

PHOTOFAIRS SHANGHAI

2026.5.7 - 5.10

Shanghai Exhibition Centre

photofairs-shanghai.com



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PHOTOFAIRS
SHANGHAI

Shanghai Exhibition Centre

Shanghai Exhibition Center (hereinafter called SEC) is specializing in offering large-scale conference and exhibition services. SEC is unique among Shanghai buildings. The architecture is elegant, with gorgeous decoration. It's location is in the center of Shanghai Jingan District, with West Nanjing Road in the north, and Middle Yan'an Road in the south, which has the rare geographical advantage in Shanghai.



ABOUT THE FAIR



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 international 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.



2014



2015



2016



2017



2018



2019



2021



2023



2024



2025

Number of Exhibitors

50+

Average Exhibitors Per Edition

30%

International Galleries

190+

Total Exhibitors

70%

Domestic Galleries

International Leading Galleries

Artistic Benchmarks

Bringing together the world's premier galleries to present significant works and projects by international artists working with the photos and images, serving as a market benchmark and highlighting the pivotal role of the photography within core contemporary art narratives.

Representative Exhibitors

Galleria Continua
Gagosian Gallery
Galerie Perrotin
Galerie Thaddaeus Ropac
Lisson Gallery
KÖNIG GALERIE
Pace Gallery
Galerie Les Filles du Calvaire
ShanghART Gallery

Specialist Photography Galleries

Dedicated Focus

Collaborating with core proponents dedicated to the medium of photo-based art, alongside galleries with long-standing expertise in moving image, video, and experimental film, to present cutting-edge works that delve deeply into the language of photography.

Representative Exhibitors

ATLAS Gallery
Camera Work
Christophe Guye Galerie
Fahey / Klein Gallery
FLOWERS, London
Magnum Photos
Robert Mann Gallery
OstLicht. Gallery for Photography
Three Shadows +3 Gallery

Emerging & Experimental Galleries

Future Visions

Focusing on new forces challenging the definition of photography and embracing technological innovation, discovering highly promising emerging image-makers and those exploring new media art forms, collectively expanding the future possibilities of photo-based art.

Representative Exhibitors

Anna Nova Gallery
bitforms gallery
Chela Mitchell Gallery
Elijah Wheat Showroom
Fisheye Gallery
Galerie Bacqueville
Green On Red Gallery
Klemm's
193 Gallery

