



**Sydney  
Contemporary**  
3 – 6 Sept 2026  
Carriageworks

---

Principal Partner

**MA** Financial  
Group

Australasia's Premier Art Fair  
Gallery Exhibiting Information

[SYDNEYCONTEMPORARY.COM.AU](http://SYDNEYCONTEMPORARY.COM.AU)



Sydney Contemporary is Australasia's premier art fair; the largest and most diverse gathering of contemporary art galleries in the region.

---

**DATES** 3-6 September 2026, Collector Preview: 2 September 2026

---

**LOCATION** Carriageworks, Sydney

---

Sydney Contemporary, presented in partnership with MA Financial Group, is held at Carriageworks, Australia's largest multi-arts centre. The fair attracts over 26,000 visitors and generates more than AUD \$16M in sales over five days. Alongside the gallery presentations, it hosts 200+ events including live performances, large-scale installations, talks, artist studio visits, museum tours and private collection viewings.

As Australia's financial and cultural capital, Sydney boasts a thriving art scene and sophisticated collector base. Sydney Contemporary is the region's pre-eminent meeting place for the art world. The fair showcases ambitious contemporary practice from emerging and established artists to private and corporate collectors, high-net-worth VIPs, institutional directors, curators, art advisors, media and new art buyers.

The Fair drives the highest concentration of art sales annually in Australasia, with more than AUD \$152M recorded since its launch. Demand for Sydney Contemporary continues to grow, cementing its place as one of the must-attend art events of the year.



Join us at  
Sydney Contemporary's  
10<sup>th</sup> Edition!

2026 marks the 10th edition of Sydney Contemporary - a decade of defining, connecting, and growing the region's contemporary art market. This milestone edition celebrates the Fair's legacy while looking to the future with new initiatives and experiences that reaffirm Sydney's position as the cultural and commercial centre of contemporary art in Australasia.

# Key Facts and Figures



“As a gallerist who has had the privilege of attending and exhibiting at many, many art fairs around the world, I can confidently say that this year’s Sydney Contemporary Art Fair was one the best I’ve ever experienced. There was an undeniable sense of optimism in the air, just the antidote the art world needed. The fair had an incredible energy, and the VIP attendance was fantastic. It was wonderful to see so many collectors and curators traveling from all over Australia, leading to not only great sales but also even better conversations.”

**Danielle Renshaw, Director, The Renshaws’  
Sydney Contemporary 2025 Photograph: Wes Nel**

110+ leading galleries across 4 sectors, Galleries, Futures, Works on Paper and Photo Sydney

---

500+ artists from 32 countries around the world.

---

26,000+ visitation over 5 days

---

4,000+ Collectors and VIPs in attendance at the Collector Preview. 25% of VIPs travel from interstate or international locations

---

The highest concentration of art sales annually in Australasia – In 2025, the galleries reported AU\$16+ million in art sales achieved at the Fair, with follow-on sales continuing.





## Exhibitor Sectors

Vermilion Art, Sydney Contemporary, 2025  
Photograph: Wes Nel

Sydney Contemporary is structured across a number of curated sectors, each designed to reflect the diversity, dynamism, and depth of contemporary artistic practice. The sectors allow for distinct curatorial focuses - supporting established galleries and artists while also nurturing emerging spaces and new voices.

\*Galleries may apply for a booth in an additional sector. Expressions of interest for Works on Paper or Photo Sydney can be submitted via a check box within the application form.

### **GALLERIES**

The main sector provides a significant platform for curated solo or group exhibitions of new and important works from artists by leading galleries from around the world.

### **FUTURES**

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

### **WORKS ON PAPER**

Presented in association with The Print Council of Australia Inc., this dedicated sector celebrates the finest national and international contemporary works on paper — including watercolours, drawings, prints, and artist editions.

### **PHOTO SYDNEY**

Launched in 2025, Photo Sydney is an ambitious new fair within the Fair, spotlighting the best in contemporary photography and establishing itself as one of the event's must-see highlights.

# Audience



“Despite knowing that this was Australasia’s premier Fair, we were positively overwhelmed by the attendance and atmosphere. It was good not only to have Australian institutional curators attend and engage with the work, but also curators from the Asia-Pacific region.”

