



**PHOTOFAIRS**  
NEW YORK \_\_\_\_\_

## **Vibrant Launch Edition of PHOTOFAIRS New York Energized Collectors, Institutions and the Public Around Image-making**

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*Exhibitors Reported Robust Sales Throughout the Week, Including Institutional Acquisitions*

**New York, NY—September 10, 2023—PHOTOFAIRS New York** today concluded a successful inaugural edition that brought together an international array of artists, galleries, and organizations at the forefront of photography and image-making. The week was marked by robust sales and strong attendance from major institutions, including the Metropolitan Museum of Art, Smithsonian National Museum of African Art, Museum of Contemporary Art Denver, and Carnegie Museum of Art, among others. The inaugural edition marked the launch of the 21c Acquisition Prize for which three works on view at the fair were selected by 21c Museum Hotels Co-Founders Laura Lee Brown and Steve Wilson along with Museum Director and Chief Curator Alice Gray Stites.

Presented **September 8-10, 2023** at the Javits Center alongside The Armory Show, the fair introduced a new dimension to the global fair landscape and cemented the first week of September as the pulse point of New York's arts calendar. PHOTOFAIRS New York is organized by Creo and its majority shareholder Angus Montgomery Arts, and in collaboration with Candlestar.

"We are overwhelmed by the incredible response from the community of collectors, galleries, and art lovers who made the inaugural edition of PHOTOFAIRS New York such a success," says **Director Helen Toomer**. "Our intention was to honor this rapidly evolving intersection of photo-based practices and new technologies, which up until now, didn't have a global platform in New York. It is a joy to have realized this vision to bring greater visibility and make new connections for these vastly talented artists, galleries and organizations who support them."

"New York is the center of the international art world, and now, with the launch of PHOTOFAIRS New York, there is a new platform perfectly positioned at the global nexus of

contemporary art and photography to explore the medium as it evolves,” says **Creo Founder and CEO Scott Gray**. “We are proud to have created a central point for the growing community of collectors, dealers, and artists who are driving this ascendent area of the market to meet, engage, and exchange ideas with one another and we look forward to bringing everyone together again for our next edition.”

### **SALES HIGHLIGHTS AND EXHIBITOR RESPONSE**

Beginning with a lively VIP preview day, the fair saw robust sales throughout the entire week, with collectors, curators, and visitors forging new connections and expressing enthusiasm for the caliber of presentations on view. Highlights that reflect the range of artists and artworks acquired over the course of the week include:

**Chela Mitchell Gallery** (Washington, DC) sold *Le Pearl* (2023) by Larry Cook for 30,000 USD to artist Lauren Halsey; **Nil Gallery** (Paris) sold eight works by Ghanaian artist Caleb Kwarteng Prah—notably, *First Dance* (2023) was acquired by actor and comedian Chris Rock for his personal collection and *Aware so* (2023) was purchased by 21c Museum Hotels for the inaugural 21c Acquisition Prize; **193 Gallery** sold 17 works by Kenyan artist Thandiwe Muriu, each priced between 8,000-19,000 USD; **Praise Shadows Gallery** (New York) sold two photographs by Nicole Wilson to a U.S. museum and six of Wilson’s digital editions to curators and artists. **Management** (New York) placed a work by Merik Goma with the Everson Museum in Syracuse; **Elijah Wheat** (Newburgh) sold *True Love Is Forever* (2023) by Rhiannon Adam for 22,000 USD; **Atlas Gallery** (London) sold works by Hiroshi Sugimoto and Franco Fontana; **Rick Wester Fine Art** (New York) made several notable sales including two works by artist duo Amanda Marchand and Leah Sobsey. **Yiwei Gallery** sold four works including Yan Jinsong’s *People on the Tibetan Plateau #3 (Excerpt)* and three works by Ye Wenlong; **McBride Contemporain** (Montreal) sold several editions by Michelle Bui, who made her U.S. debut at the fair.

Participating exhibitors shared their experience at the inaugural edition of PHOTOFAIRS New York:

**Asya Geisberg Gallery** (New York) Owner and Director Asya Geisberg said, “We had fantastic conversations and heavy institutional interest in the two artists we presented, Rodrigo Valenzuela and Gabriela Vainsencher. Attendance was solid, even on a rainy Sunday, due to the quality of the exhibitors, the international reach, and the variety of genres within the fair. We are thrilled to be a part of the fair’s first year in New York.”

**Robert Mann Gallery** (New York) Founder Rober Mann said, "This inaugural edition of PHOTOFAIRS New York is off to a fabulous beginning! The fair has a wonderful flow, the exhibitions are well presented, the exhibitors are well vetted. It has all come together to present a new, exciting, and alternative voice among the other art fairs. I am very pleased with the reception our display has received and am looking forward to participating in next year's edition."