Previous Exhibitors

9 Art Gallery 九月画廊 10 Chancery Lane 10号赞善里画廊 10 Years Ago 1933 Contemporary 193 gallery	C.A.M. GALLERY C14 Gallery C14画廊 Camera Work CAVE-AYUMI GALLERY + ori.studio Center for Contemporary Photography Cipa Gallery 希帕画廊 Chambers Fine Art Chandelier Projects Christine Park Gallery Christophe Guye Galerie Chronus Art Center Cubic Box Art Center, De Qiu Artistic Creative Space 得丘礼享谷-方盒子艺术中心 Czech Center of Photography	GALLERY WHERE Galerie XII Gallery Yang Gaotai Gallery 高台当代艺术中心 Ginkgo Space 今格空间 Good for All 一切都好 Green On Red Gallery	M Art Center M艺术空间 M97 Gallery Magician Space 魔金石空 Magnum Photos Mandy Zhang Art MANGROVE GALLERY 红树林画廊 MARTIN GOYA BUSINESS 马丁·戈雅生意 MASSIMODECARLO MDC画廊 Matthew Liu Fine Arts 德玉堂画廊 Matthias Küper Galleries Maypark Gallery 五月公园画廊 MD Gallery ME ART Gallery MEP MICK Galerie Mirko Mayer gallery / m-projects Mohsen Gallery Moproo	REFLEXION 回声 Rén Space Riflemaker rin art association Robert Mann Gallery Rubber Factory RUIPIN Gallery 睿品画廊
A Thousand Plateaus Art Space 千高原艺术空间 A. Galerie A4 Chengdu Aike Dellarco AIKE 艾可画廊 Alter Gallery Amanasalto Amy Li Gallery 艾米李画廊 Anna Nova Gallery AO Vertical Art Space Art+ Shanghai Gallery Arario Gallery 阿拉里奥画廊 ARCH GALLERY 拱形画廊 ArtCN Gallery ArtCN画廊 ART LABOR Gallery ART LABOR画廊 Art Lexing ART ON SPACE 安空间 art space AM ATLAS Gallery Augusta Edwards Fine Art Aura Gallery Ayyam Gallery	Danyasz Gallery 唐妮诗画廊 Dataa Editions DE SARTHE 德萨画廊 DUMONTEIL 杜梦堂	Harmony Art Gallery 尚艺画廊 HART Gallery HCB - Peter Fetterman Gallery HdM GALLERY Himalayas Hive Center for Contemporary Art 蜂巢当代艺术中心 HS Gallery HTAN Gallery 黑田画廊 Hunsand Space 拾萬空间 Hüten Gallery 何顿画廊	Nan Ke Gallery 南柯画廊 Nine Art Space 玖空间 None Project Nong Art 弄艺 Novalis Contemporary Art	Taka Ishii Gallery TANG COMTEPORARY ART 当代唐人艺术中心 Tasveer The Empty Gallery Three Shadows +3 Gallery 三影堂+3画廊 Time Space Gallery 时光空间画廊 Timeless Gallery 泰吉轩画廊 Tristan Hoare Gallery
BANK BEETLES + HUXLEY Being 3 Gallery BENRIDO 便利堂 Between Art Lab Beyond Gallery bitforms gallery Blindspot Gallery 刺点画廊 Bluerider ART Boccaro Art BONIAN SPACE 伯年艺术空间 Books & Photographs Breese Little Gallery BROWNIE Art Photography Brownie Project	Fahey / Klein Gallery Fisheye Gallery Flowers Gallery 弗劳尔斯画廊 Frogman Art Gallery 蛙人艺术 Froots Gallery	ifa Gallery In the Gallery Inter Gallery 映画廊 International Center for Photography	O2art 新氧艺 OFOTO & ANART 全摄影&一个艺术 ON/gallery Once Gallery 一时画廊 One Way Art Gallery 单行道画廊 OstLicht. Galerie für Fotografie	UP Gallery 绝版影像馆
	Galerie Adnan Sezer Galerie Bacqueville Galerie DUMONTEIL 杜梦堂 Galerie F16 Galerie Les Filles du Calvaire Galerie Photo12 Galerie Stephan Witschi Galerie Thaddaeus Ropac GALLERIA CONTINUA 常青画廊 Gallery Irritum Gallery Koo Gallery Mir	Jason Shin JIALI GALLERY Juhui Art Gallery 聚荟艺术	Pace Gallery 佩斯画廊 Pan-View Gallery 全视影像画廊 Pékin Fine Arts 北京艺门画廊 PERROTIN 贝浩登 Per van der Horst Gallery 贺裴尔艺术空间 Peter Fetterman Gallery PETITREE Photism 幻Photism Photo 12 Galerie Prolab	Sean Kelly Gallery See+ Gallery See+画廊 ShanghART Gallery 香格纳画廊 Shun Art Gallery 熏依社画廊 SIPACHINA SPURS Gallery 马刺画廊 Studio Gallery 工作室画廊 SUUM Projects
				West Gallery 西画廊 WhyWhyArt WUJI NFT GALLERY 无忌NFT
				X Contemporary Art 谢画廊
				Yiwei Gallery

*Sorted alphabetically (English)

PHOTOFAIRS Shanghai 2025

Key Metrics

7,000m²

Exhibition Area

20000+

Visitors

1000w+

Sales Reported

100+

Participating Artists

CORE COMPETENCY



A Decade of Growth Establishes Shanghai as an APAC Market Hub

Market Scale

China, as one of the world's top three art markets, continues to demonstrate immense potential. Shanghai has solidified its position as China's most crucial art trading hub. Since 2022, it has entered a "CNY 10 Billion+" trading environment and is advancing towards a "CNY 100 Billion+" target.

In the 2023-2024 period, the transaction value of Chinese photographic art saw a 48% year-on-year increase, confirming the market's position in a high-growth phase, characterized by robust vitality and promising prospects.



A Decade of Growth Establishes Shanghai as an APAC Market Hub

Industry ecology

The ecosystem for photo-based art in China is maturing. The number of photography and video exhibitions has grown by 250% compared to a decade ago, with significant increases in professionalization and institutionalization. Taking Shanghai as an example, by 2021, the city was home to 96 private museums and cultural institutions, hosting 950 exhibitions and 3,953 public programs annually, attracting 6.21 million visitors. Academic support and institutional networks collectively form a strong foundation for the recognition and dissemination of value in image-based art.



A Decade of Growth Establishes Shanghai as an APAC Market Hub

New Generation of Collectors

Amidst global digitalization and the continued evolution of photo-based art, China's collector base is undergoing a structural shift: established collectors are increasingly focusing on works with humanistic depth and cross-media value, while Gen Z and Millennials, as 'digital natives,' exhibit a natural inclination towards collecting still, moving images, and new media art, emerging as a vital force driving market expansion.



Integrated Resource Support - Empowering Market Expansion in Asia

01

**Premier Media Matrix
Support**

02

**Collaboration with Key
Art Institutions**

03

**Access to Global
Collector Networks**

04

**Activation of Prominent
Landmark Spaces**

01 Premier Media Matrix Support

Leveraging Meta Media Group's top-tier art and culture media platforms, we deliver customized content—such as feature reports, exclusive interviews, exhibition reviews, and advertisements—reaching out to global collectors and professional audiences.

