

Special Edition

Art/Sound Fair

PHOTOLA

October 3 - 6, 2024

The Colony, Culver City

Prospectus

We have all had the experience of playing our favorite record or popping in our airpods to bring us comfort. In the same way, we find solace in viewing an image in our home or pondering a work of art in a museum. Visual art and music have the shared power to calm our worst worries and bring us joy.

PHOTO LA

Art/Sound Fair

Setting up shop at Culver City's The Colony photo l.a. returns with a special edition: Art/Sound Fair.

photo l.a and Paris Chong of Leica present: Art /Sound Fair, a new concept showcasing the intersection of art and music. A curated group of artists and musicians will present a four-day event at The Colony in Culver City from October 3 - 6, 2024.

Alongside the exemplary work that galleries bring to photo l.a the fair will include ideas and

- Music through the eyes of visual artists
- The musician as a visual artist
- The visual artist as a musician
- Art and ephemera

Throughout history, we have witnessed the intersection and excitement of the visual arts and music: Andy Warhol and the Velvet Underground, John Lennon and Yoko Ono, The Talking Head's dualistic foothold in both the visual and music world, and David LaChapelle's prolific portraits that have cemented the identity of countless musical artists.

All of our exhibitors and sponsors receive maximum exposure. Efforts are focused on a multi-faceted marketing approach, access to prominent collectors, and wide-reaching media coverage. Supporting exhibitors and sponsors bolsters both the art community and the greater market. We proudly offer lectures, roundtable discussions, special installations, and docent tours. These are just a few of the ways we hope to spearhead dialogue within both the art and music communities.

Dates

Opening Night

Thursday, October 3, 2024

Public Show Dates

Friday, October 4 - Sunday October 6, 2024

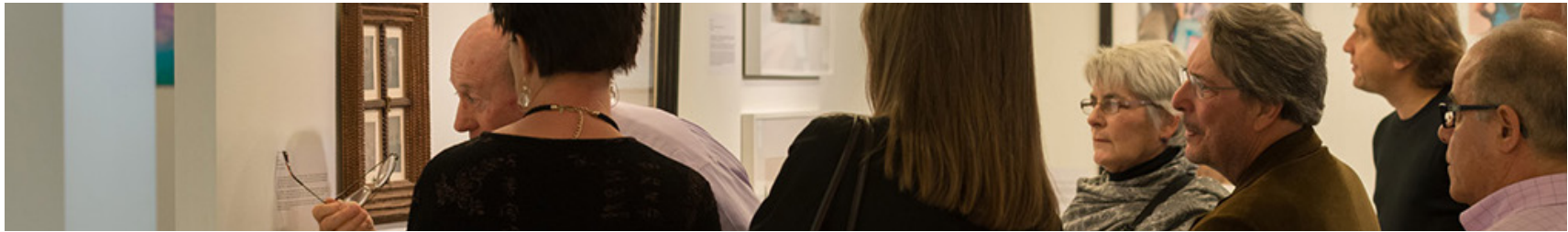
Locale

The Colony, Culver City
10113 Jefferson Blvd

Culver City is home to Sony, HBO,
Tik Tok, Apple, Amazon, and Scopely

PHOTO LA

Past Events by the numbers



8,000 – 10,000 Attendees

42% Collectors

26% Appraisers and Auction House Specialists, Media Members, City Officials

12% Curators & Art Consultants

11% Museum Directors & Board Members

9% Art Administrators/Professors

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.

PHOTO LA

Art/Sound Fair Exhibitors



photo l.a. will hand-select a select number of exhibitors to participate in this Special Edition. With a roster of 40-50 local and international galleries, dealers, collectives, non-profits, and book publishers, **Art/Sound Fair** will allow for greater visibility and impact, fostering intimate personal dialogue between exhibitors and collectors.

Booths

Salon	12' x 12' / 3.7m x 3.7m	\$6,000 USD
Standard	12' x 20' / 3.7m x 6.1m	\$10,000 USD
Custom	TBT	Request
Book	TBT	\$3,000 USD

Packages Include

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



Experiences from Past Exhibitors

"I was very pleased with all aspects of the fair; unloading and setting up was easier and faster than I thought it would be, and 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 several very nice sales. Thanks to all involved in making it a success."

- Brooke Gabrielson, Willem Photographic—Monterey

"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 staff of the fair was extremely accommodating and from start to finish all went smoothly."

~ Sid Monroe, Monroe Gallery of Photography

"The opportunity for the photography-loving public to browse a tremendous range of photographic material, including photography books, paired with the opportunity to engage in conversations with photographers, gallerists, dealers, publishers and more, makes photo l.a. a valuable tool for community-building and education."

- Jessica Holahan, Marketing Manager for Art and Architecture, Yale University Press



Art/Sound Fair - 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 30 years cultivating brand partners, our reach has grown exponentially, extending into secondary markets both domestically and internationally.

Non-Profits, Schools, Museums

We're all about giving back. **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 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

photo l.a. Art /Sound Fair will offer an exclusive VIP program to engage with top tier private collectors, internationally known artists, and leading figures who will gain early access, a special welcome and Opening Night access.

* For more information ask us to send you our "hit list".

PHOTO LA

Art/Sound Fair



"I have always felt that I have observed life in a different way to others... Music has always been one creative outlet for me, but now I'm happy to add another one too, that being photography"

~ Julian Lennon

PHOTO LA

Past Programming



Continually raising the bar for highly-curated programming, **photo l.a.** 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

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

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**

PHOTO LA

Art/Sound Fair - Marketing Reach

A front runner 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 for our exhibitors and sponsors.

These are a few that have actively promoted **photo l.a.** :

The Los Angeles Times	Artsy	Discover Hollywood
KCRW	Artslant	L'oeil De La Photographie
Artnet	Los Angeles Magazine	KPCC
The Art Newspaper	L.A. Weekly	Los Angeles Daily News
Photograph Magazine	KCET	KTLA
	La Opinion	

PHOTO**LA**

Art/Sound Fair at The Colony

10113 Jefferson Blvd Culver City, CA 90232



Newly renovated beautiful 20,054 SF creative space located within a campus with a park-like setting in Culver City.

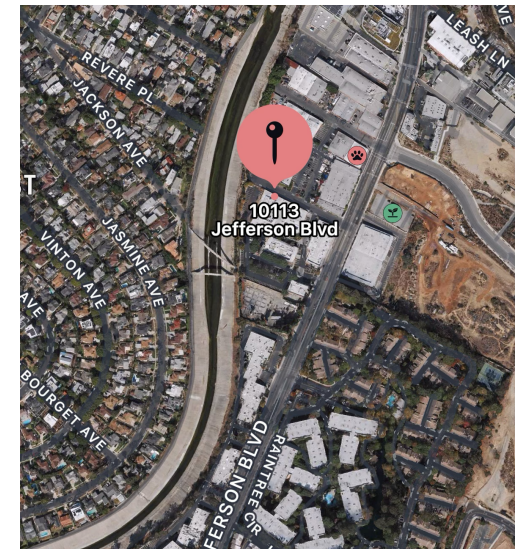


PHOTO LA

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

Claudia James Bartlett

Fair Director / Owner

—

E claudia@photola.com

O **323.965.1000**

M **213.479.2322**

photola.com

Paris Chong

Gallery Director Leica LA

—

E paris.chong@leica-camera.com

M **323.385.8755**