



# Sydney Contemporary

07 — 10.09.2023

## Carriageworks

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Principal Partner



MA Financial Group

Gallery Information

Australasia's  
International Art Fair



# Sydney Contemporary

**Sydney Contemporary is Australasia's leading international art fair – the largest and most diverse gathering of contemporary art galleries in the region.**

Sydney Contemporary, in partnership with MA Financial Group, will be held at Carriageworks, Australia's largest multi-arts centre from 7–10 September 2023 (Collector Preview: 6 September).

Presenting over 90 leading galleries annually from Australia, New Zealand, Asia and around the world, Sydney Contemporary is the pre-eminent meeting place for the art world to engage with diverse contemporary art practice. The Fair provides a critical platform to exhibit vibrant, ambitious and cutting-edge art from emerging and established artists to audiences from Australasia, including private and corporate collectors, high net-worth VIPs, institutional and museum directors and curators, art advisors, media and new art buyers.

With a thriving art scene and sophisticated collector base, Sydney is the financial capital of Australia and a dynamic cultural destination with an international

reputation, home to significant public institutions, private museums and foundations, leading commercial galleries and the internationally renowned Biennale of Sydney.

2022 was our strongest Fair to date, with over 28,000 in visitation. Sydney Contemporary represents the most concentrated week of art sales in Australasia – cementing its position as an influential Fair critical to the growth of the market in the region.

**COLLECTOR PREVIEW:** 6 September 2023

**OPEN DATES:** 7–10 September 2023

**LOCATION:** Carriageworks, Sydney



# Key Facts and Figures

- 90+ Galleries from Australia, New Zealand, Asia and around the world
- 450+ artists from over 35 countries
- 150+ events
- Over 28,000 visitation across 5 days, including 5,000+ Collectors and VIPs in attendance at the Collector Preview
- The highest concentration of art sales annually in Australasia – a significant boost to the art market. In 2022, we estimate AU\$23 million in art sales was achieved.
- Marketing campaign reach of 13+million
- Combined digital campaign audience reach of 1.2+million and 4+million impressions
- Social media following of 78,000+ combined with 75,000+ subscribers
- Strategic PR campaign with 150+ press articles generated to a reach of 1.5+million
- Media coverage in digital, print, radio and television including: ABC, Channel 9, Art Asia Pacific, The Art Newspaper, The Australian, Australian Financial Review, The Guardian, Sydney Morning Herald, ArtsHub, Broadsheet, Habitus, Harper's Bazaar, Ocula, RUSSH and Vogue Living.
- Sydney Contemporary has worked with leading corporate and brand partners including AON, Audi, Burberry, Campari, Champagne Duperrey, Deutsche Bank, Four Pillars, Glenfiddich, Ruinart, Samsung, Taittinger, Yalumba Wines and Yvel.

“Sydney Contemporary is an index of cultural change.”

**John McDonald,**  
Sydney Morning Herald

“Sydney Contemporary 2022 has been a fantastic art fair with a very successful week of sales including some significant artworks by our artists. We are thrilled to be back in person to see our many friends and collaborators and look forward to coming back next year.”

**Roslyn Oxley, Director,**  
Roslyn Oxley9 Gallery, Sydney





Weizen Ho, *Stories from the Body #1*, 2022  
Photograph: James Horan

Rakini Devi, *Reliquary Body*, 2022  
Photograph: James Horan



# The Program—

Alongside Sydney Contemporary's Fair Sectors, the curated program presents a showcase of the very best contemporary art, current trends and emergent practices.

Over 150 events take place across the five day period, including engaging and lively panel discussions with leading speakers in the fields of art, design, food, fashion, architecture and the environment; guided tours; educational workshops, artist talks, live performances; and an extensive VIP Program of private and corporate collection visits, artist studio tours, gallery openings and museum visits.