Meta
Media

超媒体

周末
MODERN
WEEKLY 画报

商业周刊
Bloomberg
Businessweek

InStyle
优家画报

NOWNESS 现在

ArtReview

ArtReview Asia

ArtReview
艺术世界

THE
ART-JOURNAL
艺术新闻

艺术界
LEAP

收藏 / 拍卖
An Art Touch of Life 以艺术诠释生活

IDEAT 理想家
CONTEMPORARY LIFE

Numéro^{CHINA}

LIFEMAGAZINE
生活
月刊

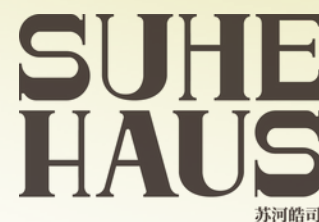
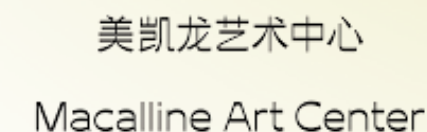
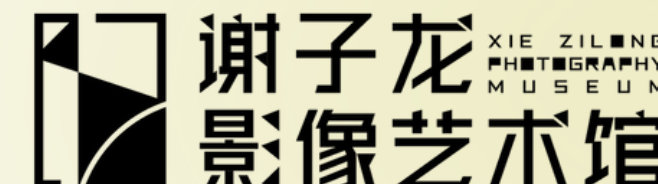
meta(eye)

M²C2

02

Collaboration with Key Art Institutions

Partnering with leading Asian photography art institutions like Fotografiska Shanghai and Three Shadows, we actively organize thematic lectures and academic dialogues, facilitating solo exhibitions and touring shows for artists, thereby strengthening the academic exchange for galleries and artists within the Asian market.



03

Access to Crucial Collector Networks

A Premium Database of 110,000 Collectors Covering Asian Art Hubs including Taipei, Tokyo, and Singapore



As an important nexus for contemporary art in East Asia, the fair offers a vital meeting point for regional and international collectors to explore the city's vibrant art scene and thriving art market.

In 2025, the fair partnered with the Ministry of Culture, Department of Cultural Affairs, Taipei City Government to showcase Taiwan's vibrant art and culture. For the first time in 2025, a prize was awarded to an outstanding artist participating in the Edge sector.



Tokyo Gendai presents leading contemporary art galleries from Japan, the wider Asia-Pacific region and around the world. Taking place in one of the most dynamic and active art and design scenes in the world, Tokyo Gendai is an exciting platform for commercial, artistic and intellectual exchange, and a nexus of cross-cultural discovery. The fair is accompanied by an extensive VIP Program, as well as a robust lineup of private events across Japan, providing a means for deeper connection with Japan's art community



As southeast asia's leading global art fair, Art SG is a dynamic platform showcasing visionary and iconic contemporary art from the region and around the world.

Taking place in January at the Marina Bay Sands Expo and Convention Centre at the heart of Singapore's financial district, ART SG is the leading global contemporary art fair in Southeast Asia. The fair launched in 2023 and features a stellar line-up of international and regional art galleries alongside a curated program of large-scale installations, experimental film and moving image, thought-provoking panel discussions and performances.

04

Activation of Prominent Landmark Spaces

Priority access to exhibition/salon schedules at renowned landmark spaces within the Group's portfolio, such as ZiWU and boned space Zhang Yuan YUAN LINK. We assist galleries to present curated exhibitions in diverse space settings across Shanghai city.



ZiWU

Founded in 2017 and leveraging the extensive art and media resources of Meta Media Group, ZiWU aims to integrate culture, fashion, art, and lifestyle, embodying and continuing the Group's spirit of innovation. Conceptualized as a 'Space Zine,' it creates a new inspirational space that merges culture and creativity.



Zhang Yuan YUAN LINK

Zhang Yuan YUAN LINK is classified as a Grade II Excellent Historical Preservation Building in Shanghai. This structure is a typical Lilong (Shanghai lane) mansion, an independent residence in Spanish style, and one of the most exquisite buildings within Zhang Yuan. Its south facade exhibits Neoclassical characteristics, the top floor features a wide terrace, the curved balconies on both sides display Baroque elements, while the right-angled balconies and geometric corner details incorporate Art Deco influences. The east facade utilizes plain red brick, and the west section is decorated with Baroque-style components made of carved bluestone.



