



# Sydney Contemporary

05—08.09.2024

## Carriageworks

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Principal Partner

**MA** Financial  
Group

Gallery Exhibiting Information

Australasia's  
Premier Art Fair



# Sydney Contemporary

Sydney Contemporary is Australasia's premier art fair –  
the largest and most diverse gathering of 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 5–8 September 2024 (Collector Preview: 4 September). Due to its unique setting, Carriageworks is regarded by many as the best venue for an art fair in the world.

Presenting over 95 leading galleries annually from Australia, New Zealand, Asia and around the world, Sydney Contemporary is the pre-eminent art market in Australasia 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.

2023 was our most ambitious Fair to date, with over 25,000 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:** 4 September 2024

**OPEN DATES:** 5–8 September 2024

**LOCATION:** Carriageworks, Sydney





Roslyn Oxley9 Gallery, Sydney  
Photograph: Wes Nel

## Key Facts and Figures

- 95+ Galleries from Australia, New Zealand, Asia and around the world
- 500+ artists from over 35 countries
- 200+ VIP and Program events across 5 days
- Over 25,000 visitation, 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 2023, an estimated AU\$21 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 86,000+ 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 TV, Art Asia Pacific, The Art Newspaper, ArtsHub, The Australian, Australian Financial Review, Broadsheet, The Guardian, Ocula, Sydney Morning Herald, Habitus, Harper's Bazaar, RUSSH and Vogue Living.
- We are proud to partner with leading corporate and luxury brands including AON, Campari, Chanel, Champagne Duperrey, illy Caffè, Four Pillars, Glenfiddich, Living Edge, MA Financial Group, Samsung, and Yalumba Wines. We are also proud to be supported by DestinationNSW whose investment helps support our commitment to increasing interstate attendance.

“Sydney Contemporary is looking conspicuously like one of those things this city adores - an event. We’ve seen it happen with Sculpture by the Sea, Vivid, and most recently, the Women’s World Cup.”

**John McDonald, Art Critic, Sydney Morning Herald**

“Roslyn Oxley9 Gallery has had a wonderful experience... it has been a fantastic opportunity to present a comprehensive body of new work to new and known collectors from across Australia and abroad. The Collector Preview was full of high calibre collectors and curators and we have had a hugely successful Fair with a sell-out exhibition.”

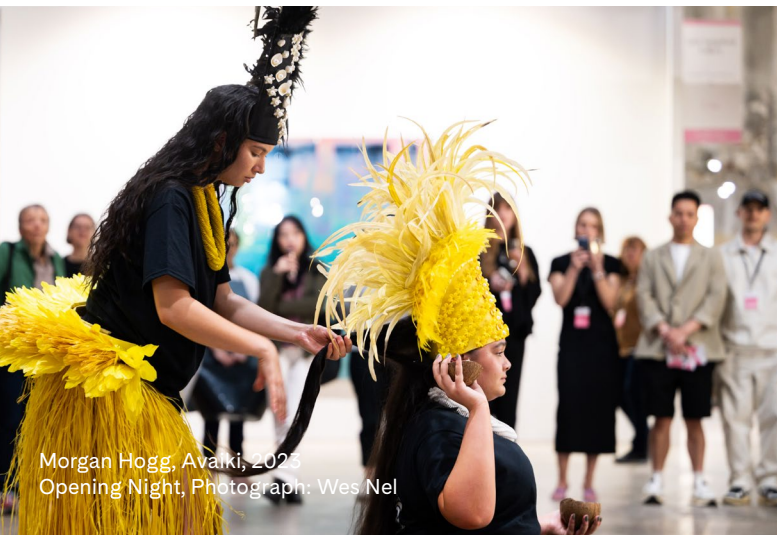
**Roslyn Oxley, Director, Roslyn Oxley9 Gallery, Sydney**



Sam Jinks, Iris -  
the messenger, 2023  
Photograph: Wes Nel



Amala Groom, Red Tape, 2023  
Performance Contemporary, Photograph: Wes Nel



Morgan Hogg, Avaiki, 2023  
Opening Night, Photograph: Wes Nel



# 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 200 events take place across the five day period, including engaging and lively panel discussions with leading speakers in the fields of art, architecture, design, food, fashion, music 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.

## INSTALLATION CONTEMPORARY

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.

## ART NIGHT

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

## 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, architecture and design 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 HNWIs to the Fair. Over 25,000 people visited Sydney Contemporary in 2023, 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 HNW 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

"With each edition, Sydney Contemporary proves itself to be one of the most important events in our calendar. An unabashed energy and enthusiasm unique to the Fair was brought by everyone - from collectors to curators, artists to patrons. We had the pleasure of making meaningful connections with the Fair's audiences and placing significant new works with notable private and public collections."

