

PHOTO LA

JANUARY 31 - FEBRUARY 3, 2019

BARKER HANGAR • SANTA MONICA, CA

PROSPECTUS

The longest-running international photographic art exposition, **photo I.a.**, proudly announces its 27th edition at The Barker Hangar in Santa Monica, CA from January 31 - February 3, 2019.

Los Angeles is world-renowned as being an international cultural destination for art patrons and enthusiasts. With its close proximity to cities such as Beverly Hills, West Hollywood and to the neighborhoods of Bel-Air and Venice, **photo I.a.** will draw an eclectic, affluent crowd to its new location, typically 7,000-10,000 visitors.

Each year we feature an extraordinary roster of approximately 50-65 local and international galleries, and dealers, in addition to, exhibitions by individual artists, artist collectives, leading not-for-profits, museums, art schools, and established art world booksellers. The fair focuses on an intimate scale of exhibitors to allow each exhibition to gain greater visibility and impact, as well as to foster more personal dialogue between exhibitors and collectors.

With our expertise in the photographic arts and art fair markets, **photo I.a.** provides its exhibitors with unparalleled service, giving each participant individualized attention and care. **photo I.a.** offers all exhibitors and dealers wide-reaching media coverage, a multifaceted approach to marketing, and access to prominent collectors. Our team believes their work in supporting the exhibitors strengthens the vitality of the community and the market.

Using forward-thinking social media campaigns and strategically tailored programming, we engage the arts and photographic community by helping to enrich the participants experiences at the fair. Our lectures, round table discussions, special installations, and docent tours with distinguished members of the arts community draws an informed audience to the three day event and sparks critical debates about the state and future trends of photography and the art of collecting.

For 27 years, photo I.a. has been proud to offer this platform with countless possibilities to promote commerce and create opportunity.

DATES

Opening Night Gala: Thursday, January 31st, 2019

Public Show Dates: Friday, February 1st through Sunday, February 3rd, 2019

LOCATION

Southern California with its year round warm temperatures and an exceptional opportunity for those seeking the best and newest artistic experiences is ideal for a winter fair. Our home at Barker Hangar in Santa Monica has long been the standard to present an art fair. It is an exceptional location to get away from cold weather. Los Angeles is world-renowned as being an international cultural destination for art patrons and enthusiasts. With its close proximity to cities such as Beverly Hills, West Hollywood and to the neighborhoods of Bel-Air and Venice, **photo I.a.** will draw an eclectic, affluent crowd to its new location.

“ The photo I.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 from start to finish all went smoothly. ”

~ Sid Monroe, MONROE GALLERY OF PHOTOGRAPHY ~ Santa Fe

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Rendering of photo I.a. 2019 at The Barker Hangar in Santa Monica, CA

ATTENDANCE

7,000 - 10,000 attendees including curators, collectors, artists, students and enthusiasts attend **photo I.a.** each year. Every photography museum director from Los Angeles and curators from as far away as Asia are found wandering our halls as well as collectors and individuals from the entertainment industry. Our base is a loyal group who return each year. It is important to note that our attendees visit multiple days.

In 2017, over 3,000 people attended the Gala Opening Night honoring Weston Naef, Curator Emeritus, Department of Photographs at the J. Paul Getty Museum, and benefiting the John Wayne Cancer Foundation and the Lucie Foundation.

Special VIP attendance highlights included:

- Collectors (42%)
- Artists (9%)
- City Officials
- Museum Directors & Board Members (8%)
- Appraisers and Auction House Specialists
- Photography Vendors / Service Professionals
- Curators and Art Consultants (12%)
- Art Administrators/Professors (3%)
- Media Members

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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, CA

EXHIBITORS

photo i.a. features an extraordinary roster of approximately 50-65 local and international galleries, and dealers, in addition to, exhibitions by individual artists, artist collectives, leading not-for-profits, museums, art schools, and established art world booksellers. The fair focuses on an intimate scale of exhibitors to allow each exhibition to gain greater visibility and impact, as well as to foster more personal dialogue between exhibitors and collectors.

BOOTH SIZES AND PRICES

| | | |
|----------|-------------------------|--------------|
| Salon | 12' x 12' / 3.7m x 3.7m | \$5,000 USD |
| Standard | 12' x 16' / 3.7m x 4.9m | \$8,000 USD |
| Medium | 12' x 20' / 3.7m x 6.1m | \$10,000 USD |
| Large | 12' x 24' / 3.7m x 7.3m | \$12,000 USD |
| Ex-Large | 24' x 24' / 7.3m x 7.3m | \$24,000 USD |
| Custom | TBD | On Request |

BOOTH PACKAGES INCLUDE

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

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SPONSORS & PARTNERS

Every year 7,000 - 10,000 patrons, curators, collectors, artists, students, and enthusiasts attend photo I.a. The fair continues to attract an eclectic, affluent crowd. photo I.a. takes pride in continually presenting a diverse program that will attract a multitude of patrons interested in being informed by current ideas and issues related to photography. Along with being dedicated to the fine art print, we are mindful of layering the fair with the many cultural aspects of photography and issues that often extend the dialogue further than most art fairs.

