



PHOTO LONDON

POSITIONS - SUPPORTERS CIRCLE

Become a patron of unrepresented talent at Photo London 2026

A bold new chapter at Olympia

14 – 17 MAY 2026

PREVIEW DAY 13 MAY

THE NATIONAL HALL, OLYMPIA

Positions– Patrons Supporting Unrepresented Talent



A Bold New Chapter

As Photo London enters its second decade, the Fair embarks on a new chapter with its move to Olympia London in May 2026. The expanded venue offers greater scope to showcase pioneering initiatives such as Positions, our platform dedicated to unrepresented photographic artists.

Launched in 2024, Positions reflects Photo London's long-term commitment to the future of photography, providing a stage for artists without gallery representation to present their work to an international audience of collectors, curators and industry leaders.

Positions in the Press

Positions received extensive international coverage in leading titles such as the *Financial Times*, *The Guardian*, *The Telegraph*, *The New York Times*, *Vogue*, *Harper's Bazaar*, *Monocle*, *Wallpaper**, *The Art Newspaper*, *British Journal of Photography*, *Aesthetica*, *ArtReview*, *Le Quotidien de l'Art*, *Le Figaro*, and *Forbes*. This media presence underscores the visibility and impact of the initiative on the global photography stage.



FTWeekend

ArtReview

frieze

Aesthetica

British Journal
of Photography

INTERNATIONAL EDITION
THE ART NEWSPAPER

'Positions offers a truly unique opportunity for a group of collectors and patrons of the arts to play an invaluable role to support unrepresented artists to show their work side-by-side with galleries in a traditional art fair format'

– *FAD Magazine*, May 2025

Positions in 2025

For the 2025 edition, Photo London significantly expanded Positions. Featuring the works of **Roberto Conde, Mieke Douglas, Karim El Hayawan, Aikaterini Gegisian, Babak Kazemi, Kalpesh Lathigra, Bibi Manavi, Ippolita Paolucci and Adam Rouhana**. All of whom reported significant interest from collectors, museums and mainstream galleries.

'My work had a very positive impact on the public, gallery owners, curators, and collectors. It was an unforgettable experience.'

- Roberto Conde

'A true privilege to participate, both for the high quality of the works exhibited and the human side of the meetings.'

-Ippolita Paolucci

'Exhibiting at Photo London with Positions was a wonderful and resonating experience... It has given me confidence to move forward with the work I believe in'

-Kalpesh Lathigra



"I'm incredibly excited about Positions – it's such a bold and forward-thinking initiative that feels especially needed right now. Photography, as medium, is still burgeoning in terms of the market, and galleries are often hesitant to take on photographers until much later stages in their careers. This section fills that gap by providing a vital platform for unrepresented talent, offering them the recognition and opportunities they might not otherwise have. Ultimately, my hope is that Positions not only elevates these voices but also reshapes how collectors and curators engage with emerging photographers, solidifying its place as a catalyst for innovation within the art Fair model."

-Maria Sukkar, Positions Curator



Curatorial Committee

Building on the great success of curator Maria Sukkar and the Curatorial Committee (Ina Sarikhani Weston & Lara Veroner) working closely with the Photo London senior team, Positions 2026 will expand further at Olympia offering unrepresented artists an even more powerful platform for discovery.

Supporters Circle – Join Us

By joining the Positions Supporters Circle, collectors and patrons, whether as individuals or organisations, play an invaluable role in enabling unrepresented artists to gain recognition on the international stage.

Positions Supporters Circle | Contribution Levels

Individuals

From £5,000 per artist

Corporations/Institutions

From £10,000 per artist

Your support directly funds the realisation of the 2026 programme (*shipping and framing not included*).

How it works (choose an option below)

As a member of the Positions Supporters Circle you can either:

- Nominate an unrepresented artist you wish to support*
- Support without nominating
- Support an artist chosen by the Positions Curatorial Committee

**If your nominated artist is not selected by our Positions Curatorial Committee, nominators may request a refund of their contribution to the Supporters' Circle.*

Member Benefits

- Recognition as a key supporter of Positions and unrepresented photographic talent within the Fair
- Opportunity to host private events and VIP tours for your invited guests
- 5 VIP passes (each pass admits two) for your guests.
- Invitations to exclusive events with Positions artists
- Direct engagement with artists, curators and fellow patrons

Thank You!

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