## AMPLIFY

A journey of large-scale installations in a diverse range of media, including video, or more ambitious and conceptually driven projects that extend beyond traditional booth presentations. Selected by a leading contemporary art curator, an opportunity for galleries to propose innovative, site-specific or interactive installations in the iconic environment of Carriageworks.

## OPENING NIGHT

Sydney Contemporary's Opening Night is the highly anticipated art event on Australasia's cultural calendar – an all-encompassing art, live performance, music and food experiences.

## PERFORMANCE CONTEMPORARY

A curated program of experimental and ephemeral performance works which explore key social, cultural and political ideas. Artists take risks, stage ambitious works and develop new ideas in this unique setting.

## TALK CONTEMPORARY

An engaging forum of curated talks exploring topical and controversial themes in contemporary art that caters to collectors whilst also offering an entry point for newcomers. Speakers include leading figures in the creative fields of art, architecture, design, fashion, music and food.





## The Audience—

Through a strategic Marketing, PR and VIP acquisition campaign, Sydney Contemporary delivers a strong and affluent audience comprising Collectors, VIPs, Museum Directors and Curators, Art Advisors as well as UHNWIs and HNWIIs to the Fair. Over 28,000 people visited Sydney Contemporary in 2022, with 5,000 attending the Collector Preview.

Working with our Strategic Partner, Destination NSW as well as luxury brands and aligned corporate partners, Sydney Contemporary is able to reach new audiences Australia-wide and internationally who are trend savvy, culturally aware and lifestyle focused – passionate about art, travel, luxury brands, food, fashion, wine and design.

The VIP Relations team has developed a network of Ambassadors and VIP Liaisons in key target cities across Australia and New Zealand to develop new networks and reach new art buyers.

### THE VIP PROGRAM

Sydney Contemporary provides collectors direct access to artists, gallerists, fellow collectors, cultural institutions and the vibrant gallery scene. The VIP Pass includes access to the Collector Preview, VIP Program, Lounge and entry to all days of the fair. The VIP Program provides exclusive insight into Sydney's art scene through private and corporate collection tours, invitation-only dinners, artist studio visits, exhibition openings, gallery brunches, engaging panel discussions and behind-the-scenes access to the city's leading cultural institutions.

Our VIPs and Visitors are:

- Australasia's UHNW and HNWI VIP's, art collectors and serious art enthusiasts
- Sophisticated, forward thinking cultural explorers
- 50:50 male to female ratio
- General Visitor: 25-60
- VIP Collectors: 33-60+ (65% of VIP Collectors recorded annual income over \$500,000)
- 80% visitation from Sydney and 20% visitation from ex-Sydney

"Sydney Contemporary really is the premier art fair of the Australasian region because it brings everybody together, and is making an effort to be international. There is an incredible number of new collectors coming onto the scene right now and it's really exciting to be introduced to them at Sydney Contemporary."

**Ursula Sullivan, Co-Director,**

**Sullivan+Strumpf, Sydney | Melbourne | Singapore**



# Principal Partner: MA Financial Group

Sydney Contemporary is proud to partner with MA Financial Group, formerly Moelis Australia. An ASX-listed financial services firm specialising in asset management, lending, corporate advisory and equities. Established in Australia in 2009, they've advised on transactions worth over \$100 billion and assisted clients to raise \$11.5 billion in equity capital markets. Today, MA Financial Group has \$7.2 billion in assets under management. They are committed to delivering long-term value for people, clients, shareholders and communities.