Sponsor alignment with photo I.a. affords brand visibility to an established and affluent clientele as well as to an influx of international collectors and supporters. photo I.a. has cultivated many brand associations in the fine arts community over the past 27 years. Our reach is exponentially growing and widening, extending into secondary markets domestically and internationally, collectors of photography and fine art, arts professionals, artists, schools, and students. We continue to increase public awareness of the fair through media partnerships, advertising, and VIP programming.

In 2017, photo I.a. received the generous support of Los Angeles Tourism & Convention Board, Freestyle Photographic Supplies, A&I Fine Art Photography, The Icon, Fine Art Solutions, Samy's Camera, and Photographic Arts Council Los Angeles (PAC/LA)

NONPROFITS, SCHOOLS & MUSEUMS

Each year, **photo I.a.** partners with esteemed organizations to show our support in fostering creative exchange between the active members of our community and the thousands of attendees at our fair. We strive in featuring local arts and photography-based nonprofits, prestigious art schools and leading museums, offering them the exclusive opportunity to gain mass exposure by exhibiting at the fair. In addition, **photo I.a.** selects a beneficiary each year to both honor and raise funds via our Opening Night Gala.

Previous nonprofits that **photo I.a.** has partnered with include: **Los Angeles County Museum of Art (LACMA), Museum of Contemporary Art (MOCA), California Institute of the Arts, University of California at Irvine, Photographic Arts Council-Los Angeles (PAC), Inner City Arts, ART from the Ashes, OTIS College of Art & Design, Venice Arts, Museum of Photographic Arts (MOPA), Annenberg Space for Photography, Los Angeles Nomadic Division (LAND), Museum of Contemporary Art San Diego, THUTO, and The Art of Elysium, among others.**

VIP PROGRAM

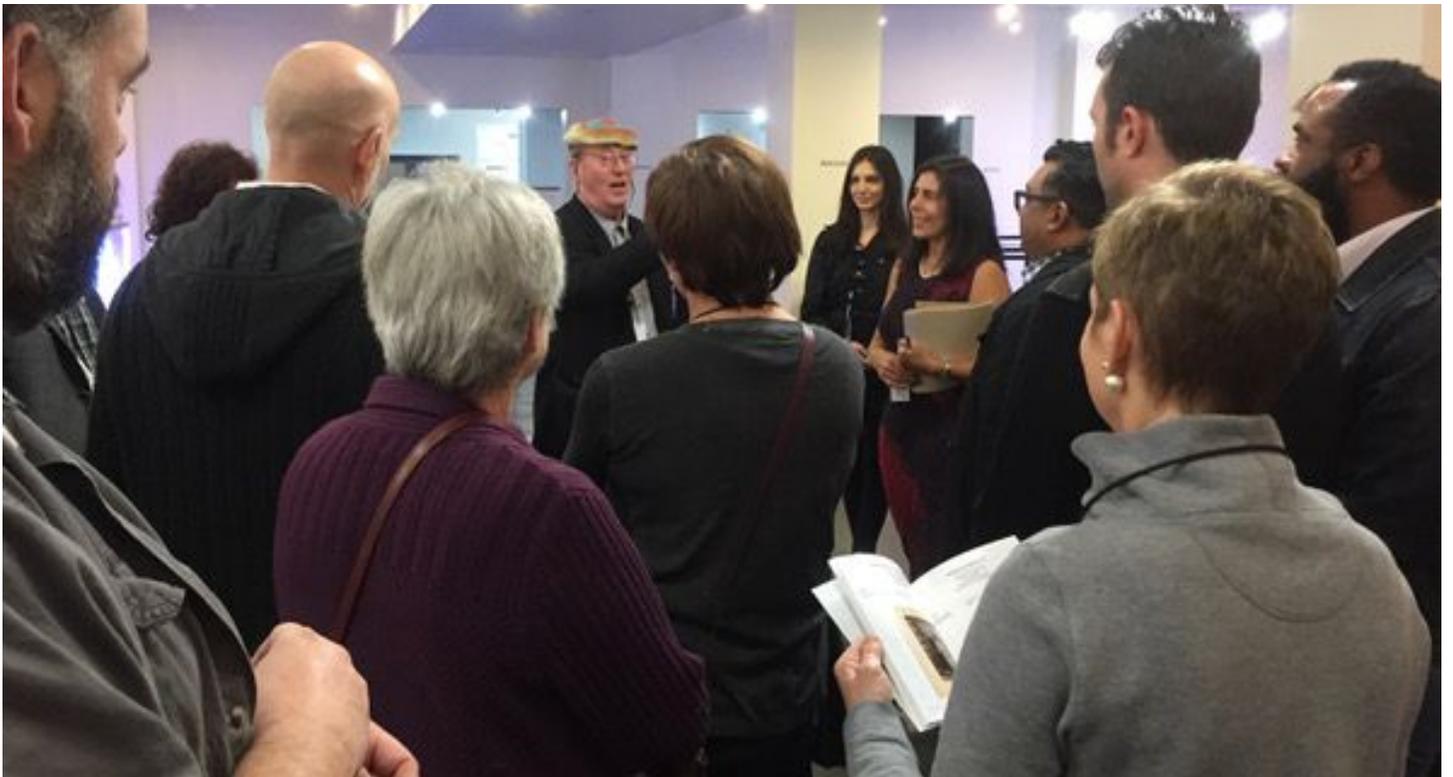
photo I.a. offers an exclusive VIP program for individuals who are engaged with the international photographic art world at a high level. Our VIPs receive a special welcome at photo I.a. (including early access to the show), complimentary access to our Opening Night Benefit Gala, VIP programs and tours, among other benefits. The photo I.a. VIP community consists of private collectors, the leading figures at art institutions and museums, museum group members, gallerists, curators, art advisers, and internationally known artists, all of whom we bring together to make photo I.a. a truly international photographic art exposition and a unique entity in the art world.