**Viktor Kravchenko, Director, Nasha Gallery**



Through a strategic Marketing, PR and VIP acquisition campaign, the Fair delivers a strong and affluent audience.

Our audience comprises Leading Collectors, VIPs, Museum Directors and Curators, Art Advisors as well as UHNWIs and HNWI. Over 26,000 people visited Sydney Contemporary in 2025, with over 4,000 attending the Collector Preview.

Working with our Strategic Partner Destination NSW on their vision for NSW to be the premier visitor economy of the Asia-Pacific by 2030, Sydney Contemporary continues our commitment to expanding its reach to new audiences Australia-wide and internationally.

Sydney Contemporary has continued to build a network of Ambassadors and VIP Liaisons in key target cities across Australia and New Zealand, developing new networks and attracting art buyers from diverse regions. This strategic outreach has significantly enhanced interstate visitation, with 25% of our VIPs now traveling from both interstate and international locations.

## VIP Program

Sydney Contemporary provides collectors with 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 aims to provide exclusive insight into the contemporary 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)
- VIP Collectors: 75% visitation from Sydney and 25% visitation from ex-Sydney

# Program

The curated program presents a showcase of the very best contemporary art, current trends and emergent practices.

Over 200 events took 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, after parties; and an extensive VIP Program of private and corporate collection visits, artist studio tours, gallery openings and museum visits.

---

## INSTALLATIONS

Curated program of ambitious, large-scale installations by Australian and international artists in a diverse range of media.

---

## PERFORMANCES

Diverse program of experimental and ephemeral works which explore key social, cultural and political ideas.

---

## TALKS

Talks present sharp, engaging, and unmissable conversations exploring topical themes in contemporary art, architecture, and design.

---

## ART NIGHT

Art Night presents an all-encompassing evening of art, live performance, music and food experiences.

---



Dr Christian Thompson AO, *Recital*, 2025  
Sydney Cotemporary 2025, Presented by Michael Reid Gallery  
Photograph: Wes Nel



# PR and Media

Through a dedicated campaign with Australia's pre-eminent communications agency, Articulate, Sydney Contemporary consistently achieves strong media coverage year-on-year. Articulate, established by Director Kym Elphinstone, specialises in contemporary art and culture. In collaboration with the Sydney Contemporary, Articulate devises and delivers a targeted PR campaign (print and digital) to support Sydney Contemporary's full Fair offering – the Galleries, Artists, Performance Contemporary, Installation Contemporary and Program Highlights including talks, workshops, tours and partner activations.

Combined digital campaign audience reach of 2.1+ million impressions (Facebook, Instagram, LinkedIn, Google Ads and retargeting).

Strategic PR campaign with 160+ press articles generated to reach 1.8+million.

The Australian Financial Review | Sydney Morning Herald | The Australian | The Guardian | The Art Newspaper | Vogue Australia | Esquire | Broadsheet | News.com.au | AAP | Ocula | Art Collector | Artist Profile | Art Asia Pacific | Art Guide Australia | ArtsHub | National Indigenous Times | Marie Claire | Harper's Bazaar | Belle Magazine | Elle Magazine | Vault Magazine | Look Magazine | RUSSH | T Australia | Urban List | Time Out | Qantas Travel Insider | Monster Children | The Daily Telegraph | ABC Radio Sydney Saturday Breakfast | ABC Radio Sydney Mornings | ABC Radio | National The Art Show | NITV | Phoenix TV South Pacific & Australia

## Meet the new faces of Australian art



**Michael Bailey**  
Arts & Culture editor

Sep 24, 2025 - 11:40am

Save Share

Gift this article

Listen to this article  
6 min

The action in the art market has shifted from works priced at more than \$100,000 to those near the \$50,000 mark, say gallerists digesting the results from Australia's biggest annual weekend of art sales.

The September 11 and 14 [Sydney Contemporary fair](#) lured 26,440 ticket buyers – the most of its 12 editions – yet the total value of sales at its booths fell for the third year running, to \$16 million from the record high of \$23 million in 2022.



Atong Atem's Maria of Mars (2022). The South Sudanese refugee's photography and textile work sold strongly at Sydney Contemporary.

## ART COLLECTOR

About Editorial What's On Galleries Profiles Art Prices Subscribe



## SYDNEY CONTEMPORARY 2025 REVEALS RECORD-BREAKING PROGRAM

Over 500 artists and 114 galleries to exhibit at Carriageworks this September, with new focus on photography.

