

PHOTO LONDON

Photo London
16 – 19 May 2024, Somerset House
VIP Preview 15 May 2024
Photolondon.org

“Photo London makes the heart of photography beat faster”

“This year's Photo London was back with a bang. Impressive booth displays, excellent discourse and a growing number of collectors.”



Visitors at Photo London 2024. All photos © Graham / Finn Carlow.

Spreading from Somerset House’s iconic cobbled courtyard across four floors and three wings of the magnificent riverside venue — and spearheading a celebration of photography that extended far across the city — the 9th edition of Photo London radiated positivity, hailed as an exceptionally dynamic and attractive fair by collectors, exhibitors, press and the photographic community.

A celebration of the history and possibilities of the medium, the UK's pre-eminent photography event showcased 128 exhibitors presenting works by over 400 photographers from across the globe, complemented by a hugely popular Public Programme featuring exhibitions, talks, tours, awards and book signings.

Photo London's Founders **Michael Benson** and **Fariba Farshad** comment:

"This year's edition of the Fair re-affirmed our global credentials. We were particularly thrilled to witness the re-emergence of US-based galleries (particularly those from New York) and to see a strong representation of galleries from France, Italy and Germany as well as from Turkey — a new territory for us. Furthermore, our year-round international collector outreach meant that we were able to welcome a record number of collectors on preview day. All of which resulted in strong sales, an exciting range of new clients for our exhibitors and many fascinating engagements for their artists. Work has already begun in building on this success as we look forward to our special tenth anniversary edition in 2025.

We're hugely proud of the richness of the mix Photo London brings each year to Somerset House, which is both a tribute to the shape-shifting nature of photography and a reflection of the melting-pot energy of this great city. We firmly believe that the Fair has an important role to play in developing the photography infrastructure — from building the collector base to supporting young and emerging talent. From this point of view the Photo London x Nikon Emerging Photographer Award and the Photo London x Hahnemühle Student Award are invaluable. This year we have gone one step beyond — introducing 'positions' to Discovery. 'positions' showcases unrepresented artists whose presence at the Fair is supported by collectors and patrons. For the tenth edition we are determined to present a much expanded 'positions' section and are delighted that our long term supporter Maria Sukkar has agreed to work with us to spearhead this development. This is just one of many things that will make Photo London 10, an event that will once again be the UK photography event of the year."



The 2024 Master of Photography Valérie Belin leads a tour of her exhibition 'Silent Stories'.

Highlights of the 9th edition included:

- An exceptionally strong presence of women across the Fair, led this year's **Master of Photography Valérie Belin**, to the trailblazing works by **Coco Capitan**, **Letizia Le Fur** and **Rosie Marks** in '**Belmond Presents Shifting Horizons**', the feminist focus of the inaugural '**positions**' — a curated exhibition within Discovery that brings attention to unrepresented photographers — and a dazzling number of solo presentations by women throughout the Fair;
- Among these were **Helen Levitt** (ZANDER GALERIE), **Yildiz Moran** (Galeri Nev, Ankara), **J.K. Lavin** (Alta Vista Arts); **Siân Davey** (Trolley Books / Michael Hoppen Gallery), **Jacquie Maria Wessels** (Galerie Baudelaire), and near sell-out booths of **Florence di Benedetto** (PODBIELSKI CONTEMPORARY) and **Johnny Mae Hauser** (Homecoming Gallery);
- Further stand-out solo presentations included **David Bailey** (Camera Eye), **Rodney Smith** (Staley-Wise Gallery), **James D. Kelly** (Guerin Projects), **Cihan Öncü** (Dirimart), **Gilbert McCarragher's** photographs of the interior of Derek Jarman's Prospect Cottage; and *Being There*, a collaboration between **Omar Victor Diop** and **Lee Shulman / The Anonymous Project** (Galerie Binome and Magnin-A);
- Under-represented people and places were the focus of works by ten incredible photographers in the exhibition '**See/Change — Art Collection Deutsche Börse @25**' curated by **Anne-Marie Beckmann** and **Renée Mussai**, while a regional focus on **Turkey** and perspectives of photographers coming from more than **thirty countries across five continents** underscored the Fair's internationalism;
- Works from the dawn of photography through to today, with **Robert Hershkowitz's 'The Magic Art of French Calotype'** celebrating the ground-breaking beauty achieved by the medium's earliest practitioners, while at the other end of the spectrum new series by **Roope Rainisto** (Verse Solos) and **Sander Coers** (Open Doors Gallery) harness the powers of AI to fuse fantasy with memory;
- Cutting-edge photography from around the globe in the **first edition of Discovery to be curated by Charlotte Jansen**, which brought attention to artists of all ages who have been long overlooked by the art and photography world and has been widely praised as Photo London's most exciting Discovery to date;
- Alongside the **Photo London x Nikon Emerging Photographer Award**, the Fair continues its support for young talent with the **Hanhnemühle Student Award**, won by **An Liu**, a graduate of the London College of Communication (UAL), for her series *Weaving the World*;
- A **Fair for all budgets** with prices ranging from the £100,000 mark — with works such as the monumental installation *Amazogramas* by **Roberto Huarcaya** selling for a six figure sum at ROLF ART — through to £100 at the other end of the spectrum, for instance for photographs by a new generation of photographers shown by Palm* Studios;
- The Talks Programme led by Talks Partner **Thames & Hudson**, with sold-out conversations including '**FT Weekend Presents — Joy Gregory on Black women Photographers in 1980s – 90s Britain**', **Martin Parr** in conversation with **Alona Pardo**,