GALLERIES





SPOTLIGHT

CORE

SOLO

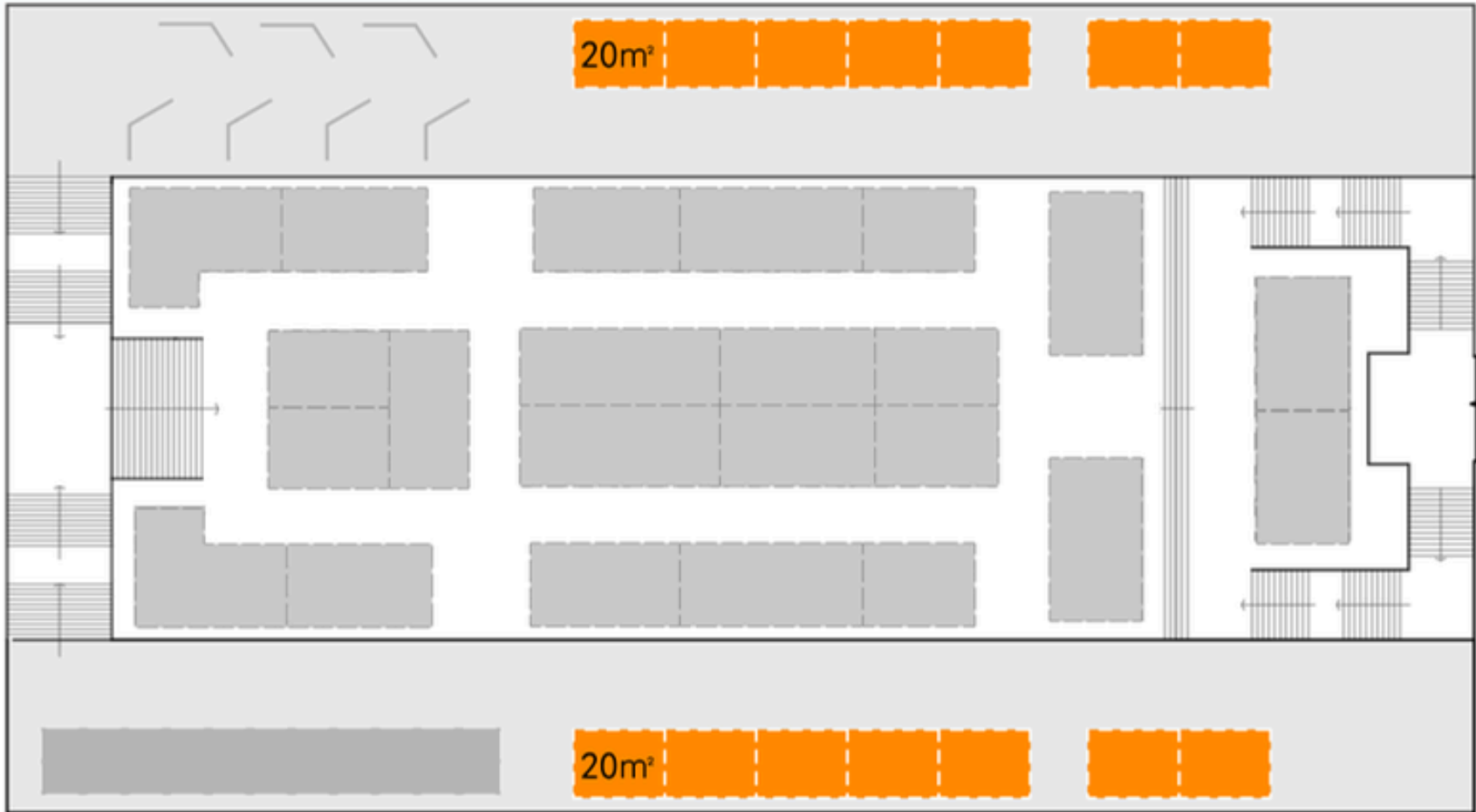
SPOTLIGHT

This section aims to provide a dynamic platform for emerging galleries and a new generation of image-based artists worldwide. It highlights the unique perspectives and expressive power of young creators, exploring the boundless potential of image art.

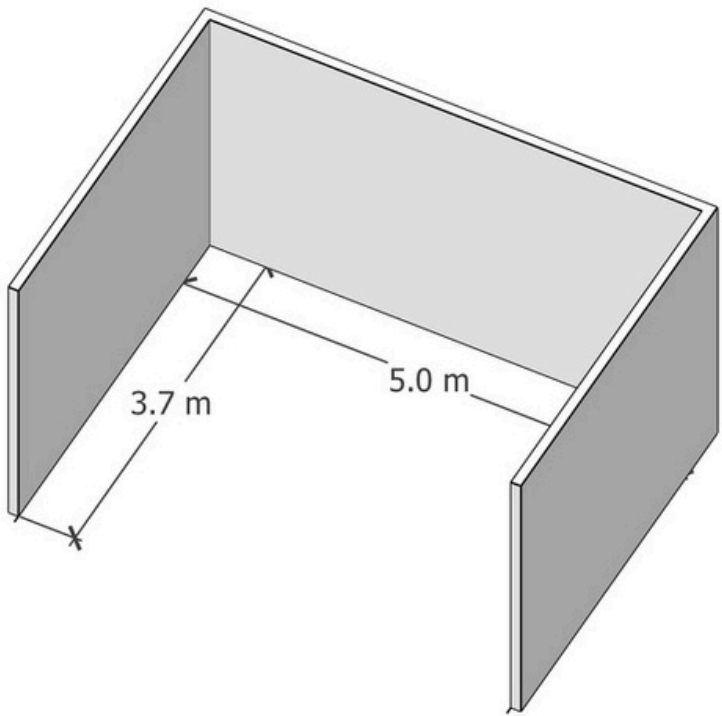
The gallery must have been established after 2016, and the booth should be presented in the form of thematic curation. It may feature a solo exhibition by one artist or a group exhibition of no more than three artists, with all participating artists under the age of 35.

