

London Art Fair 2025 concludes with Positive Footfall and Strong Sales



London Art Fair 2025 © Sam Frost

London Art Fair concluded on Sunday, with footfall and sales showing positive signs for the UK art market at the start of 2025. Over 130 galleries exhibited at the Fair this year from 18 countries, and over 24,000 people descended on the Business Design Centre throughout the week, with overall visitor numbers returning to pre-pandemic levels, and turnout for the Preview Evening reaching a decade high.

Highlights included Visit Tampa Bay's installation by American artist **Ya La'ford**, which was a popular attraction with visitors and buyers, leading to the sale of three works by the artist. The London Art Fair's Museum Partner, **Sainsbury Centre**, also created an interactive experience that invited visitors to step inside a glass case and view art from a new perspective, offering a transformative experience and a chance to reflect amidst the bustle of the Fair.

Strong sales took place throughout the fair week, with some of the reported sales including:

[Tanya Baxter Contemporary](#) sold **William Scott CBE RA's** painting *Still Life orange Theme XVIII* for £35,000, a **Tracey Emin** work for £7,500, and **Andy Warhol's** *Queen Elizabeth II* from the *Reigning Queens* series for a six-figure sum. Created in 1985 as part of a limited edition series, the collection reflects Warhol's fascination with the extremes of social hierarchy and his reinterpretation of conventional portraiture.

[Redfern Gallery](#) sold **Patrick Procktor RA's** *Cape Town Bench*.

[Christopher Kingzett](#) sold paintings by **Henry Moore**, **Graham Sutherland**, and **Patrick Heron**, and the list prices were respectively £65,000, £18,000 and £24,000.

[Osborne Samuel's](#) sales included two works by **John Craxton**, a sculpture by **Lynn Chadwick** and **Sybil Andrew's** Lino cut.

[Gerrish Fine Art](#) sold *Potted Daffodils*, a lithograph by **David Hockney** from the 1980s, for a six-figure sum. Hockney has recently revisited the theme of flowers in his iPad paintings, featured

in his exhibition at the Royal Academy of Arts. The gallery also sold *Head of a Man* (1992) for a five-figure sum, **Lucian Freud's** etching of the legendary performance artist Leigh Bowery, who will be celebrated in an exhibition at Tate Modern opening in February this year.

[James Freeman Gallery](#) sold out of works by **James Mortimer**, a self-taught British artist based in Oxford with prices ranging from £7,500 – £16,000. The gallery also sold a large work titled *Gaten* (2025) by **Andrew McIntosh**, to a Castle in Scotland for £24,000, the perfect home for a piece by a Scottish artist from the Highlands.

One of the first galleries to sell on Preview Day was [Narborough Gallery](#), which sold a 10ft square **Gillian Ayres's** oil painting *Whan That Aprille* (1984). The gallery has also sold a painting by **Victor Vasarely** for a six-figure sum.

[Galerie Olivier Waltman](#) had a very successful showcase, and sold works by each of the artists of their group show, including François Bard and London-based Jonathan Huxley, two artists with a long history with the London Art Fair as well as Cuban-American Dayron Gonzalez and French Claire Fanjul, exhibited for the very first time. Abstract art was well received elsewhere, with [Eames Fine Art](#) selling a lithograph by **Howard Hodgkin** for £18,000, and an etching by **John Hoyland** for £13,500.

[The Tagli](#) also sold a number of abstract paintings by **Lottie Stoddart** and **Zach Zono**, with prices ranging from £2,100 to £10,500.

[Gallery Mollbrinks](#) sold **Alexander Klingspor's** 2024 painting *Passage* for £29,000, their first sale of a contemporary Swedish artist at the Fair.

[Portland Gallery](#) sold a number of works, including **PJ Crook** MBE's *The Course of Time* and Chloë Lamb's *Stack of Colour*.

Paris and Barcelona-based [Pigment Gallery](#) sold a diptych by Ana Monsó.

In Encounters – the section of the fair dedicated to emerging contemporary art – [Patrick Davies](#) sold four **John Virtues** pieces to new buyers, [Capital Art London](#) has sold 6 works by Iranian artists, [Caroline Fisher Project](#) has sold Anna Brass ceramics, Istanbul-based gallery [Galeri/Miz](#) sold a painting by **Metin Kalkizoglu**, and [Sonrab Art Gallery](#) has sold two Minotaur Bronze sculptures of its nine editions at £6,000 by **Mojtaba Ramzi** to very important collectors, with another sculpture by the same artist chosen by Bonhams Auction house in London for their next catalogue.

