

The contemporary art fair for photography



PHOTOFAIRS
SHANGHAI



PHOTOFAIRS Shanghai

2025.05.08-05.11

Shanghai Exhibition Centre

Founded in 2014, PHOTOFAIRS Shanghai has completed nine successful editions, reaffirming its position as Asia Pacific's leading fair dedicated to photo-based and digital artworks.

Anchored in Shanghai with a global outlook, the Fair features a curated selection of both iconic and experimental works, driving the evolution of contemporary photography art, invigorating the Asian photography market, and establishing itself as a vibrant platform for artistic exchange and innovation.



2014



2015



2016



2017



2018



2019



2021



2023



2024

Celebrating its 10th anniversary in 2025, PHOTOFAIRS Shanghai will debut renewed vision, featuring nearly 50 top galleries and art institutions from around the world. The Fair will also bring together renowned artists and curators to explore and discuss the evolving photography art landscape in the Asia-Pacific and its impact on contemporary global art trends.



PHOTOFAIRS
SHANGHAI



Global Photography Art Converges in Shanghai

「Annual Visual Celebration」


Shanghai, as one of Asia's leading cities, has nurtured a growing passion for photography art collections throughout the Asia-Pacific region, thanks to its openness, innovation, and inclusivity. This vibrant environment has also established a strong foundation for the development of international art platforms.

「Shaping Future Trends」

The merging of photography art with the digital era is shaping the future of global art trends. In China, collectors and photography enthusiasts, especially Generation Z, are enthusiastically embracing and redefining new forms of photographic expression.

「Thriving Photography Ecosystem」

China ranks among the world's top three art markets, with Shanghai leading in art transactions. The city's growing number of local and international auction houses, along with nearly 100 private museums and cultural institutions, is driving a vibrant and optimistic outlook for photography art collections.



Citywide Synergy - **A Dual Photography Experience in** **Shanghai**

Anchored at the Shanghai Exhibition Centre, the Fair will partner with the Meta Eye Festival to create a unified celebration of photography across both banks of the Huangpu River, with this "Citywide Synergy" format. Throughout the Meta Eye Festival, the city's art institutions and cultural spaces will come together, opening dialogues across art and diverse fields and welcoming photography collectors, experts, and enthusiasts from around the globe. Since its founding, PHOTOFAIRS Shanghai has maintained a strong partnership with Meta Media Group. Through its multimedia platform, Meta Media has played a key role in promoting global contemporary photography and boosting the Asia-Pacific art market.

VIP NETWORK

Established in response to a growing enthusiasm for collecting photography in the Asia-Pacific, PHOTOFAIRS Shanghai has become a magnet for the region's elite collectors, who share a deep passion for photography, art, and creativity. The Fair's VIP audience continues to expand annually, with nearly 10,000 domestic and international VIPs attending in 2024, reflecting a wide array of backgrounds.

5

Continents

World's Top Collectors

Luxury mall patrons, high-end hotel guests, and elite clientele of Shanghai's top restaurants and bars

Museums & Foundations

Directors and patrons of leading domestic art museums, board members of art foundations

Financial elites/ Entrepreneurs

CEOs and founders of top companies, high-net-worth clients from private banking and wealth management, alumni of elite universities and business schools, and second-generation business leaders

Art Market Professionals

Artists, curators, art consultants, auctioneers, and dealers

45+

Countries & Regions

Public Celebrities

Elite socialites, influencers, celebrities, and prominent figures

KOL

Luxury buyers, art critics, photography aficionados, and fashion enthusiasts

Brand

Executives of luxury brands, brand ambassadors, and VIP clients

Media

Editors-in-chief, media executives, columnists, reporters, and editors

REPORTING DATABASE

PHOTOFAIRS Shanghai invites over 100 top-tier media outlets for on-site coverage and partners with more than 50 key domestic and international media organizations. The Fair's official WeChat and Weibo accounts have published over 500 promotional posts, reaching a readership of over 2.5 million.

PHOTOFAIRS Shanghai 2024 welcomed **13,000** attendees, including collectors, media, artists, curators, and institution leaders, with a total of **15,000** visits recorded. The event generated **10,400** posts across media and social platforms, leading to **90,700** interactions (shares, comments, likes, reads), and reached **453** million followers (post count & follower count), with the media reach approached **50** billion.

MEDIA PARTNERS



PREVIOUS PARTNERS



GUEST MESSAGES



"PHOTOFAIRS Shanghai brings together a thoughtfully curated selection of galleries, artists, and special projects from across China, offering visitors an unparalleled opportunity to experience the richness and diversity of contemporary Chinese photography."

— Philip Tinari
Director of the UCCA Center for Contemporary
Art and CEO of UCCA Group



"PHOTOFAIRS Shanghai is a cornerstone of China's photography world and a key indicator of the future of Chinese photography."

— Zhong Weixing
Collector and Founder of
Chengdu Contemporary Image Museum



"PHOTOFAIRS Shanghai is a premier platform for Chinese collectors to acquire international contemporary art and expand their collections."

— KÖNIG GALERIE
(Berlin, London, Tokyo)



"PHOTOFAIRS Shanghai focuses on artists and offers an expansive stage for their work. It's a place where we've forged new connections, strengthened our ties with local museums and art institutions, and engaged with a vibrant community of collectors and curators."

— Thaddaeus Ropac
(London, Paris, Salzburg, Seoul)



"PHOTOFAIRS Shanghai is a platform we have continually trusted and participated in. Over the past decade, we've seen contemporary photography flourish in China's collecting market alongside the Fair. Its international and diverse environment has underscored the growing dynamism of the art industry."