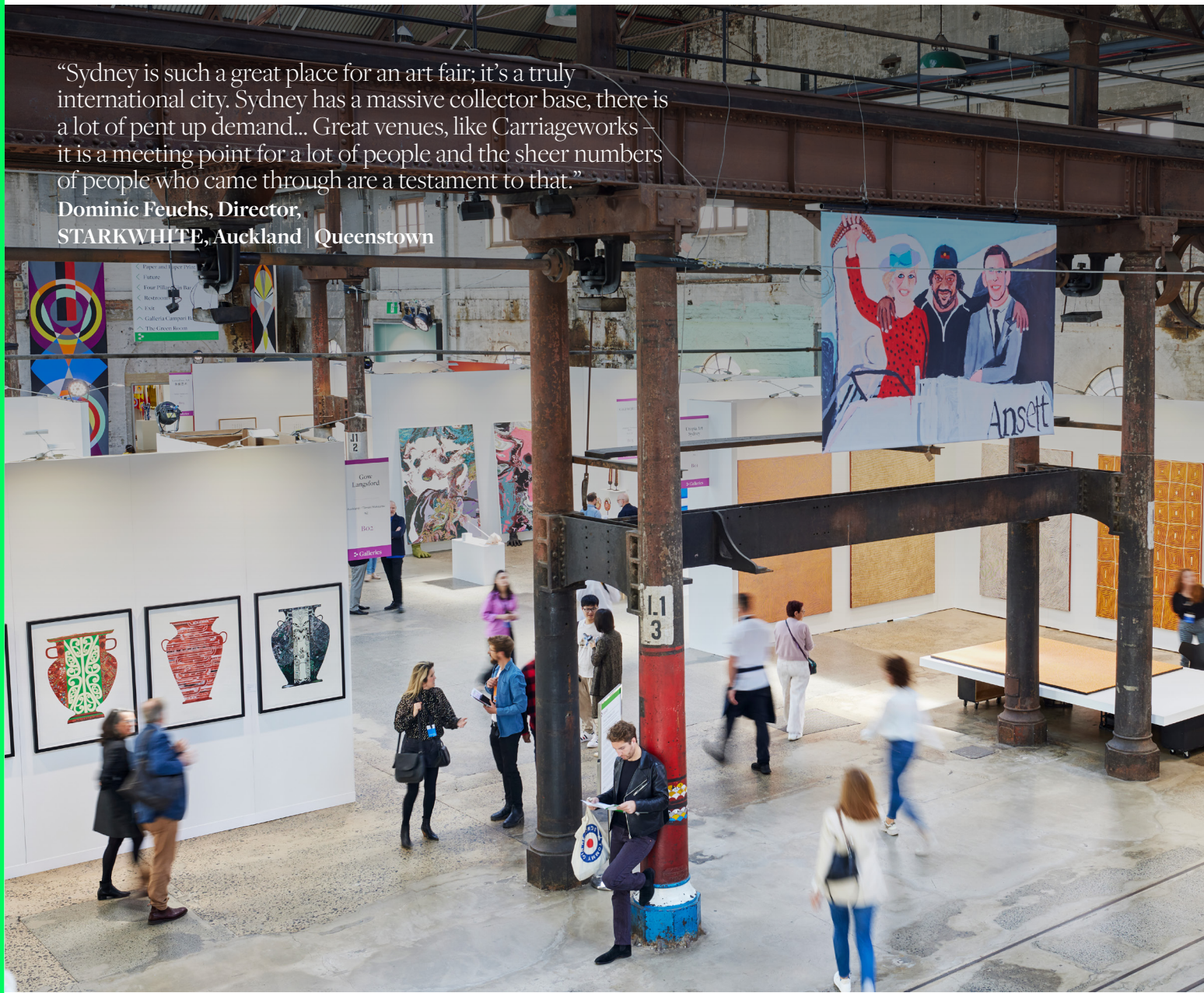
"Partnering with Sydney Contemporary is a natural choice... We are a long-time supporter of contemporary artists and believe a vibrant arts community is an important pillar of our dynamic culture. There's arguably never been a more important time than now to support artists. As well as providing all-important exposure to established and emerging artists, Sydney Contemporary has a strong track record of also generating strong sales – helping to sustain artistic livelihoods. We look forward to a fruitful association with Australasia's premier contemporary art fair." **Chris Wyke, Joint Chief Executive Officer, MA Financial Group**

# Venue Partner: Carriageworks, Sydney

Carriageworks is the largest multi-arts centre in Australia. Supporting artists and producers to develop and present major new works in performance, visual arts and related artforms. Reflecting the diverse communities of urban Sydney, the artist-led program is ambitious, radical and always inclusive. [carriageworks.com.au](http://carriageworks.com.au)

"Sydney is such a great place for an art fair; it's a truly international city. Sydney has a massive collector base, there is a lot of pent up demand... Great venues, like Carriageworks – it is a meeting point for a lot of people and the sheer numbers of people who came through are a testament to that."