Words: Emily Riches

## After Nine Years, Sydney Contemporary Is Still a Hub of Innovation and Imagination in Aussie Art

The world might be increasingly volatile, but that uncertainty hasn't affected the strength of art programming.



1/9

Photography: Courtesy of Sydney Contemporary / Wes Nel

Published on 30 September 2025  
by JANE ALBERT

SHARE



Something strange is happening at Sydney Contemporary. It's thriving - and at a time you might not expect it to.

In 2025, life is becoming increasingly uncertain for many. There are international conflicts, climate anxiety, the cost-of-living crisis and the unsettlingly rapid growth of AI. But if the public is feeling wobbly about the state of the world, it's not being reflected in the strength of art fairs.

"In times of uncertainty, people turn to art - for connection, for meaning, for joy, for beauty. Art reflects and interprets the world we live in; people want to invest in something lasting and meaningful," fair director Zoe Paulsen tells *Bread&cheese*.



YOU MAY ALSO LIKE



First Look: Artist Vicki Lee's New Gallery Is All About the Senses  
ART & DESIGN



The Largest Art Fair in Australia Returns: Our Top Picks of Sydney Contemporary 2025

# Partnerships

Sydney Contemporary works with a highly curated selection of leading brands whose activations and events enrich the visitor experience and expand the Fair's reach. These collaborations attract new audiences, strengthen collector engagement, and create dynamic opportunities for galleries to connect with culturally engaged, art-focused communities. Partners of 2025 included MA Financial Group, Polestar, Chanel, Gurner Group, Pommery, Yalumba, Four Pillars, Illycaffè, Capella, Ace Hotel Sydney, Coco Republic, Chubb, AON and more.

## Venue Partner – Carriageworks

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, our artist-led program is ambitious, radical and always inclusive.

Principal Partner



Strategic Sponsor



Presenting Partner



Major Partner



Beverage Partner



Supporting Partner



Hotel Partner



Media Partner



# Principal Partner – MA Financial Group

Sydney Contemporary is proud to partner with MA Financial Group, an ASX-listed global alternative asset manager specialising in private credit, real estate and hospitality. MA Financial Group is a global alternative asset manager specializing in private credit, real estate and hospitality. The firm lends to property, corporate and specialty finance sectors and provides corporate advice.