— Three Shadows +3 Gallery
(Beijing, Xiamen)



"In today's visual-driven world, we strive to make PHOTOFAIRS Shanghai a 'super-experience' media spectacle. By crafting it as both a consumer destination and a cultural hub, we aim to establish PHOTOFAIRS Shanghai as the trendsetter in contemporary photography, shaping the next wave of urban style."

— Shao Zhong
Founder, Chairman
and CEO of Meta Media Group

FEATURED PROGRAMS



CORE

Featuring leading contemporary galleries from around the world, the CORE sector showcases landmark works by influential photographic artists.



SPOTLIGHT

SPOTLIGHT aims to create a dynamic platform for emerging galleries and the next wave of photography artists worldwide.



INSIGHTS

INSIGHTS is curated with an external perspective, inviting curators, media professionals, top photography collectors, art influencers, brands, and artists.

FEATURED PROGRAMS



SPECTRUM

In partnership with museums, photographic art institutions, auction houses, and cultural organizations, SPECTRUM highlights their contributions to the growth of photography art.



VISION

VISION features exhibitions centered on publishers and independent artists, exploring the broader world of photography through key mediums like publications and books.



FUTURE

FUTURE targets the next frontier of photographic art, focusing on new media, AI, and Metaverse

VISION

With the development and maturity of photography and video art, an increasing number of independent photographers and artists are starting to make their presences in the industry. To build bridges between them and galleries, collectors, curators as well as institutions, PHOTOFAIRS Shanghai establishes VISION sector as a platform to showcase the work of creative artists.



APPLICATIONS | Artists / Artist Studios

2000 RMB/Sqm, Booth Size: 10 Sqm, 15 Sqm, 20 Sqm

- Artists must be under 50 years old; artist studios must be established for more than 2 years
- Applicants must have at least 3 exhibition resumes (including group exhibitions or solo exhibitions) or have works published

All applications will be submitted to the committee of PHOTOFAIRS Shanghai for review. The quality of the art works is an important criterion in our selection process. Please provide a detailed self-introduction and booth plan, including a brief introduction to the exhibited works and images.



Booths in previous years for reference

PACKAGE BENEFITS

INCLUDES :

- Standard walling & lighting package
- Power socket
- Furniture package (x2 chairs, x1 table)
- Standard hall flooring
- Stand signage / name board
- Exhibitor & worker passes
- Collector Cards and other invitations
- Inclusion in the Fair's communications campaign (PR/Marketing)

EXCLUDES :

- Telephone connection
 - Secure art storage
 - Insurance
 - Additional walling
 - Additional lighting
 - Freight costs
-

HOW TO APPLY & DATES

Welcome to our website to start your application and if you have any questions, feel free to contact:

Xiaohui Tang,
tangxiaohui@modernmedia.com.cn
Eshine Zeng,
zengjiayi@modernmedia.com.cn

APPLICATION DEADLINE: January 10, 2025

BOOTH Fee: 14 Days from your notification of acceptance

BOOTH Build-up: May 7, 2025

COLLECTORS' PREVIEW : May 8-9, 2025

PUBLIC DAYS: May 10-11, 2025

BOOTH Break-down: May 11, 2025

ABOUT PHOTOFAIRS Shanghai

PHOTOFAIRS Shanghai is the leading platform for contemporary photography in China. Established in 2014 in response to a growing enthusiasm for collecting photography, the fair has firmly embedded the medium within Shanghai's cultural landscape, becoming an annual meeting point for the domestic art community to discover photo-based and digital work. With its cross-disciplinary approach, PHOTOFAIRS Shanghai spotlights the voices and perspectives shaping visual culture today. From 8 May to 11 May 2025, the tenth edition of PHOTOFAIRS Shanghai, organised by Meta Media Group, will return to the Shanghai Exhibition Centre to create a landmark spring-summer event.



ABOUT Meta Media Group

Meta Media Group (former name: Modern Media Group) is a leading media business group in China, having the most innovative and international presence in the industry. Founded in 1993, the Hong Kong-listed media powerhouse now provides innovative contents of various genres in the fields of business, culture, art, fashion and lifestyle, via its strategic platform built with multi-media channels of digital and space. In 2017, Meta Media and UK Media group DAZED Media joined forces to relaunch the NOWNESS team. Combining the traditional, digital media and digital space owned by the company, such as Modern Weekly, InStyle, ArtReview, Bloomberg Businessweek, Numéro China, IDEAT, The Art Journal (formerly, The Art Newspaper China), and ZiWU, the company has achieved an impressive social reach of nearly 100 million.



周末画报

iWeekly
时尚生活杂志

InStyle
时尚杂志

NOWNESS 现在

ArtReview

ArtReview Asia

LEAP

THE ART NEWSPAPER
艺术新闻

商业周刊/中文版
Bloomberg Businessweek

Bloomberg Businessweek
彭博商业周刊/中文版

生活

瑞外

IDEAT 理想家

生活家
LIFE & LIVING

Numéro
大都会

LOHAS
乐活

ZiWU 誌星

ArtCalendar
艺术日历

MOA
Modern Art Museum

MAA
Modern Art Museum

Modern Art KITCHEN

Modern SPACE

Modern Studio

Modern Workshop

BROWNIE

都市客
METROE.COM

Modern Eye

The Club
时尚会所

超媒体集团媒体矩阵



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CONTACT US

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WeChat: 影像上海艺术博览会

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