTNERSHIP REACH

2m+

COMBINED FOLLOWING OF INFLUENCER POSTS

2m+

COMBINED SOCIAL FOLLOWING (INSTAGRAM, X & FACEBOOK)

303k

NEWSLETTER SUBSCRIBERS

81k

PIECES OF PRINT AND ONLINE COVERAGE

200

PRESS VISITORS AND INFLUENCERS

100+

MEDIA PARTNERS

30+

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CONTACT US

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

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