

# PHOTOFAIRS SHANGHAI

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## 影像上海艺术博览会

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Presenting Partner 联合呈现

PORSCHE

Press Release  
24 June 2021

## PHOTOFAIRS Shanghai 2021

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**24 - 26 September**  
**Photofairs.org**

PHOTOFAIRS Shanghai announces today new details of its upcoming 7th edition including the winner of the *Exposure Award* and the theme and participating artists in this year's *Insights* section.

PHOTOFAIRS is Asia Pacific's leading destination for discovering and collecting photo-based works. Returning to the Shanghai Exhibition Center this September, the fair focuses on the future of photographic practices through a curated programme which champions local talents and new voices in photography.

### Exposure Award

Launched in 2019 the Award provides a complimentary exhibition platform to any gallery with a solo presentation of experimental work by an artist pushing the boundaries of photography. This year's recipient of the Exposure Award powered by MODERN EYE is **Cao Shu (Hive Center for Contemporary Art, Beijing)** for his work *Roam Simulator*. Set up as a video game, this interactive installation takes audiences on a journey through a desert town to explore a person's life, personal history and memory. Photographs from an old family album are scattered in the space as guiding clues with players able to generate their own photographs along the way using the game's 'Recall' button. Through this action Shu aims to examine and question technology's role in shaping our sense of self, time and place.

Commenting about the work Cao Dan, President of MODERN ART and a member of the Exposure Award judging panel says: "*Cao Shu uses new media technology and games as a medium to explore people's living conditions, history and memory, emotions and dreams. This plan achieves the perfect fusion of technology and art.*"

### Insights: Imaging Our Futures

Exploring further the break from traditional photographic frameworks is this thematic group exhibition featuring international artists whose work envisions humanity's future in digitally constructed images. Presenting artists and collectives include **Discipula** (Italy), **Fernando Montiel Klint** (Gallery Artbaena, Mexico), **Shun Li** (China), **Wendy McMurdo** (UK), **Milan F4** (China), **Michael Najjar** (BANK, China), **Marcel Rickli** (Switzerland), **Slime Engine** (Madeln Gallery, China), **Clement Valla** (bitforms Gallery, USA), **Feiyu Wang** (China) and **Wenxin Zhang** (China).

The exhibition covers a range of pertinent topics from journalism, advertising and consumerism to our relationship with nature and space exploration. Curated by He Yining, the show aims to rethink the complex interactions between the digital and the visual while cautioning audiences about the inherent trappings of these practices. He Yining says: "*Combining my research on new trends in contemporary photography and a series of public programs, I aim to explore how photographers approach image creation*"

*in a world of algorithms and CGI in order to show our imagination of the future.”*

Next to be announced is this year’s gallery list alongside newly launched sections and initiatives aimed at further supporting and uplifting artists and galleries from across China while providing visibility and connectivity with local audiences for international exhibitors unable to travel due to restrictions.

PHOTOFAIRS Shanghai 2021 is the first live edition of the fair since 2019 and marks the return of Asia’s only fair dedicated to discovering, exploring and collecting fine art photography.

Also returning as Presenting Partner is Porsche who are marking their 20th anniversary in China this year.

Organiser:

**WORLD  
PHOTOGRAPHY  
ORGANISATION**

Associate Partner:



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## Notes to Editors

### ABOUT PHOTOFAIRS

PHOTOFAIRS is a joint venture between Angus Montgomery Arts and the World Photography Organisation and is part of a wider network of leading contemporary art fairs including Taipei Dangdai, Sydney Contemporary, India Art Fair, Art Central Hong Kong and Art Düsseldorf. Angus Montgomery Arts has more than 40 years’ experience in the contemporary arts sphere, establishing successful fairs around the globe and delivering high quality, regional art fairs that serve the needs of collectors and galleries.

PHOTOFAIRS is supported by Friends of the Fair including: **Yang Bin**, collector (Beijing); **Xue Bin**, collector & co-founder New Century Art Foundation (Singapore); **Alan Chan**, collector & designer (Hong Kong); **Isaac Chueng** Chairman, Videotage (Hong Kong); **Jean-Francois Dubos** President, Maison Européenne de la Photographie à Paris, (Paris); **Natasha Egan**, Executive Director, Museum of Contemporary Photography, Columbia College (Chicago); **Wang Jun** Collector and Founder, Light Society (Beijing); **Louise Lau**, Collector & Founder, Guangzhou 33 Contemporary Art Centre (Guangzhou); **Jiyoon Lee**, Curator & Managing Director, Suum Projects (Seoul, Korea); **Jiang Ning**, collector (Shanghai), **Christopher Phillips** Independent critic and curator (New York); **Andrew and Lingling Ruff**, collectors & founders, 166 Space (Shanghai), and **Lu Xun** Collector / Founder & Director, Sifang Art Museum (Nanjing)