**Dominic Feuchs, Director,  
STARKWHITE, Auckland | Queenstown**







“Sydney Contemporary has again proven why it is the most vital and successful art fair in Australia. The program this year revealed a massive appetite to engage, share and bond celebrating the many incredibly talented artists on display.”

**Can Yavuz, Director, Yavuz Gallery, Sydney | Singapore**

“Sydney Contemporary’s return as a live event in 2022 has been a real success. The occasion of this year’s fair has catalysed sales of our artists’ work to institutional and private collections here at home in Australia and across the Pacific from North America to New Zealand.”

**Ryan Moore, Director, Fine Arts, Sydney, Sydney**

**Justene Williams, *She Predicted the Weather*, 2022**  
Photograph: James Horan





# Fair Sectors

STATION Gallery, Melbourne | Sydney,  
Photograph: James Horan.

## GALLERIES

The main sector of the Fair, providing a significant platform for curated solo or group exhibitions of new and important artworks from artists by leading galleries from around the world. Spaces are limited.

Booths are AU\$625 + GST per SQM.

### BOOTH SIZES

30 SQM	AU\$18,750 + GST
50 SQM	AU\$31,250 + GST
70 SQM	AU\$43,750 + GST
90 SQM	AU\$56,250 + GST
110 SQM	AU\$68,750 + GST

## FUTURE

A dynamic platform for young galleries or project spaces which have been operating for five years or less, presenting curated solo or duo artist exhibitions of new work.

Future Booths are AU\$525 + GST per SQM.

### BOOTH SIZES

20 SQM	AU\$10,500 + GST
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## WALLING AND LIGHTING

The Fair has implemented a new international standard walling system provided by PICO, an international exhibition supplier with world-class art fair expertise, and a new lighting system comprising LEDs. Walls are a minimum height of 3.5m high. 30% of the allocated SQM booth size will be provided in linear metres of walling. For example, a 30 SQM booth will receive a minimum of 9 linear metres of wall. Booths will receive a standard allocation of lighting inside the booth walls. Galleries will have the opportunity to order additional walls and lights once Individual Booth Plans are distributed.

\*Goods and services tax (GST) is a broad-based tax of 10% on most goods, services and other items sold or consumed in Australia.

## BOOTH PACKAGE

### INCLUSIONS

- International standard and sustainable walling system package with LED lighting
- Standard venue flooring
- Booth signage
- Exhibitor wifi
- Gallery listing on website
- Marketing, social media and PR
- Presence on Fair Guide
- Exhibitor passes
- Shipper / installer passes
- Allocation of VIP passes
- Allocation of Opening Night and Guest Tickets
- Free empty crate storage
- Booth floor cleaning
- Inclusion in Fair Digital Platform

### EXCLUSIONS

- Additional walling
- Additional lighting
- Car parking
- Electrical outlets
- Furniture
- Freight
- Insurance
- Secure artwork storage facility and private client viewing area provided by Official Shipping Partner - IAS Fine Art Logistics
- Telephone connection





# Participation

1301 SW | STARKWHITE, Melbourne | Auckland | Queenstown,  
Photograph: James Horan

Applications for Sydney Contemporary 2023 are open to commercial galleries or artist agents with a consistent exhibition history who present a minimum of 4 exhibitions per year in their own business premises, external project spaces or art fairs.