Booth Size: 20m²

Booth Rental Rates: RMB 2,800 / sqm (VAT included)



Booth Sketch



Booth Benefits / What's Included

Included

- Standard booth walls & lighting
- One power socket
- Furniture package (x2 chairs, x1 table)
- Standard hall flooring
- Stand signage / name board
- Promotion on the official website
- Wifi
- Exhibitor & worker passes
- Collector cards & other invitations

Not Included

- Telephone line
- Artwork storage
- Insurance
- Additional walling
- Additional lighting
- Shipping / Transport costs

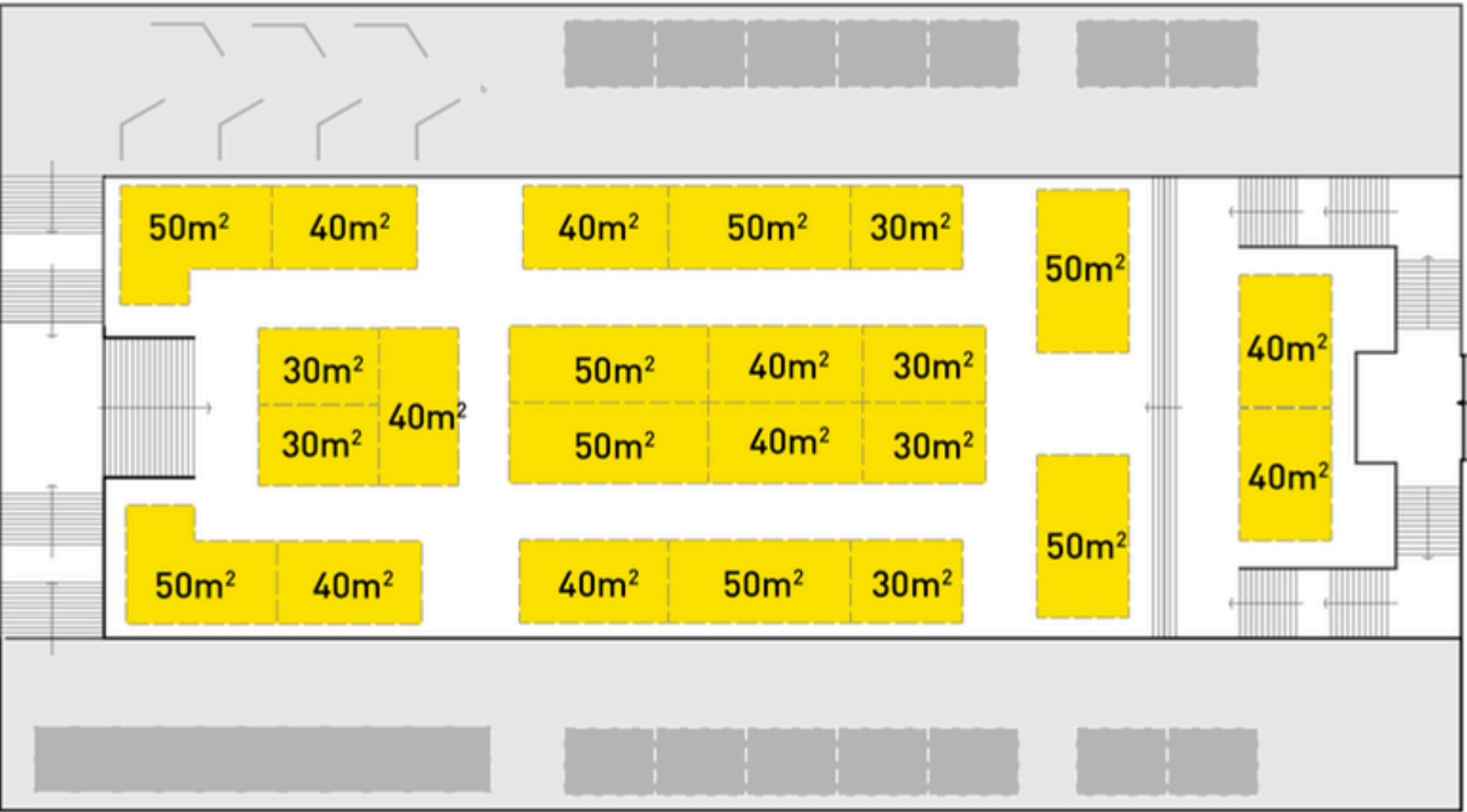
CORE

Featuring premier contemporary galleries worldwide, this section presents iconic works by artists who explore the medium of photography. It showcases the forefront of contemporary visual art while highlighting diverse cultural perspectives and artistic trends.