**TRANSFER Gallery** (New York) Founder Kelani Nichole said, "The fair has been wonderful. It's been so gratifying to see people interact and play with the art and one another. People's faces light up when they see Huntrezz Janos' work, and our booth is filled with laughter and connection. That's why so many public collections have expressed interest in this work over the course of the week."

**193 Gallery** (Paris) Director César Levy said, "We have had an extremely positive response to our presentation and are especially thrilled to have met so many collectors who are new to the gallery. We are looking forward to participating in PHOTOFAIRS New York again next year."

**Rick Wester Fine Art** (New York) Director Rick Wester said, "This is the best art fair we've ever done, and it's been a rousing success. We made sales throughout the week and were especially thrilled by the new audience we were able to introduce to our presentation and program. PHOTOFAIRS New York brought together a true cross section of contemporary art and photography collectors, which I haven't experienced at any other fair."

**JHB Gallery** (New York) Co-Director Mark Orange said, "We have had many great conversations this week with collectors and curators taking time for close-looking and asking thoughtful questions. It has been wonderful to meet such an engaged crowd throughout the week."

**McBride Contemporain** (Montreal) gallery owner Vincent McBride said, "It was a beautiful and well-organized art fair, a pleasure to work at and to attend."

## **COLLECTOR AND INSTITUTIONAL ATTENDANCE**

The fair kicked off on Thursday, September 7, with a celebratory toast to the launch edition, hosted by the PHOTOFAIRS New York Selection and Advisory Committees, including

**Sebastián Alderete (ROLF ART), Amanda Coulson (TERN Gallery), Nicholas Fahey (Fahey/Klein Gallery), Sarah Arison (Arison Arts Foundation), Michi Jigarjian (7G Group and Baxter St at the Camera Club of New York), Sophie Wright (Fotografiska), Elisabeth Sherman (ICP), Putri Tan (Gagosian) and Cathy M. Kaplan (Sidley Austin LLP).**

Throughout the week, the fair was attended by leaders and patron groups from institutions including **Bass Museum of Art, The Bronx Museum, Buffalo AKG Art Museum, Carnegie Museum of Art, The Drawing Center, George Eastman Museum, Guggenheim Museum, International Center for Photography, The Jewish Museum, KMAC Contemporary Art Museum, Mana Contemporary, the Metropolitan Museum of Art, Montclair Art Museum, The Morgan Library, Museum of Contemporary Art Denver, Museum of Modern Art, Museum of the Moving Image, National Museum of African Art, New Museum, Parrish Art Museum, Portland Art Museum, Queens Museum, Roy Lichtenstein Foundation, Tamarind Institute,** and the **Whitney Museum of American Art.**

Notable collectors and VIPs in attendance included **Marta Ortega Pérez, Chris Rock, Clarisa Bronfman, Jane Seymour, Rujeko Hockley, Zoë Buckman, Joel Meyerowitz, Rahim Amlani, Barbara Guggenheim, Alice Sachs Zimet, Ariel Adkins, Jasmine Wahi, Hank Willis Thomas, Dawoud Bey, Roger Ballen, Derrick Adams, Sean Corcoran, Kevin Dumouchelle, Joseph Baio, Harry Benson, Eve Biddle, Sonel Breslav, Ellen Carey, Victoria Cherry, Jiajia Fei, Flor Garduño, Philip Gelter, Lynn Goldsmith, Lauren Panzo, Susan Meiselas, Marvin Heiferman, Patton Hindle, W.M. Hunt, Bob Gruen, James Alefantis, Justine Kurland, Philippe Laumont, Kambui Olujimi, Carla Shen, and David Solo.**

#### **INAUGURAL 21c ACQUISITION PRIZE**

The first-ever 21c Acquisition Prize was awarded on Friday, September 8 by 21c Co-Founders **Laura Lee Brown** and **Steve Wilson** who, along with 21c Director and Chief Curator **Alice Gray Stites** selected three works to join 21c's esteemed collection. Chosen from three distinct exhibitor presentations, the works represent a range of media, technique, and perspective, all united by image-making. 21c has selected Ghanaian artist **Caleb Kwarteng Prah's** *Aware so* (2023), a photographic portrait from Nil Gallery's presentation framed in Prah's signature style by the door of a "Trotro," the mini buses used for transport in Ghana;

**Lucia Engstrom's** *Baltic Blue* (2023) from Von Lintel Gallery's presentation, which combines landscape photography with hand embroidery techniques; and **Emma Safir's** *modern prometheus II* (2023), a large-scale work in pewter and tin that nods to early tintypes and acts as a lens that shifts and illuminates when activated by flash photography.