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

PROGRAMMING

photo I.a. continues to raise the bar each year in our renowned programming series, which takes place each day throughout the duration of fair. Our highly curated programming consists of high profile lectures, thought-provoking panel discussions, and knowledgeable docent tours. **photo I.a.** seeks to encourage innovative dialogues about today's most significant topics in the fine art and photography world. Guest lecturers and moderators include some of the most influential art curators, dealers, scholars, museum directors, and critics. As part of our programming, **photo I.a.** also offers intimate guided tours of the fair lead by knowledgeable art professionals.

Examples of past programming highlights include:

- **Ryan Linkof** (Associate Curator, Academy Museum of Motion Pictures (Former Assistant Curator, Wallis Annenberg Photography Department, LACMA), **Paul Martineau** (Associate Curator of Photographs at the J. Paul Getty Museum), Docent tours lead by **Weston Naef** (Curator Emeritus, Dept. of Photographs, J. Paul Getty Museum), and **Ivan Shaw**, Executive Photography Director, Vogue
- **On Collecting: Weston Naef**, Curator Emeritus, Department of Photographs, The J. Paul Getty Museum, and **Michael G. Wilson**, Renowned Photography Collector, join in Conversation
- **The Instagram Effect, How Instagram is Changing the Way We See Photography**: Moderated by Ivan Shaw, Executive Photography Director, Vogue Panelists: **Charlton Gholson**, Creative Programs, **Jen Garcia Allen**, Executive Editor, Kardashian/Jenner Apps, **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)
- **Robert Mapplethorpe, "Beyond Good and Evil"** : Moderated by **Paul Martineau**, Associate Curator, Department of Photographs, The J. Paul Getty Museum; **Ryan Linkof**, Associate Curator, Academy Museum of Motion Pictures (Former Assistant Curator, Wallis Annenberg Photography Department, LACMA); **Michelle Brunnick**, Curatorial Assistant, Curatorial Department, Getty Research Institute (Curator, Department of Photographs).

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MARKETING REACH

As a leader in the fine arts world for many years, **photo l.a.** has earned the attention of the global arts community as well as additional international markets of collectors, designers, artists, students, and the general public. We increase public awareness of the fair through media partnerships, extensive advertising, social media, editorial coverage, a comprehensive PR campaign, email newsletters, and VIP programming. Our exhibitors and partners will gain exposure and recognition through our extensive marketing plan, which offers a dynamic platform to reach local, national and international collectors, art professionals, regional sponsors, and media outlets: including newspapers, radio, arts and lifestyle publications, blogs and more.

Media partners that have actively promoted **photo l.a.** include **Aesthetica, Arkitip, Artfacts, Artillery Magazine, The Art Newspaper, Artnet, Artprice, ARTslant, Art Walk News, Blouin Artinfo, Bureau of Arts and Culture, Daylight Books, Digital Photography School, Discover Hollywood, dotphotozine, Downtown Los Angeles Art Walk, Downtown Weekly, East of Borneo, Eyeist, F-Stop Photography Magazine, Flakphoto, Flaunt, Frieze, Huffington Post, Image in Progress Magazine, KCET, KCRW, L'Oeil de la Photographie, LA Canvas, LA Weekly, Le Book Lomography, Los Angeles Magazine, Los Angeles Times, Musée Magazine, NBC, One Model Place, Part Nouveau, Photo District News, photography-now, PhotoPhore, Photo Review, Street Photography Magazine, Time Out, Whitehot Magazine, The Word, X-TRA, Your Daily Photograph**, among others.



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the 27th Annual International Los Angeles Photographic Exposition

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CONTACT

For any questions, inquiries, or sponsorship opportunities, please to contact us:

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