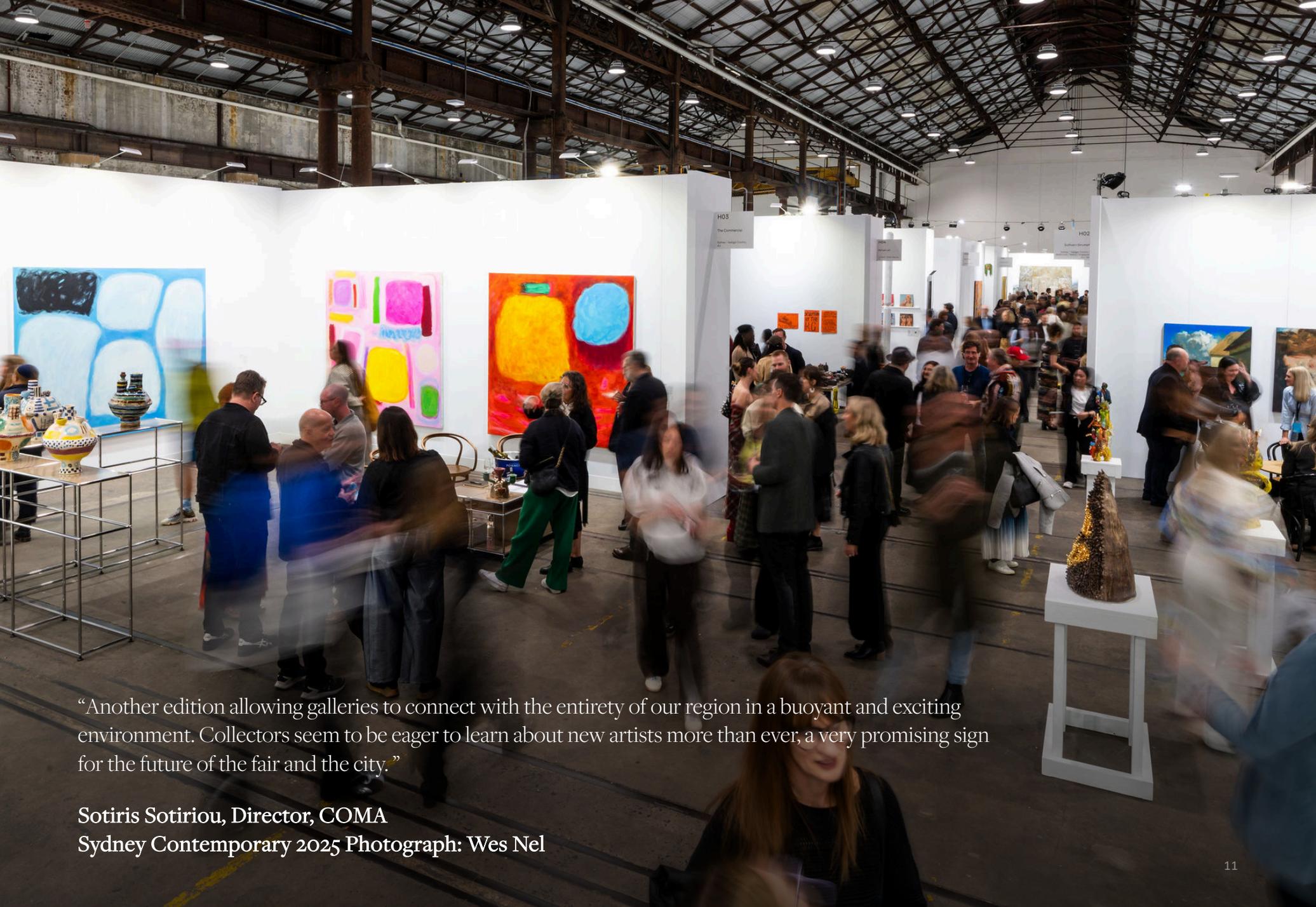
MA Financial invests and manages \$12.7 billion on behalf of clients, is responsible for \$155 billion in managed loans and has advised on more than \$125 billion in advisory and equity capital market transactions.

The firm has over 700 professionals across locations in Australia, China, Hong Kong, Singapore, the United States and New Zealand.

“As proud Principal Partner of Sydney Contemporary, we were thrilled with the success of this year’s Fair, which once again reinforced its pivotal role in Australia’s vibrant arts ecosystem. We were especially proud to award the 2025 MA Art Prize to Gamilaraay artist Juanita McLauchlan, deservedly taking home the increased \$15,000 prize for her unique and inspiring work ‘Mandaymanday/String of Stars.’”

**MA Financial Managing Director and Head of Asset Management, Andrew Martin,**





“Another edition allowing galleries to connect with the entirety of our region in a buoyant and exciting environment. Collectors seem to be eager to learn about new artists more than ever, a very promising sign for the future of the fair and the city.”

**Sotiris Sotiriou, Director, COMA**  
**Sydney Contemporary 2025 Photograph: Wes Nel**



# Apply Now – Galleries | Future

Sullivan+Strumpf, Sydney Contemporary, 2025  
Photograph: Wes Nel

## GALLERIES

Booths are AU\$725+GST per SQM

### BOOTH SIZES

30 SQM	AU\$21,750 + GST
50 SQM	AU\$36,250 + GST
70 SQM	AU\$50,750 + GST
90 SQM	AU\$65,250 + GST
110 SQM	AU\$79,750 + GST

## FUTURE

Booths are AU\$615+GST per SQM

### BOOTH SIZES

20 SQM	AU\$12,300 + GST
--------	------------------

\*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
- Marketing, social media, PR and listing on website
- 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

### EXCLUSIONS

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

## WALLING & 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.

## ART STORAGE & 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.



## Works on Paper

Presented in association with The Print Council of Australia Inc. and curated by Akky van Ogtrop, the dedicated Works on Paper sector continues to build on its significant expansion in 2024 and firmly established the sector as a key platform for the medium.

