

Press Release
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PHOTOFAIRS Hong Kong Launching March 2025

Central Harbourfront | March 26-30, 2025



Creo is pleased to announce the launch of **PHOTOFAIRS Hong Kong**, the contemporary art fair for photography. The fair's inaugural edition takes place on **March 26-30, 2025 (VIP Preview March 25)** at the Central Harbourfront and convenes exhibitors from around the world to present an expansive view of the photographic medium.

PHOTOFAIRS Hong Kong is the destination for photography during the most important art week in Asia, and a vibrant addition to the city's cultural scene. The inaugural edition of the fair is headed by Fan Ni, who brings her extensive experience leading cultural and arts projects in the Asia Pacific region, including her ongoing role as Director of PHOTOFAIRS Shanghai. With a strong curatorial approach the fair explores the landscape of photography and image-making today, from established disciplines to emerging and innovative practices.

Fan Ni, Director, PHOTOFAIRS Hong Kong, says: *'We are so pleased to bring PHOTOFAIRS to Hong Kong and to continue our mission to create spaces for the discovery and cultivation of photography in*

the Asia Pacific region. Hong Kong Art Week is a cornerstone in the annual art calendar and we look forward to joining the celebrations and to welcoming galleries, collectors, patrons and visitors to the Central Harbourfront.'

The debut edition comprises three sectors: **Main**, featuring galleries showcasing modern and contemporary photography and photo-based art; **Focus**, dedicated to solo and dual artist presentations; and **Digital**, open to galleries presenting artists working at the intersection of photography and new technologies. PHOTOFAIRS Hong Kong is accompanied by a dynamic VIP program which complements and enhances the week of fairs, exhibition openings and satellite events taking place around the city, with further programming details to be announced in due course.

PHOTOFAIRS Hong Kong is organized by Creo in partnership with Angus Montgomery Arts (AMA), and in collaboration with Meta Media and Great Entertainment Group (GEG). Representing decades' worth of experience in the contemporary arts sphere, Creo and its majority shareholder AMA initiate and organize international events and programming with far-reaching roots in the Asia Pacific region. These include PHOTOFAIRS Shanghai, which has established itself as the leading platform for photo-based and digital artworks in China since its launch in 2014, and AMA's market-leading fairs Taipei Dangdai, India Art Fair, ART SG, and Tokyo Gendai.

Scott Gray, Founder and CEO, Creo, says: *'Hong Kong is a global art center uniquely positioned to welcome both the regional and international art communities, making it the perfect location for PHOTOFAIRS. Taking place during the annual Art Week, the fair is a vital new touchpoint to celebrate photography, embedded within an unmissable week of cultural events and activations around the city. We look forward to working with our partners Meta Media Group and GEG and collaborating with the city's many prestigious institutions and galleries to put together a dynamic first edition.'*

Applications for PHOTOFAIRS Hong Kong are now open. To apply, please visit photofairs.org.

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NOTES TO EDITORS

Creo initiates and organizes events and programming across three key strands: photography, film and contemporary art. Since 2007 Creo's mission has been to develop meaningful opportunities for creatives and to expand the reach of its cultural activities. Its flagship projects include the Sony World Photography Awards, Sony Future Filmmaker Awards, PHOTOFAIRS and Photo London. 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. creoarts.com

Angus Montgomery Arts (AMA) is one of the world's leading art fair organizers with more than 40 years' experience in the contemporary arts sphere. Comprising an international network of 11 market-leading events, each of AMA's affiliated fairs draws on the wider group's resources and expertise to the benefit of their galleries, artists and audiences. Working with its partners, AMA is committed to delivering high-quality international art fairs, combining a bespoke localized program with a global vision. amafairs.com

Great Entertainment Group (GEG) and its Companies are multi award-winning creators and producers of large-scale live entertainment events and experiences. Based in Asia, with members of the team across the world, GEG boasts over 30 years' experience in the live entertainment industry. To date, GEG and its Group Companies have engaged over 20 million consumers across over 500 events. They pioneer some of the largest, most successful, and enduring events and experiences. These include the AIA Carnival, The World Circus Hong Kong and The Grounds. Additionally, the Group manages the Hong Kong Observation Wheel and surrounding AIA Vitality Park and AIA Vitality Hub, located at the iconic Central Harbourfront of Hong Kong. geg.asia