Selection is based on the curatorial strength and premise of each gallery's exhibition program, represented artists and the proposal for Sydney Contemporary 2023. Criteria such as quality of the art, previous art fair presentations and any projects undertaken by the gallery and its artists both locally and internationally will be taken into consideration. Galleries

showing new bodies of work, curated solo or 'solo within group' exhibitions and proposals which exemplify contemporary practice are encouraged.

Decisions on admission are made by the Sydney Contemporary Selection Committee, a panel of industry experts. Artworks shown previously at art fairs are deemed not acceptable. Joint applications are welcome, however must be made separately with each party signing the Terms and Conditions of each application document. A minimum booth size of 50sqm applies to joint applications.

## HOW TO APPLY

Please complete the online application form at [sydneycontemporary.com.au/apply](https://sydneycontemporary.com.au/apply)

The application requests gallery information, an exhibition proposal, images, artist CVs and relevant supporting documentation.

## APPLICATION NOTIFICATION

Submission of an application does not automatically confer the right of admission to Sydney Contemporary 2023. Decisions on admission are made exclusively by the Selection Committee. The Fair Management also reserves the right to discuss the gallery's application and proposal, and to make recommendations to the content based on feedback from the Selection Committee.

Booth allocation is determined and approved by the Fair Management. Please refer to the Terms and Conditions for

further details. All applicants will be notified in writing as to the outcome of their application. Decisions of admission are made exclusively by the Selection Committee and the outcome is final.

Please note, confirmation of participation from Fair Management removes conditional status of admission and gives legal validity to the Exhibitor Contract as outlined in the **Terms and Conditions**.

## IMPORTANT DATES

APPLICATION DEADLINE:	1 March 2023
BOOTH DEPOSIT (30% of total invoice)	Due 30 days from notification from the Fair Management confirming your acceptance
SECOND INSTALMENT (35% of total invoice)	Due 30 April 2023
FINAL INSTALMENT (35% of total invoice)	Due 30 June 2023

## CONTACTS

For further information about applying for Sydney Contemporary 2023, please contact:

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# The Art Assembly: A Global Network—

Sydney Contemporary is brought to you by Art Fairs Australia Pty Ltd and is co-owned by two leaders in the international Art Fair industry. Tim Etchells and Sandy Angus have a proven track record of creating exceptional art fairs globally, including ART HK (now Art Basel Hong Kong) which was the first major event to put Asia and Hong Kong on the international art fair map. Most recently, the duo, in partnership with Magnus Renfrew, launched Taipei Dangdai, which held its acclaimed edition in January 2019.



## Tim Etchells

**Founder and Co-Owner, Sydney Contemporary**

Tim Etchells is renowned for creating market leading Events and Fairs around the world. From The Good Food Shows to London Fashion Week, Tim has worked in numerous different industry sectors and in many different countries. Having been the driving force behind the launch of ART HK, his art fair portfolio includes Sydney Contemporary, ART SG and Art Central (Hong Kong).



## Sandy Angus

**Co-Owner, Sydney Contemporary**

Sandy Angus is the Owner and Chairman of AngusMontgomery Arts, an independent exhibition and events company at the forefront of trade and consumer shows in Europe, Asia, Africa and the Middle East. Their art fairs include Sydney Contemporary, PHOTOFAIRS Shanghai, India Art Fair and Art Central (Hong Kong).



## Barry Keldoulis

**Fair Director and CEO, Sydney Contemporary**

Barry Keldoulis has more than three decades experience in contemporary art. Since his return to Sydney after nearly fifteen years in New York and Europe, Barry Keldoulis has worked in the museum and commercial gallery worlds, and in 2003 opened his own gallery, GBK (Gallery Barry Keldoulis), to fill a gap in opportunity for young artists to exhibit between artist-run spaces and the major commercial galleries. Artists from his stable are represented in all the state galleries and the National Gallery of Australia, and now exhibit in museums and private galleries around the globe. Barry was also Chair of the National Association for the Visual Arts (NAVA).

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