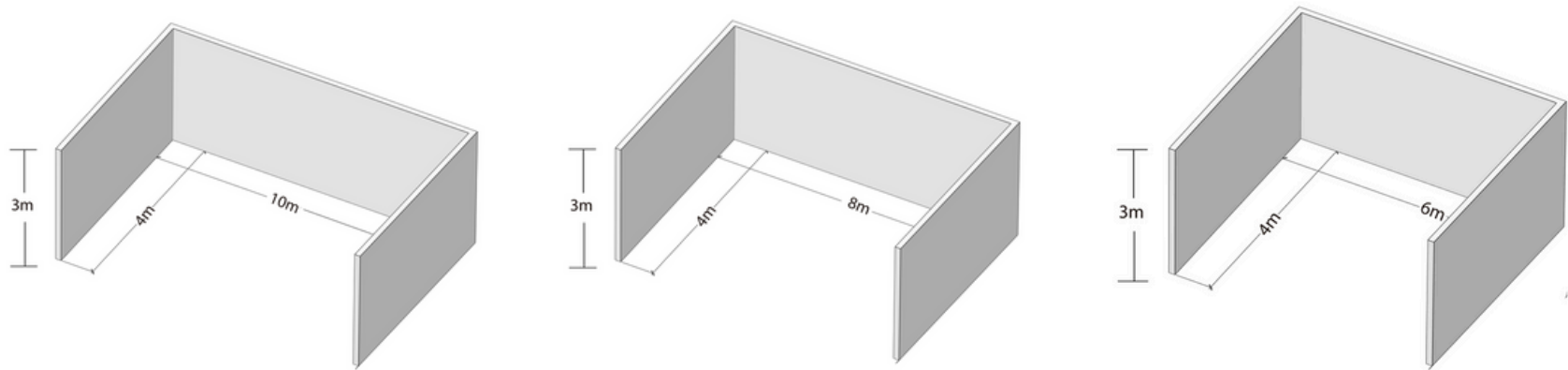
We particularly welcome galleries to present contemporary artists who consistently explore and employ the language of photography in their creative practice while not using photography as their primary medium. If you have relevant artists and works that align with this focus, you may apply for a special booth discount.

Booth Size: 30, 40, 50 m²

Booth Rental Rates: RMB 3,500 / sqm (VAT included)



Booth Sketch



50m²

40m²

30m²

Booth Benefits / What's Included

Included

- Standard booth walls & lighting
- One power socket
- Furniture package (x3 chairs, x1 table)
- Standard hall flooring
- Stand sianage / name board
- Promotion on the official website
- Wifi
- Exhibitor & worker passes
- Collector cards & other invitations