"The work at PHOTOFAIRS New York is exceptional in caliber and truly sophisticated, with so many interesting examples of artists pushing the boundaries of photography," said Brown and Wilson. "The three works joining the collection represent a mixture of international artists and innovative practices that build on the strengths of the 21c Museum Hotels collection. We are looking forward to presenting these works in future exhibitions."

### **SPECIAL PROJECTS AND PROGRAMMING**

In addition to booth presentations, PHOTOFAIRS New York collaborated with five prolific photographic institutions around the city, bringing them on as Program Partners that each contributed to the onsite experience. Lens-based nonprofit **Baxter St at the Camera Club of New York** presented *modern prometheus III & orb I, II, III*, by artist **Emma Safir**; international photography museum **Fotografiska** mounted a special installation of recent portraits by **Cara Romero** exploring Indigeneity and Futurism; from **Jamaica Art Society** came *Memories Don't Leave Like People Do*, an exhibition of video works by artists **Simon Benjamin, Zachary Fabri, Ania Freer, Timothy Yanick Hunter, and Jamilah Sabu**; the **Magnum Foundation** presented work by two photographers trained in their programs, **Rehab Eldalil** and **Salih Basheer**; and **Gagosian Quarterly** distributed their Summer 2023 issue to visitors. In addition to their distinct presentations, Program Partners also hosted conversations with exhibiting artists and organizational leadership, including Baxter St at the Camera Club of New York Director **Jil Weinstock**, Fotografiska Director of Exhibitions **Amanda Hajjar**, and Jamaica Art Society founder **Tiana Webb Evans**,

Also running from September 7 through September 10 was a dynamic schedule of talks featuring artists **Simon Benjamin, Ania Freer, Elliot & Erick Jiménez, Delphine Diallo, Elliott Jerome Brown Jr., Dawoud Bey, Oswaldo Garcia, and Kat Mustatea**, as well as Assistant Curator of the Pérez Art Museum Miami **Maritza M. Lacayo**, Aperture Executive Director **Sarah Meister**, arts writer **Charlotte Kent**, scholar **Arielle Saiber**, publisher **Martha Sandoval**, journalist **Carlos Loret De Mola**, ICP faculty and photographer **Alexey Yurenev**, and Printed Matter Director of Fairs & Editions **Sonel Breslav**. The programming covered a diverse range of topics, from the materiality of photography; questions of diaspora, religion, and identity; landscape, history and memory; the impact of vulnerability

and intimacy on image-based works; and the photobook landscape in Latin America.

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## **NOTES TO EDITORS**

Programming Sponsors include **21c Museum Hotels; Artwrld; Center for Photography at Woodstock; The Cultivist; Dear Dave, Magazine; Gagosian Quarterly; International Center of Photography;** and **Jamaica Art Society.**

Additional Partners include **Fotografiska New York, MoMA PS1, The Morgan Library & Museum, the New Museum, the Queens Museum, the Whitney, AIPAD,** and **Sotheby's Institute of Art,** which served as the fair's Educational Partner. Media Partners include **Photograph, ArtReview, Cultured Magazine,** and **Hyperallergic.**

**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 organizes events and programming across three key strands: photography, film and contemporary art. Established in 2007 as World Photography Organization, 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, Tokyo Gendai and the forthcoming PHOTOFAIRS New York (September 2023). [www.angusmontgomeryarts.co.uk](http://www.angusmontgomeryarts.co.uk)

**Candlestar** is an internationally renowned visual arts consultancy formed in 2003 by globally respected authorities on photography and arts production Michael Benson and Fariba Farshad. Over the last twenty years Candlestar has delivered a range of innovative projects for such clients as Frieze, Condé Nast, Belmond, Art Dubai and the Sovereign Art Foundation. The current portfolio includes the world-class photography fair Photo London and Prix Pictet. Founded by Candlestar in 2015, Photo London has become a catalyst for the capital's dynamic photography community. Established by the Pictet group in 2008 the Prix Pictet is the world's leading award in photography and sustainability. [www.candlestar.co.uk](http://www.candlestar.co.uk)

**21c Museum Hotels** is an award-winning hospitality company based in Louisville, Kentucky, which pushes the boundaries of both the museum and hotel worlds to create a new kind of travel experience. The company was founded as a single property by contemporary art collectors and preservationists Laura Lee Brown and Steve Wilson, and has since grown to be one of the largest contemporary art museums in the U.S., and North America's only collecting museum dedicated solely to art of the 21st century. 21c presents a range of arts programming curated by Museum Director, Chief Curator Alice Gray Stites, including both solo and group exhibitions that reflect the global nature of art today, as well as site-specific, commissioned installations, and a variety of cultural events. [www.21cmuseumhotels.com](http://www.21cmuseumhotels.com)

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