The works of iconic British contemporary artists have been popular amongst buyers. Multiple works of **Bridget Reilly** were sold by [Blond Contemporary](#), [John Swarbook](#), [Advanced Graphics London](#), and [Julian Page](#). New exhibitor [Moniker Projects](#) sold a **Tracey Emin** print for over £7,000 and a rare spot pencil sketch by **Damien Hirst** for £27,000.

[Blue Shop Gallery](#) has sold a **Viven McDermind** work to a notable buyer, as well as works by **Roya Bahram**, **Orla Kane**, **Sam Douglas**, **Francis Featherstone**, and **Jemima Moore**.

Following [Elizabeth Xi Bauer's](#) announcement of the representation of the Guatemalan textile artist **Antonio Pichillá Quiacaín**, the gallery sold out his three works on day one. The artist will present his second solo exhibition with the gallery in 2025 at the newly opened Exmouth Market space. The gallery also sold *Clapback* by **Elena Njoabuzia Onwochei-Garcia**, who was announced as the recipient of the 2024 Artists' Collecting Society Studio Prize, and two artworks by **Abraham Kritzman**.

[Benjamin Rhodes](#) sold several artworks by **Jack Milroy**.

[OPEN DOORS Gallery](#) sold two pieces titled **Date Palms** for £4,500 each by Berlin-based artists duo **Wysocka / Pogo**, who utilises Risography, a Japanese stencil printing technique from the 1960s, to re-contextualising found imagery.

[TAG Fine Art](#) sold two **Tobias Till** prints from the edition that was launched at the London Art Fair 2025.

[Hidden Gallery](#)'s impressive sale of prints include those by **Hockney, Pasmore, Francis, Bacon, Matisse, and Miro**.

At this year's Fair, not only have paintings attracted attention, but ceramics, textiles, photography, jewelry and wood sculptures have garnered significant interest from both collectors and enthusiasts alike. [Oxford Ceramics](#) sold *Net* (2023), a handbuilt stoneware clay piece by **Annie Turner** for £15,000, and [Elizabeth Xi Bauer](#) sold new works by **Marta Jakobovits**, who's having a retrospective at the Țării Crișurilor Museum in Oradea, Romania. [Circle Contemporary](#) sold **Peter Hayes**'s RAKU TOTEM for £6,600 and **Chris Prindl**'s Ceramic Stool for £1,600. [Crane Kalman Brighton](#) sold photography works by **Nick Meek**. The artworks presented by [Ruup & Form](#) were well received, including ceramics by **Ella Porter, Henrietta McPhee**, and **Katie Spragg**, and textile works by **Woo Jin Joo** and **Rachna Garodia**, as well as **Jed Green**'s jewelry sculptures and **Naomi McIntosh**'s wood sculptures.

Ya La'Ford, the artist who created a multi-sensory installation at the London Art Fair, commissioned by Visit Tampa Bay, says: *"As the artist, I received feedback that resonated deeply with me. The fair was filled with energy, vibrancy, and beauty, creating an inspiring atmosphere. The combination of the walls steeped in sacred history with the contemporary art on display enhanced the narrative of our work, and I felt privileged to be part of such a significant event. This experience underscored the historical ties between America and London and the vital role artists play in exhibiting their work in esteemed venues like this."*

Galerie Olivier Waltman says: *"This edition ended up with a very nice success for our gallery and artists. It seems that, in the bleak state of the world and the art market in particular, art lovers and collectors needed an 'arty moment' to start the year on a positive note. As usual, the atmosphere of the fair was very friendly and welcoming, making the visit and discoveries very pleasant."*

-ENDS-

NOTES TO EDITORS

Media Contact:

Rebecca Stanton
rebecca.stanton@immediate.co.uk

ABOUT LONDON ART FAIR

London Art Fair will return to London for its 38th edition in 2026, recognised as a platform for connecting the best galleries from around the world with both seasoned and aspiring collectors, providing a unique opportunity to discover and champion outstanding modern and contemporary art.

The Fair seeks to nurture collecting at all levels whilst providing expert insight into the changing international market. Sitting alongside the main Fair are curated sections Platform and Encounters which will feature the next generation of artists, collectives and gallerists; showcasing increasingly innovative and interactive ways to engage with art. The Fair's strong gallery line up is also complemented by an extensive programme of engaging talks, panel discussions, interactive performance art, and onsite activations from the Fair's partners.

London Art Fair is an unmissable opening to the international art calendar. www.londonartfair.co.uk