



PHOTO LONDON

2025 'positions'
Supporters' Circle

‘positions’ – an exciting new initiative

Continuing its commitment to the future of photography, Photo London launched ‘**positions**’ in 2024 as an exciting new initiative designed to **champion unrepresented photographic artists** and provide a platform for them to gain recognition and exposure at one of the world’s leading international art fairs. The 2025 edition of ‘positions’ will culminate in a **showcase of selected artists’ work at the highly-anticipated tenth edition of Photo London in May 2025**. This offers a truly unique opportunity for collectors and patrons of the arts to play an invaluable role in the development of untapped talent. Participating artists will benefit from Photo London’s outstanding global network of galleries, collectors, journalists and other industry professionals.

To realise this exciting vision, Photo London Director **Sophie Parker** and Discovery Curator **Charlotte Jansen**, led by patron of the arts, and founder of the ISelf Collection **Maria Sukkar**, have formed a curatorial group that will start work immediately seeking proposals from unrepresented artists and patrons.

We are excited to offer you the unique opportunity to be a **Founding Member of the ‘positions’ Supporters’ Circle**, an enthused group of collectors and art patrons who are committed to promoting outstanding emerging photographic talent. The Supporters’ Circle will be instrumental in delivering this exciting and dynamic annual project that nurtures and develops the next-generation of artists, whilst challenging and redefining the art fair model. Photo London is the first commercial art fair to offer such an initiative side-by-side with this traditional format.

‘positions’ serves as an expansion of Maria Sukkar and Photo London’s long-standing interest and commitment to supporting emerging artists and we now invite you to support this initiative in its entirety, or to nominate one artist of your choosing you propose to be part of the 2025 programme.

‘positions’ in the Press

Due to Photo London’s long-standing relationships with leading publications and global media outlets, this is a truly fantastic opportunity for the artists to gain invaluable exposure.

The Fair receives substantial print and online coverage and forms media partnerships with some of the world’s leading titles, such as: *The Financial Times*, *The Guardian*, *The New York Times*, *Vogue*, *Harper’s Bazaar*, *Monocle*, *The World of Interiors*, *The Art Newspaper*, *British Journal of Photography*, *Aesthetica*, *ArtReview* and *Le Figaro*.



Installation view of ‘positions’ at Photo London 2024



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“This week’s ninth edition of Photo London dips its toes into alternative artist representation models. A new sector, called Positions and funded by a group of collectors, gives space to emerging artists without gallery representation. One of these, the photographer Bex Day, echoes how many artists feel. “I would love a gallery but I’m not sure about the process” of finding one, she says.”

— FT Weekend Magazine (May 2024)

“Although the gallery model is still at the core of the fair, artists are increasingly questioning the effectiveness of conventional systems; one size is not fit for all. The solution was Positions, a separate exhibition space within Discovery for independent, unrepresented artists to converge around a given theme.”

— Plaster Magazine (May 2024)

'positions' in 2024

'positions' launched at Photo London 2024 with a showcase of work by five women artists: **Bex Day** (London, UK), **Lina Geoushy** (Cairo, Egypt), **Yolanda Y. Liou** (London, UK) **Pinar Yolaçan** (New York, USA) and **Aviya Wyse** (Haifa, Israel).

The selected artists' distinctive work collectively explored concepts of representation and women's beauty standards.

"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

"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."

— Bex Day

"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



Your Support

We are delighted to present the opportunity to join our **Supporters' Circle**, a community of like-minded patrons who will be at the centre of building this new initiative.

Member benefits will be tailored to suit the specific requirements of individuals and organisations but will include a series of special events with the selected artists.

How it works

- Our Founding Members decide if they would like to support an individual artist or 'positions' in its entirety.
- Submissions and nominations will be reviewed to ensure each artists' works are in-keeping with our curatorial vision.
- Successful nominees will work in close collaboration with the curatorial team and Photo London on the production of 'positions'.



To be a part of our Supporters' Circle, we are pleased to outline the associated costs below:

INDIVIDUALS

From £5,000 per artist

CORPORATIONS

From £10,000 per artist

Thank You!

Please do not hesitate to contact us should you have any questions or queries:

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