

PHOTO MACAU ART FAIR ANNOUNCES FIRST EDITION PRESENTING GLOBAL PHOTOGRAPHY AND DIGITAL ART ON WORLD STAGE

MARCH 25 – 28, 2017
VENETIAN HOTEL, MACAU

SEPTEMBER 29, 2017 – HONG KONG & MACAU | [PHOTO MACAU | Art Fair](#) aims to bring world-class digital art, specializing in photography, moving image and print to one of Asia's fastest growing economies along the Pearl River Delta. Through a four-day programme, over 60 international art and photo galleries will showcase the best of photography and moving image from around the globe to the diverse Asian audience, as well as create an art event of reference for photographers, curators, collectors and dealers. Held at the Exhibition Hall of the Venetian, the first edition will be held in Macau, from 25-28 March, 2018.

The fair will present six separate sectors for exhibitors, each providing a different experience of modern contemporary photography for art collectors, photography enthusiasts and visitors. A comprehensive accompanying programme will also be held during the fair featuring talks, screenings and short films by leading names from the industry, including collectors Galila Hollander, Mario Von Kelterborn, and Alain Servais as well as curators David Elliott, Charles Merewether, and Liu HS, amongst others.

"At the heart of the quickly-expanding art and cultural scene in Asia, our contemporary art photography fair will bring together creative talents from Asia and beyond to promote and celebrate photography and video art, which are mediums rapidly gaining recognition in the region," says **Executive Director of Photo Macau Art Fair, Cecilia Ho**.

The **Premiere** sector of PHOTO MACAU | Art Fair will present artworks that have never been shown in Asia before and is open to both photo and video works. Photo works that have been produced as year-specific original first prints will be featured in the **Vintage** sector. In **High Edition**, photos and videos specifically produced in editions of 100 or more will be exhibited and exclusively available in digital format. Several galleries are able to exhibit together in the **Laid-Back** section and showcase a number of video works within a shared booth. The main exhibition sector, **Galleries** is where exhibitors will present contemporary photo and video art from the 20th and 21st century.

In an effort to share the heritage of where she was born and raised, Ho aspires to not only introduce a platform especially for photography and moving image, but also re-introduce the heritage of Macau as a vibrant cultural destination to exhibitors and visitors alike. "We aim to curate and showcase major artistic trends from around the world and present them all in one place for the very first time – in Macau, a place of unique Chinese and Portuguese tradition. The first edition of PHOTO MACAU | Art Fair is dedicated to photography and moving image, which will be presented in one of Asia's fastest growing economies and a historical window into China and East Asia."

PHOTO MACAU | Art Fair will also present a spotlight on a different country each year celebrating that nation's photography and moving image contributions to the art world. For the first edition, this special focus will debut with Istanbul, curated by Nina Öger, collector, patron of the arts and Turkish art specialist.

The fair is organised by Red Balloon Co. Ltd. and is supported by a board of advisers made up of international art professionals including curators, critics and museum directors.

For more information on Photo Macau and [exhibitors](#), please visit: <https://photomacau.com/>

PHOTO MACAU | Art Fair Dates:

Private View and Vernissage (by invitation only):

Saturday, 24th of March, 2018

Public Days:

Sunday, 25th of March, 2018

Monday, 26th of March, 2018

Tuesday, 27th of March, 2018

Wednesday, 28th of March, 2018

End

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Notes to Editors:

About [PHOTO MACAU | Art Fair](#)

PHOTO MACAU | Art Fair aims to bring world-class fine and digital art including photography, moving image and print to one of Asia's fastest growing economies. Through a carefully curated collection of art and photo galleries from around the world, PHOTO MACAU | Art Fair aims to bring together the world's leading photographers, curators, collectors, dealers and art lovers to become the art fair of reference in Asia. The first edition will be held in Macau, from 25-28 March 2018.

The fair is organised by Red Balloon Co. Ltd. and is supported by art professionals and board of advisers including curators, critics and museum directors. PHOTO MACAU | Art Fair will create a platform for those already won over by multimedia and new media art, as well as those looking to expand their knowledge by meeting and interacting with other art enthusiasts and experts in this field.

About Macau

Situated on the South China coast on the Pearl River Delta, with a unique cultural heritage from both China and Portugal, Macau will be home to PHOTO MACAU | Art Fair. A region of China, Macau benefits from a high degree of autonomy. It maintains its own legal and monetary systems, as well as favourable customs, taxation and immigration policies, providing an easy and effective gateway into China and Asia.

Mostly known for its booming gaming industry, Macau's cultural heritage is lesser known to international visitors. A Portuguese colony for three and half centuries, the city of Macau has known an incredible mix of culture and architecture throughout its history. In 2005, its historic center was inscribed on the UNESCO World Heritage list. Recent years have seen increasing focus on and significant investments in art and culture to cement Macau's position as a world center of tourism and leisure.

The territory's location in the heart of the Pearl River Delta's booming cultural scene makes it an attractive destination for cultural travelers. With a thriving tourism industry, Macau attracts an increasing number of visitors each year, with close to 85,000 visitors each day. With international guests from China, Hong Kong, Taiwan, Korea and Japan, Macau is a popular destination for Asian travelers as well as people from the US and Europe.