This sector showcases the best of national and international contemporary printmaking, works on paper, watercolours, drawings, artists' books and zines. Additionally, Works on Paper highlights prints as collectible works of art. Printmaking has been instrumental in the development of art since the 15<sup>th</sup> century.

Please note that booth spaces are extremely limited, however, galleries may apply for a booth in an additional sector. Applications for Works on Paper will open in November. Expressions of interest for Works on Paper can be submitted via a tick box within the Galleries/Future application form. If interested, we will send you a separate sales pack and application.



## Photo Sydney

Following its successful debut at the 2025 Fair, Photo Sydney returns in 2026 as a key sector of Sydney Contemporary, celebrating the vitality and innovation of contemporary photography.

Dedicated to showcasing exceptional works by leading and emerging photographic artists, the sector underscores photography's pivotal role in shaping how we see and understand the world today. This curated platform provides focused visibility for photographers and galleries championing the medium, offering collectors, curators, and audiences the opportunity to engage with some of the most compelling image-based art from Australia and abroad.

Please note that booth spaces are extremely limited, however, galleries may apply for a booth in an additional sector. Applications for Photo Sydney will open in November. Expressions of interest for Photo Sydney can be submitted via a tick box within the Galleries/Future application form. If interested, we will send you a separate sales pack and application.

“It was a pleasure to be involved with Photo Sydney 2025. The experience was not only successful from a sales and marketing perspective, but also gave me an opportunity to immerse myself in some amazing conversations with other artists and see wonderful works and artist talks. I was very impressed with the level of support, organisation and communication from the Sydney Contemporary team. The PR was far-reaching. I was so pleased with the attendance and level of interest in the work.”

**Toby Burrows, Exhibiting Artist**

**PHOTO  
SYDNEY**

# Selection and Eligibility



Applications for Sydney Contemporary 2026 are open to established commercial galleries and accredited artist agents with a demonstrated exhibition history, presenting a minimum of four curated exhibitions per year within their own premises, external project spaces, or at recognised art fairs.

Selection is based on the curatorial strength and vision of each applicant's program, the calibre of their represented artists, and the quality and concept of their proposed presentation for Sydney Contemporary 2026. Consideration is also given to the calibre of work, previous fair participation, and notable projects undertaken by the gallery and its artists both nationally and internationally.

Applicants are encouraged to propose new and ambitious bodies of work, including curated solo presentations or 'solo within group' exhibitions that exemplify excellence in contemporary practice.

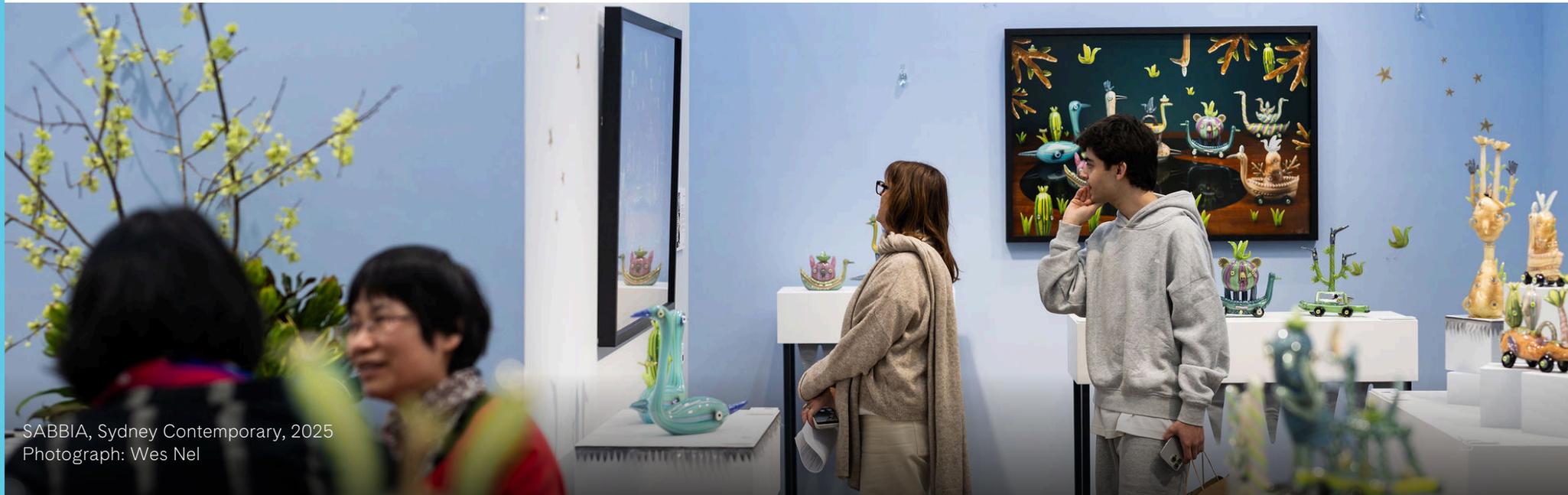
All applications are reviewed by the Sydney Contemporary Selection Committee, a panel of respected industry experts. Please note that preference will be given to presentations featuring new or previously unexhibited works.