### ABOUT WORLD PHOTOGRAPHY ORGANISATION

The World Photography Organisation is a global platform for photography initiatives. Working across up to 220 countries, our aim is to raise the level of conversation around photography by celebrating the best imagery and photographers on the planet. We pride ourselves on building lasting relationships with both individual photographers as well as our industry-leading partners around the globe. The World Photography Organisation hosts a year-round portfolio of events including the Sony World Photography Awards, one of the world’s leading photography competitions, and PHOTOFAIRS, leading international art fairs dedicated to photography. For more details see [worldphoto.org](http://worldphoto.org). Follow the World

Photography Organisation on Instagram (@worldphotoorg), Twitter (@WorldPhotoOrg) and LinkedIn/Facebook (World Photography Organisation).

### **ABOUT BRANDING SHANGHAI**

Branding Shanghai is a non-for-profit organisation founded in Shanghai in 2016. It is committed to building a professional platform to promote the Chinese metropolis all over the world through the integration of resources from government entities as well as business, media, educational and social organisations. Branding Shanghai also helps international cities, organisations, corporations and celebrities to land and promote in China as well as the rest of Asia. Branding Shanghai's ambassadors include actor Hu Ge, actress Angelababy, ballet dancer Tan Yuanyuan and violinist Charlie Siem.

Branding Shanghai has supported PHOTOFAIRS as strategic partner since 2017 and became the Associate Partner in 2021. In the past few years, it focused on the theme exploration of urban photography to guide the public feeling the photo art and the attraction of Shanghai. On the other hand, with the powerful platform set up by the fair, the excellent works of local artists in Shanghai were conveyed to the international stage.

### **CAO SHU**

CAO Shu mainly works in new media art in Hangzhou. More recently, Cao Shu works with personal and historical memory using various media practices. In recent years, Cao Shu has been an artist in residence for atelier Mondial in Basel, Switzerland (2017), Koganecho Bazaar Art Festival, Yokohama (2019), and Muffatwerk the venue for international art and culture in Munich (2020). His works have won such awards as the New Narrative Award from the Long Week of Short Films, and the Beijing International Short Film Festival Award for Outstanding Artistic Achievement. Recent exhibitions include: *The Ocean of Solaris* (Zhejiang Museum, Hangzhou, China, 2019); *Flux* (Shanghai Tech University, Shanghai, China); *Monster outside the windows* (Koganecho, Yokohama, Japan, 2019); *Before and After the Future* (Salon Mondial, Basel, Switzerland, 2017); *Nameless* (Opencast Space, Hangzhou, China, 2015); *Space Oddity* (UCCA Dune, Qinhuangdao, China, 2021); *The Exhibition of Annual of Contemporary Art of China* (Beijing Minsheng Art Museum, Beijing, China, 2019); *Fiction Art* (OCT Contemporary Art Terminal, Shenzhen, China, 2018); and *Pity Party* (Sleep Center, New York, USA, 2017). His works are collected by the Australian White Rabbit Art Gallery, Israel Blue Mountain Contemporary Art Foundation, Zhejiang Art Museum and others. [www.caoshu.com](http://www.caoshu.com)

### **HIVE CENTER FOR CONTEMPORARY ART**

Hive Center for Contemporary Art was founded by XIA Jifeng and started to operate as a gallery in 2013, its predecessor being a non-profit art institution founded in 2008. Hive denotes the collective mode of living of humans and the complicity of its thinking, which perfectly fits the social structure of China and the status quo of Chinese contemporary art. Covering approximately 4000m<sup>2</sup> and owning five international-standard exhibition halls and a preface hall serving opening events, the headquarters of Hive is located in the renowned 798 Art Zone in Beijing. While developing Chinese contemporary art domestically, Hive is also devoted to the promotion and cultural exchange of Chinese contemporary art across the globe, bringing prosperity to the contemporary art market by presenting prominent international artists and projects. The represented artists encompass established masters both domestically and internationally as well as emerging talents. By representing outstanding artists and providing high-quality art consultant service, Hive has already become one of the most influential galleries in China. [www.hiveart.cn](http://www.hiveart.cn)

### **Opening dates and times**

|  |  |
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| Collector Preview (by invitation only) | Thu 23 September 14:00 – 20:00             |
| VIP Preview                            | Fri 24 September 13:00 – 21:00             |
| Public Days                            | Sat 25 and Sun 26 September, 11:00 – 18:00 |

**Ticket prices**

Tickets for PHOTOFAIRS Shanghai go on sale June 25.

Daily Ticket      RMB 100 in advance / RMB 120 online / RMB 130 on the door

**Press accreditation**

For press accreditation please scan to the QR code to register your details:



[photofairs2021.mikecrm.com/k2Sycdx](http://photofairs2021.mikecrm.com/k2Sycdx)

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