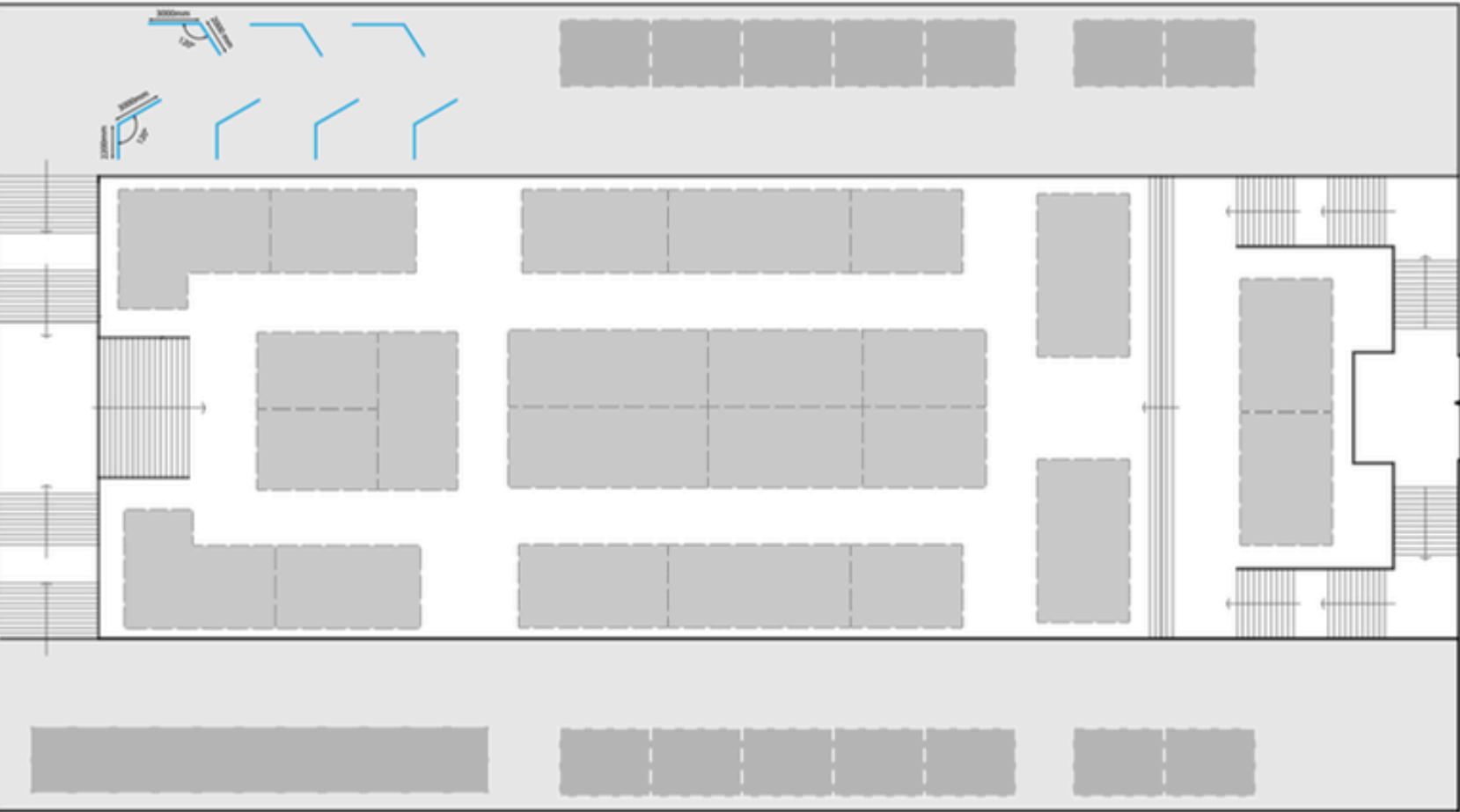
Not Included

- Telephone line
- Artwork storage
- Insurance
- Additional walling
- Additional lighting
- Shipping / Transport costs

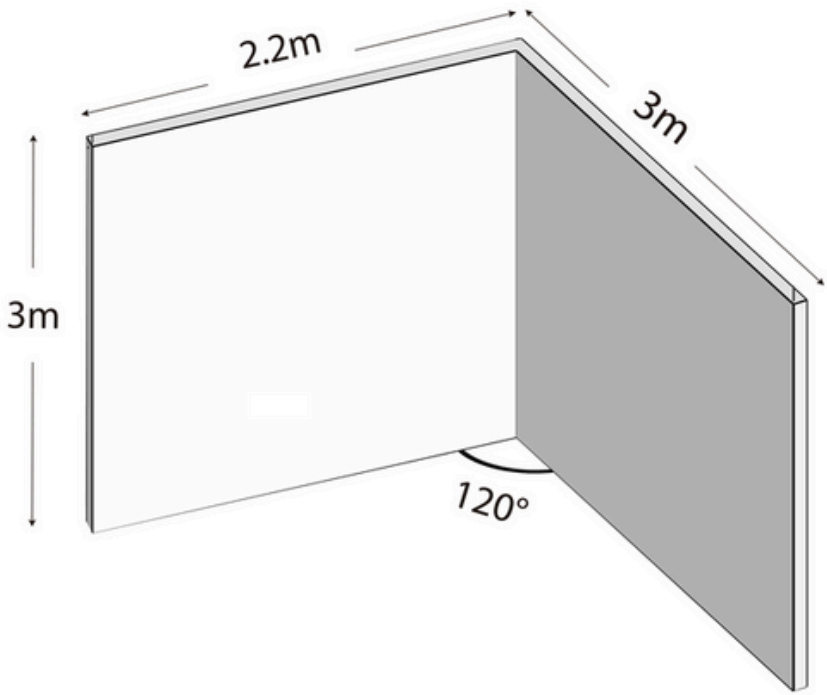
SOLO

Specially designed spaces for individual artist projects are open to galleries and artist studios established within the past five years.

Booth Wall Length: 5.2 meters
Booth Package Price: RMB 18,000 (VAT included)



Booth Sketch



Booth Benefits / What's Included

Included

- Standard booth walls & lighting
- One power socket
- Furniture package (x1 chairs, x1 table)
- Standard hall flooring
- Stand sianage / name board
- Promotion on the official website
- Wifi
- Exhibitor & worker passes
- Collector cards & other invitations

Not Included

- Telephone line
- Secure artwork storage
- Insurance
- Additional walling
- Additional lighting
- Shipping / Transport costs

Exhibition Guidelines

- Commercial galleries or agencies with a consistent exhibition history who present a minimum of 4 exhibitions per year in their own business premises, external project spaces or art fairs are invited to apply.
- Joint applications are welcome, however must be made separately with each party signing an application form and agreeing to the Terms and Conditions. A minimum booth size of 40 sqm applies to joint applications.
- Selection is based on the curatorial strength and premise of the gallery's exhibition program, representing artists and the proposal for PHOTOFAIRS Shanghai. PHOTOFAIRS Shanghai prioritizes galleries showing new bodies of work or blue-chip vintage work, with curated solo or 'solo within group' exhibitions preferred.
- As collectors attend the Fair to view new work, artworks shown previously at PHOTOFAIRS Shanghai are discouraged, Submission of your application does not automatically confer the right of admission to PHOTOFAIRS Shanghai 2024. Decisions on admission are made exclusively by PHOTOFAIRS Shanghai.
- Booth allocation is determined and approved by the Fair Management. Please refer to the Terms and Conditions for further details.