Ursula Sullivan and Joanna Strumpf, Co-Directors, 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 \$8.9 billion in assets under management. They are committed to delivering long-term value for people, clients, shareholders and communities.

In 2023, the inaugural **MA Art Prize** was established to help identify, promote and realise the potential of emerging artists in Australia. The acquisitive prize, valued at \$10,000 and selected by a judging panel, is awarded annually to an emerging artist showcasing work at Sydney Contemporary.

“We are a long-time supporter of contemporary artists and believe a vibrant arts community is an important pillar of our dynamic culture. 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 is a meeting point and is galvanising of the art community and art market in the Asia-Pacific region... the strengthening of the market in Australia, creating fertile ground for the cultivation of new collecting confidence by familiarisation in a largely untapped market.”

**Amanda Rowell, The Commercial, Sydney**

“Sydney Contemporary has once again raised the bar for world class art experiences... providing significant benefit for visitors; a diverse array of artworks from international and established galleries blending seamlessly with emerging galleries, creating a sumptuous visual feast for collectors and art lovers alike.”

**Beverly Knight, Director, Alcaston Gallery, Melbourne**

Nabilah Nordin, Molten Slayer, 2023  
Installation Contemporary, Photograph: Wes Nel





# Fair Sectors

Roslyn Oxley9 Gallery, Sydney  
Photography Wes Nel

## 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\$675+GST per SQM.

### BOOTH SIZES

30 SQM	AU\$20,250 + GST
50 SQM	AU\$33,750 + GST
70 SQM	AU\$47,250 + GST
90 SQM	AU\$60,750 + GST
110 SQM	AU\$74,250 + GST

## FUTURE

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

Future Booths are AU\$575+GST per SQM.

### BOOTH SIZES

20 SQM	AU\$11,500 + GST
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## WALLING AND LIGHTING

The Fair has an international standard walling system provided by PICO, an international exhibition supplier with world-class art fair expertise, and a 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 Art Night and Guest Tickets
- Free empty crate storage
- Booth floor cleaning
- Inclusion in Fair Digital Platform

### EXCLUSIONS

- Additional walling and additional lighting
- Car parking
- Electrical outlets
- Furniture
- Freight
- Insurance
- Telephone connection

## ART STORAGE and PRIVATE VIEWING ROOM

We are pleased to offer exhibitors the opportunity to use a secure artwork storage facility and private viewing area which are provided by our Official Shipping Partner at an additional cost.





# Participation

sweet pea, Perth,  
Photograph: Wes Nel

Applications for Sydney Contemporary 2024 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 applicant's exhibition program, represented artists and the proposal for Sydney Contemporary 2024. 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

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

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 2024. 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	5 April 2024
BOOTH DEPOSIT (30% of total invoice)	Due 14 days from notification from the Fair Management confirming your acceptance
SECOND INSTALMENT (35% of total invoice)	Due 31 May 2024
FINAL INSTALMENT (35% of total invoice)	Due 30 June 2024

## CONTACTS

For further information about applying for Sydney Contemporary 2024, please contact:

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# Sydney Contemporary: The Organisers—

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. Etchells and Angus co-founded Art HK, now Art Basel Hong Kong and recently launched ArtSG, Taipei Dangdai and Tokyo Gendai.



## 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 (now known as his art fair portfolio includes Sydney Contemporary, ART SG, Taipei Dangdai, Tokyo Gendai, Aotearoa Art Fair and Art Central (Hong Kong)).



## Sandy Angus

**Co-Owner, Sydney Contemporary**

Sandy Angus is Chairman of Angus Montgomery, a privately owned 124-year-old family business, active in running trade and consumer events on 5 continents and its arts division, Angus Montgomery Arts, which specialises in events in the contemporary art market. With more than 50 years' experience in the event and exhibition industry, Sandy Angus has worked extensively in the contemporary arts sector since the 1980s and his art fair portfolio includes Sydney Contemporary, PHOTOFAIRS Shanghai, the recently launched PHOTOFAIRS New York, India Art Fair and Art Central (Hong Kong).



## Zoe Paulsen

**Fair Director, Sydney Contemporary**

Zoe Paulsen is an experienced arts professional with a demonstrated history of successfully delivering multiple contemporary art fairs in Australia, including The Other Art Fair (Sydney, Melbourne), Can't Do Tomorrow (Australia's largest street art festival – Melbourne), the Affordable Art Fair (Sydney) and the Incognito Art Show (Sydney). Zoe believes that a supported cultural sector is key to building a more resilient and well-rounded society. Motivated by the success of past creative endeavours, Zoe is excited to continue with her contribution to this all-important sector.





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