



Press Release | January 18, 2023

## Helen Toomer Appointed as Director of PHOTOFAIRS New York

Toomer leads the inaugural edition of the new contemporary art fair debuting in September at the Javits Center

September 8 – 10, 2023

[Photofairs.org](http://Photofairs.org)



**NEW YORK, NY**—January 18, 2023—Creo announced today the appointment of veteran arts leader Helen Toomer as Director of [PHOTOFAIRS New York](http://PHOTOFAIRS New York), the new contemporary art fair dedicated to photo-based works and digital media launching in September. Toomer brings to her role more than fifteen years of experience across the commercial and non-profit sectors, with a track record of launching new organizations and convening the arts community.

Toomer oversees the fair's strong curatorial approach, bringing together contemporary photography in all its forms and exploring its intersections with new and emerging technologies, including filmmaking, VR, and NFTs. Forging a distinct role in the New York arts ecology,

PHOTOFAIRS New York will connect collectors and visitors with galleries from around the world to discover and engage with the rapidly evolving digital art and photography landscapes. PHOTOFAIRS New York is organized by Creo in partnership with Angus Montgomery Arts, its majority shareholder, and in collaboration with Photo London and Candlestar founders, Michael Benson and Fariba Farsha. The Fair's inaugural edition takes place September 8–10, 2023 at the Javits Center on Manhattan's West Side, coinciding with The Armory Show.

**Helen Toomer, Director, PHOTOFAIRS New York** said: "The landscape of photography and new media is constantly evolving, and PHOTOFAIRS New York is the first U.S. contemporary art fair dedicated to exploring the trajectory of these mediums as they unfold in real time. The fair will present the most cutting-edge works being made today and provide a centralized point for discussions focused on the vast wealth of photography and new technologies. September is a momentous time to welcome collectors, curators, and visitors to New York City, and I look forward to gathering the international art communities at PHOTOFAIRS New York to mark a vibrant week in culture. It's going to be a joy to connect, discover, and interact with new works, while celebrating the artists who create them."

**Scott Gray, Founder and CEO, Creo**, said: "Through years of work at the intersection of arts and innovation, Helen has cultivated an unparalleled expertise for igniting new arts initiatives and bringing together communities including galleries, collectors, and artists, both from the local scene and the wider art landscape. We're thrilled to have her experience and passion on board for the launch of PHOTOFAIRS New York, especially given her demonstrated commitment to the cultural community of the region. We look forward to working with Helen to introduce PHOTOFAIRS' pioneering new platform for photography and new technologies and to realize our vision of a dynamic first edition."

Toomer's extensive experience in launching and growing young arts organizations extends from non-profit cultural initiatives to commercial fairs. Most recently, she founded UPSTATE ART WEEKEND (UPAW), an annual celebration of the cultural vibrancy of Upstate New York, which under her tenure expanded from 23 participants in 2020 to 145 participants in 2022 and attracted thousands of visitors to the region. Toomer additionally co-founded STONELEAF RETREAT, an artist residency and creative space focused on supporting womxn and families. In this spirit of community-building, Toomer co-founded Art Mamas Alliance in 2019 to support dialogue on motherhood among creative professionals. Toomer's leadership experience also includes the direction of several commercial fairs including the IFPDA Fine Art Print Fair, PULSE Contemporary Art Fairs, and Collective Design Fair, which she helped launch in 2013. Toomer has additionally previously served as executive director of Artists in Residence in Everglades (AIRIE) and co-founder of the contemporary art gallery, toomer labzda, in New York City. Toomer lectures at universities and arts organizations in the United States and the United Kingdom, and was an adjunct professor at Sotheby's Institute of Art and the Fashion Institute of Technology. She serves on the Board of AIRIE and Advisory Committees for ProjectArt, Foundwork, The Dorsky Museum, and the Baxter St Camera Club of New York.

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## NOTES TO EDITORS

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**Instagram:** [@photofairs](https://www.instagram.com/photofairs)

**Twitter:** [@photo\\_fairs](https://twitter.com/photo_fairs)

**PHOTOFAIRS** is a brand of high-end art fairs with a particular focus on photo-based and digital works; first launching with Shanghai in 2014 and introducing the forthcoming New York edition in 2023. PHOTOFAIRS Shanghai is Asia Pacific's leading fair dedicated to photo-based and digital artworks, building a strong local market and critical appreciation for the medium in the region and beyond. PHOTOFAIRS New York launches at the heart of the largest and most dynamic global market for art and photography. Matching the energy and vibrancy of the local scene, the fair presents a state-of-the-art view of visual culture. [www.photofairs.org](http://www.photofairs.org)

**Creo** initiates and organises events and programming across three key strands: photography, film and contemporary art. Established in 2007 as World Photography Organisation, Creo has since grown in scope, furthering its mission of developing meaningful opportunities for creatives and expanding the reach of its cultural activities. Today, its flagship projects include the Sony World Photography Awards, Sony Future Filmmaker Awards, PHOTOFAIRS Shanghai, Photo London and the forthcoming PHOTOFAIRS New York (September 2023). Working in partnership with Angus Montgomery Arts, Creo helps deliver the group's ventures, comprising some of the world's leading art fairs. Taking its name from the Latin for 'I create', it is in this spirit that Creo sets out to empower and give agency to creative voices. [www.creoarts.com](http://www.creoarts.com)

**Angus Montgomery Arts** consults, develops and establishes art fairs and exhibitions worldwide. Led by Sandy Angus as Chairman and Scott Gray as CEO, Angus Montgomery Arts has more than 40 years of experience in the contemporary art sphere. As one of the largest art fair organizers in the world, Angus Montgomery Arts is committed to delivering high quality events that serve the needs of collectors and galleries. The current portfolio includes ART SG, Taipei Dangdai, India Art Fair, Sydney Contemporary, PHOTOFAIRS Shanghai, Art Central Hong Kong, Art Düsseldorf, Photo London and the forthcoming Tokyo Gendai (July 2023) and PHOTOFAIRS New York (September 2023). [angusmontgomeryarts.co.uk](http://angusmontgomeryarts.co.uk)