'Lee Miller — From Attic to Archive', Saul Leiter discussed by Howard Greenberg and David Company, Ian Parry Photojournalism Grant;

- **Tours from leading UK and international museums and institutions**, including Tate, V&A, Serpentine Galleries, Institut Français (London), Fotomuseum Antwerp George Eastman Museum (New York), New Museum (New York), High Museum of Art (Atlanta), Maison Européenne de la Photographie (Paris), Inter Gallery (Beijing), and MAMCO (Geneva), alongside welcoming VIPs from leading members' clubs such as The Arts Club, Maison Estelle, The Cultivist and Velocity Black, alongside private client groups from Pictet, Citi Private Bank and TurkishBank.



VIP visitors enjoying a tour at CAMERA WORK Gallery at the Fair.

Photo London 2025 will take place at Somerset House from 15 – 18 May 2025 and Preview on Wednesday 14 May 2025.

PRESS CONTACTS

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EXHIBITOR COMMENTS

"This year's Photo London was back with a bang. Impressive booth displays, excellent discourse and a growing number of collectors."

— Flowers Gallery, London, Hong Kong

"Persons Projects in this year's edition was pleased with the opening nights turnout and the increase in sales, especially with our large format works. But equally important are the other opportunities that evolved out of our participation in this year's edition. Three of our exhibiting artists were offered residencies and another a commission to do a project in Egypt."

— Persons Projects, Berlin

"At Photo London 2024, we enjoyed remarkable success, particularly with collectors showing a keen interest in small handmade prints created using alternative printing techniques. Our stand was consistently bustling with activity, attracting a large number of visitors and new collectors. We are thrilled with the enthusiastic response and the numerous connections we made throughout the event. The fair has once again proven to be a fantastic platform for showcasing unique photographic art and fostering relationships within the collector community."

— Ira Stehmann Fine Art, Munich

"We are thrilled by the excellent reception received for Roberto Huarcaya's first solo show in the Discovery sector. The interest and incredible feedback we have received from curators, critics, museums, institutions, and the general public have been truly gratifying. The fact that some of the exhibited works will remain in local collections, fills us with great pride and satisfaction!"

— ROLF ART, Buenos Aires

"We are thrilled with the way it has gone, James D. Kelly's works have been extremely popular, receiving a significant amount of coverage and sales. It has truly been a wonderful experience."

— GUERIN PROJECTS, London

"We had a great time at Photo London '24, the crowd was buzzing [and] the many fair-organised tours drew in networks from the local museums and art consultants which was great for us as a visiting gallery with Amsterdam as its base."

— Homecoming Gallery, Amsterdam

"We are thrilled to be back at Photo London and to have participated in this amazing edition. Giuseppe Lo Schiavo's solo show at Spazio Nuovo's booth was a great success, we sold more than ten big photographs, including several diptychs by the artist. We are already looking forward to coming back next year."

— Spazio Nuovo, Rome

"As another successful edition of Photo London comes to a close, Albumen Gallery is looking forward to participating in the 10th anniversary 2025 edition. Photo London represents an important fixture in our international calendar for connecting with friends of the Gallery and reaching new audiences."

— Albumen Gallery, London

"We are really proud to be part of the best Discovery section at Photo London to date! It offered a fascinating insight into the international cutting edge of photography, including more multimedia lens-based practices. The reception to Aisha Seriki's work at our booth was a joy to see, helping us to establish a broader audience for her work at this exciting stage in her career."

— Doyle Wham, London

"Photo London 2024 has been an overwhelmingly positive experience for New Dimension. We are incredibly grateful for the support from everyone at Photo London. It has been a true blessing to meet new photographers, gallerists, collectors, and journalists, as well as reconnect with friends from the international photography community."

— New Dimension, London

"A most qualified and successful edition, a great team spirit from organisers and a great recognition to our project!"

— PODBIELSKI CONTEMPORARY, Milan

"Another successful year at Photo London. It is now the 8th year in a row we have done Photo London and we have built up a solid client base. What makes us more happy is that we onboard new clients every year!"

— Bildhalle, Zurich, Amsterdam

Exhibiting Artists from 'positions':

"I feel so inspired being among these amazing females and a strong sense of belonging, nurturing each other and growing together. I'm already excited about what's coming next!"