Customs & Taxes

- PHOTOFAIRS Shanghai and our nominated shipping agent will undertake customs clearance and inspection, for both inbound and outbound movement in Shanghai. This applies for all international shipments but does not apply for local shipments.
- No Import Tax will apply for inbound shipment, as the works will be imported on a temporary basis. All artworks(including sold exhibits that return to China) need to return to Customs after the exhibition.
- Artworks that are sold and shipped outside of China will be subject to local tax regulations of the client. For artworks that remain in China, they are subject to Permanent Import Tax and VAT, which is 14.13% on the declaring value of the work.

Tips for Application

Early Bird Offer

Submit your application by **December 31, 2025**, and enjoy a **10%** discount on the booth fee.

Final Deadline

All applications must be submitted by **January 31, 2026**.

For any inquiries, please contact:

Executive Director of the Fair: Liu Weiyan, liuweiyan@modernmedia.com.cn

Gallery Department, photofairs-shanghai_application@modernmedia.com.cn

PROGRAMS





INSIGHTS

SPECTRUM

PERFORMANCE

PERSPECTIVE

CINEMA

INSIGHTS

Launched in 2016, Insights is an exhibition focusing on a particular theme or an important moment in the history of photography.

In 2026, we will focus on the "Düsseldorf School of Photography," presenting its aesthetic concepts and conceptual innovations, with particular attention to its ongoing influence within the contemporary Chinese context.



Photofairs Shanghai 10th Edition Onsite

SPECTRUM

Launched in 2023, SPECTRUM sector further highlights the important role of museums, institutions, and cultural organisations in the development of photographic art.

2025 Participating Institutions:


Shanghai Doland Museum of Modern Art
Deutscher Fotobuchpreis + Goethe-Institut
Straight Photography
Instituto Cervantes de Shanghai
Migule de Cervantes Library
Fotografiska
DECK Photography Art Center
Maison Européenne de la Photographie
E.SCAPE Art Space



Phootofairs Shanghai 10th Edition Onsite

PERFORMANCE

We will focus on performance art that utilizes photography or video as a documentary medium, jointly exploring the narrative possibilities at the intersection of performance and imagery.

A person in a light blue jumpsuit is suspended in the air, holding onto two vertical streams of fire that descend from a large, circular, rusted metal structure. The person is positioned in the center of the frame, with their arms raised to grasp the fire. The background is dark and industrial, with various metal beams and structures visible. The fire streams are bright orange and yellow, creating a stark contrast with the dark surroundings. The overall scene is dramatic and visually striking.

Li Binyuan
Amphitheatre 2, 2024
Performance Documentation, Single Channel Video
at Phootofairs Shanghai 10th Edition

PERSPECTIVE

Galleries are invited to respond to the following keywords, building visual narratives through the dynamic interplay of photography integrated with installations and other media, to showcase the multifaceted resonances in contemporary culture.

2026 Keywords: Femalism / Ecological Awareness / Algorithm & AI



Phootofairs Shanghai 10th Edition Onsite

CINEMA

In 2026, PHOTOFAIRS Shanghai will specially feature an off-site City Screening Site, curating a selection of films and video works. Through a labyrinth of ideas constructed on screen, it guides the audience to delve into those unspoken visual truths.



Photofairs Shanghai 10th Edition Onsite

Tips for Application

Galleries and institutions participating in the special projects will receive **special media features**, including but not limited to in-depth interviews, collaborative promotions with partner media, and exposure across social media of PHOTOFAIRS Shanghai.

We look forward to going **beyond excellence** together with you.

For inquiries and more details, please contact:
Project Director - Tang Xiaohui, tangxiaohui@modernmedia.com.cn

The 11th edition of PHOTOFAIRS Shanghai will be held from May 7 to 10, 2026,
at the Shanghai Exhibition Centre.

SVIP Preview

2026.05.07 (Thursday)

VIP Preview

2026.05.08 (Friday)

Public Days

2026.05.09 (Saturday)

2026.05.10 (Sunday)



Website: photofairs-shanghai.com
WeChat: 影像上海艺术博览会
Weibo: @影像上海艺术博览会
RedNote: @影像上海艺术博览会
Instagram: @PHOTOFAIRS_Shanghai

SEE YOU IN 2026!