

*27th Edition*

# PHOTO LA

*Jan 31 - Feb 3, 2019*

*Barker Hangar - Santa Monica, CA*

## Prospectus

# PHOTO LA

## Collect + Connect

Setting up shop in Los Angeles's historic Barker Hanger, Photo L.A. returns for its 27th year as the longest-running photographic art exposition. Set against soaring vaulted ceilings and arched steel trusses, the 35,000 square foot airplane hangar is poised to house a roster of 65-75 local and international galleries and dealers, collectives, non-profits, museums, art schools, and photo book publishers.



### Locale

A hot bed for culture and climate alike, Los Angeles provides the perfect backdrop for Photo L.A., defying winter temps with the city's eternally sunny skies.

*What's in it for you?* All of our exhibitors receive maximum exposure. Efforts are focused on a multi-faceted marketing approach, access to prominent collectors, and wide reaching media coverage. We like to think that supporting exhibitors bolsters both the art community and the greater market.

We proudly offer lectures, roundtable discussions, special installations, and docent tours. It's just a few of the ways we hope to spearhead dialogue within the art/photographic community.

### Dates

#### *Opening Night*

Thursday, January 31st, 2019

#### *Public Show Dates*

Friday, February 1st – Sunday, February 3rd, 2019

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“The Photo L.A. fair has become an important event on the gallery’s annual event schedule. Once again this year, we were able to meet with many of our West Coast collectors as well as new collectors during the fair. We had successful sales to established collectors and first-time buyers, and made several good connections for future business. The start of the fair was extremely accommodating; from start to finish all went smoothly.”

—

**Sid Monroe**

**Monroe Gallery of Photography—Santa Fe**

# 7,000 – 10,000 Attendees



We're talking curators, collectors, and enthusiasts. You'll find collectors and entertainment insiders wandering our halls, while L.A.-based museum directors mingle with curators from as far away as Asia.

## 42% Collectors

12% Curators & Art Consultants

11% Museum Directors & Board Members

9% Art Administrators/Professors

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### PLUS

Appraisers & Auction House Specialists

Photography Vendors / Service Professionals

Press & Media

City Officials

# PHOTO LA Exhibitors

Photo L.A. hand-selects a select number of exhibitors to allow greater visibility and impact, as well as to foster intimate personal dialogue between exhibitors and collectors.



*Our roster includes 65-75 local and international galleries and dealers, collectives, non-profits, art schools, and photo book publishers.*

## Booths

Salon	12'x12'/3.7mx3.7m	\$5,000 USD
Standard	12'x16'/3.7mx4.9m	\$8,000 USD
Medium	12'x20'/3.7mx6.1m	\$10,000 USD
Large	12'x24'/3.7mx7.3m	\$12,000 USD
Ex-Large	24'x24'/7.3mx7.3m	\$24,000 USD
Custom	TBD	On Request

## Packages Include

- 12' high white hard walls
- Perimeter walls
- Basic interior perimeter lighting
- 1x Table
- 2x Chairs
- Booth signage
- Cleaning of common areas
- One page in our catalogue
- Exhibitor staff badges (5 included)
- An allocation of tickets for gallery clients
- Complementary Internet

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“I was very pleased with all aspects of the fair; unloading and setting up was easier and faster than I thought it would be, there was constant communication and assistance from the promoters. I had great feedback about the tours and panel discussions; Opening Night was great, the attendance was very good and most importantly, I made a number of very nice sales. Thanks to all involved in making it a success.”

—

**Brooke Gabrielson**  
**Willem Photographic—Monterey**

# PHOTO LA Partnerships

## **Sponsors & Partners**

Photo L.A. attracts a vibrant, affluent crowd that's ripe for engagement. Sponsorship affords brand visibility to a wide audience that includes both established clientele and international collectors. Having spent over 27 years cultivating brand partners, our reach has grown exponentially, extending into secondary markets both domestically and internationally.

We like to think that Photo L.A. speaks for itself. Take 2017, for example. We received support from L.A. Tourism & Convention Board, Freestyle Photographic Supplies, A&I Fine Art Photography, and Samy's Camera.

## **Non-Profits, Schools, Museums**

We're all about giving back. Each year, Photo L.A. partners with local organizations to foster exchange between members of our community and our thousands of fair attendees. We're proud to feature photography-based non-profits, art schools, and museums, with the aim of providing unparalleled exposure. Favorite non-profits represented from years past? LACMA, The Getty, MOPA, Photographic Arts Council of Los Angeles (PAC/LA), Cal Arts, Otis and Art Center. just to name a few.

Bonus? We've made a habit of selecting a yearly beneficiary to honor and raise funds for via our Opening Night. Who will we highlight this year? Join us to find out.

## **Heavy Hitters | VIP Program**

Liken yourself to photography royalty? Photo L.A. offers an exclusive VIP program to those engaged with the top tier international photographic art world. Private collectors, internationally known artists, and leading figures will gain early access, a special welcome, Opening Night access, plus VIP programs and tours, among other perks. \* For more information ask us to send you our "hit list".



Continually raising the bar for highly-curated programming, Photo L.A.'s content series is packed with high-profile lectures, thought-provoking panel discussions, and docent tours led by leading professionals in the field. Taking place daily, guest moderators include high-profile art curators, dealers, scholars, museum directors, and critics. It's not to be missed.

*Examples of past programming highlights include:*

### **Docent Tours led by:**

**Ryan Linkof** *Academy Museum of Motion Pictures, Wallis Annenberg Photo Dept, LACMA*

**Paul Martineau** *Associate Curator of Photographs at the J. Paul Getty Museum*

**Weston Naef** *Curator Emeritus, Dept. of Photographs, J. Paul Getty Museum*

**Ivan Shaw** *Executive Photography Director, Vogue*

### **The Instagram Effect, How Instagram is Changing the Way We See Photography**

*Moderated by Ivan Shaw*

**Charlton Gholson** *Creative Programs Manager, Instagram*

**Jen Garcia Allen** *Executive Editor, Kardashian/Jenner App*

**Kathy M.Y. Pyon** *Visual Editor / Producer, Los Angeles Times*

**Magdalena Wosinska** *Photographer, Director, themagdalenaexperience*

### **Artist Talk:**

**James Welling** *Artist & Professor of Photography, UCLA Department of Art*

*in Conversation with*

**Virginia Heckert** *Curator, Department of Photographs, The J. Paul Getty Museum*

### **On Collecting:**

*with Weston Naef and Michael G. Wilson* *Renowned Photography Collector*

### **Robert Mapplethorpe, "Beyond Good and Evil":**

*Panelists: Paul Martineau, Ryan Linkof, Michelle Brunnick*



## Marketing Reach

A frontrunner in the fine art world for decades, Photo L.A. has garnered the attention of the global arts community as well as the general public. With public awareness at an all-time high thanks to media partnerships, extensive advertising, social media, editorial coverage, and a comprehensive PR campaign, our exhibitors and partners are poised to gain exposure like never before.

*What media, you ask?* These are a few that have actively promoted Photo L.A.:

The Los Angeles Times

Artslant

Discover Hollywood

KCRW

Los Angeles Magazine

L'oeil De La Photographie

Artnet

L.A. Weekly

KPCC

The Art Newspaper

KCET

Los Angeles Daily News

Photograph Magazine

La Opinion

KTLA

# PHOTO LA

For more information or inquiries please contact us,  
or visit [photola.com](http://photola.com) to apply directly!

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