— Yolanda Y. Liou, London

"It was such a pleasure to show my latest series PETAL in positions, the unrepresented artists section, it helped me to gain more exposure, sell more of my work, and I was really pleased to meet with one of my favourite London gallerists the day after closing. Additionally, it was so lovely to create a little bubble with the other like-minded artists that were able to make it."

— Bex Day, London

"It was a very special week/weekend sharing space and being brought together with very powerful women and photographers in positions, a show curated by Charlotte Jansen that disrupts and creates space for unrepresented photographers. I feel grateful and inspired."

— Lina Geoushy, Egypt

PARTNER COMMENTS

"We were extremely happy with the results of our partnership with Photo London this year. Building on last year's inaugural partnership, we took Belmond's commitment to photography to the next level this year — not only through the 'Shifting Horizons' exhibition of original works by Coco Capitán, Letizia Le Fur and Rosie Marks, but with the launch of our new photobook collection with Parisian publishers RVB. The Photo London team were great partners in helping us reach these ambitions. There was a great crowd on opening night and a real buzz throughout the week."

— Arnaud Champenois, Senior Vice President, Belmond

"Now in our 5th year of partnership, it's been fantastic to see the relationship between Nikon and Photo London strengthen over time. The Fair, Emerging Photographer Award and Nikon talks, workshops and gallery space have all evolved and grown, contributing to a powerful exhibition of photography in its highest art form. Our thanks go to all the Photo London team for their continued energy and passion."

— Julian Harvie, Marketing Director, Nikon

"This year's Photo London is a testament to the power of collaboration. Working closely together we have bridged cultures and opened doors for Turkish artists to shine, reflecting our commitment to fostering global partnerships that celebrate and promote cultural heritage."

— Turkish Bank

"It was an honour and a pleasure to be invited by Photo London to curate the Talks Programme on behalf of Thames & Hudson this year. There are three things that I shall take away with me from the experience: First, the immediate and enthusiastic response I received from those I invited to participate, each of whom generously offered their time and expertise on such a rich and diverse range of subjects. Second, there is the fantastic level of engagement I witnessed from the audiences at each of the talks – there was so much in the way of positive energy and lively discussions. And finally, the team at Photo London who worked tirelessly to segue between each talk, get things set up the right way, on time and to help make it all happen. Many thanks to all for making the Talks Programme a great success."

— Andrew Sanigar, Commissioning Editor, Photography and Design, Thames & Hudson

PRAISE FOR PHOTO LONDON 2024 IN THE MEDIA

"For those that want to be inspired and entranced by photography, at Photo London there really is something for everyone."

— Sara Rumens, The Times

"The annual showcase of the best in photography features an unprecedented number of women working across all genres – from impressive up and comers to establishment names such as Nan Goldin and Sarah Moon."

— Sarah Gilbert, The Guardian

"A Photo London, le "Swinging London" fait son retour. ... Plus fluide, plus dynamique dans son design, ce Photo London 2024 accueille jusqu'à dimanche soir, quelque 120 exposants, représentant 400 photographes, morts ou vifs, venus 30 pays."

— Valérie Duponchelle, Le Figaro

"Photo London fait battre plus fort le coeur de la photographie."

— Michèle Warnet, Les Echos

"Photo London opens this week with a selection of indelible imagery by iconic image-makers and new voices in photography. From antique French calotypes to documentary imagery, and from fashion photographs to the multilayered practice of 2024's Master of Photography Award recipient Valérie Belin, this year's fair is a celebration of the history and possibilities of the medium. Across Somerset House are pictures pulled from deep inside archives to those freshly lensed by emerging visionaries."

— Laura Allsopp, AnOther

"The world's premier photo fair does not disappoint... Photo London brings to the capital an invaluable intervention into the now every-day act of photography, inviting visitors to revisit iconic images as well as to discover the gaze and artistic practice of photographers from every corner of the world, reminding us that a picture really can tell a thousand stories."

— Kamin Mohammadi, Country & Town House

“Photo London is an entertaining romp. Featuring 120 exhibitors from nearly 50 cities, it promises delights at every turn, from huge names like Steven Meisel, Martin Parr, and Lee Miller to the next generation of creators. ... For those hoping to determine what new directions the medium might be taking, the fair is littered with pieces that show how photography keeps evolving as it feeds into and emerges out of all manner of artistic practices”
— Jo Tancred-Lawson, Artnet.com

“There is plenty of work of real depth and quality and originality.”
— Simon Bainbridge, The Art Newspaper

“Heaven for photography fans”
— Eddie Frankel, TimeOut

“This week’s ninth edition of Photo London dips its toes into alternative artistic representation models. There seem to be more solo booths this year, notably of female artists, making a more attractive visit.”
— Melanie Gerlis, FT Life & Arts

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