

28th Edition

PHOTO LA

Jan 30 - Feb 2, 2020

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 28th 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, round table 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 30th, 2020

Public Show Dates

Friday, January 31st– Sunday, February 2nd, 2020

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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

8,000 – 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	\$6,000 USD
Standard	12'x16'/3.7mx4.9m	\$9,000 USD
Medium	12'x20'/3.7mx6.1m	\$11,000 USD
Large	12'x24'/3.7mx7.3m	\$13,500 USD
Ex-Large	24'x24'/7.3mx7.3m	\$26,500 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 28 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 2019, for example. We received support from L.A. Tourism & Convention Board, Freestyle Photographic Supplies, A&I Fine Art Photography, and Artsy.

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".

PHOTO LA Programming



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:

Edward Goldman Art Critic, Art Advisor, and Host of KCRW's "Art Talk"

Ryan Linkof Curator of Film at the Lucas Museum of Narrative Art

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

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

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, themagdalenalexperience

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

Artist Talk:

Michael Fried, Professor Emeritus of the Humanities at Johns Hopkins
in Conversation with artist Thomas Demand

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

KCRW

Artnet

The Art Newspaper

Photograph Magazine

Artsy

Artslant

Los Angeles Magazine

L.A. Weekly

KCET

La Opinion

Discover Hollywood

L'oeil De La Photographie

KPCC

Los Angeles Daily News

KTLA

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For more information or inquiries please contact us,
or visit photola.com to apply directly!

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