Joint applications are welcome, provided that each gallery submits a separate application and signs the relevant Terms and Conditions. A minimum booth size of 50sqm applies to joint presentations.

## HOW TO APPLY

Register and apply by completing the online application form: [sydneycontemporary.com.au/apply-short/](https://sydneycontemporary.com.au/apply-short/)

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



SABBIA, Sydney Contemporary, 2025  
Photograph: Wes Nel



# 2026 Selection Committee

Sydney Contemporary's 2026 Selection Committee comprises a highly distinguished group of industry professionals whose expertise ensures the Fair continues to present the most compelling galleries and artists from across the region.



**José Da Silva**  
Director, UNSW Galleries  
Chair, University Art Museums  
Australia

José Da Silva is an Australian curator and the Director of Sydney's UNSW Galleries, where he has led a dynamic program of contemporary Australian art and design since 2018. In 2024, he curated the 18th Adelaide Biennial of Australian Art and became Chair of University Art Museums Australia.



**Amanda Love**  
Director, LoveArt

Amanda Love is Principal of LoveArt (independent art advisory) and Art Basel's VIP Representative for Australia and New Zealand. A former arts lawyer and accredited valuer, she has served on the boards of Artspace and the Biennale of Sydney, and helped establish benefaction groups at the AGNSW and MCA. An active art advocate for over 30 years, she lectures and advises widely on contemporary art.



**Jarrod Rawlins**  
Director, Curatorial Affairs,  
Museum of Old and New Art (MONA)

Jarrod Rawlins is the Director of Curatorial Affairs at the Museum of Old and New Art (Mona) in Hobart, Tasmania. Since joining Mona in 2013, he has worked on major exhibitions and commissions with artists including Marina Abramović, Matthew Barney, and Gilbert & George. He previously co-founded Uplands Gallery (2000–2011) and was a founding partner of KalimanRawlins (2011–2013).



**Victor Wang**  
Director, Artspace

Victor Wang is the Director of Artspace, located on Gadigal Country/Sydney. He is also an Adjunct Curator at the Mori Art Museum, Tokyo. Formerly the Executive and Artistic Director of M WOODS Museum (Beijing and Chengdu), he also serves on the Director's Circle at Bangkok Kunsthalle and the Curatorial Advisory Group for the Pitt Rivers Museum, Oxford. His curatorial practice centres on cultural exchange and includes collaborations with leading institutions such as Tate Modern, Palais de Tokyo, and the British Museum.

# Application Notification

Submission of an application does not automatically confer the right of admission to Sydney Contemporary 2026.

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.

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

## IMPORTANT DATES

APPLICATION DEADLINE	10 March 2026
SELECTION NOTIFICATION	Confirmation sent upon application
BOOTH DEPOSIT (30% of total)	Due 28 November 2025, or 30 days from notification from the Fair Management confirming your acceptance
SECOND INSTALMENT (35% of total)	Due 27 February 2026
THIRD INSTALMENT (35% of total)	Due 30 June 2026

## CONTACTS

For further information about Sydney Contemporary 2026, please contact:

**Zoe Paulsen, Fair Director**

T. + 61 2 9331 9255

M. + 61 412 122 442

E. [zoe@artfairsaustralia.com.au](mailto:zoe@artfairsaustralia.com.au)

**India Ford, Fair Manager**

T. + 61 2 9331 9255

M. +61 404 795 999

E. [india@artfairsaustralia.com.au](mailto:india@artfairsaustralia.com.au)



Augusta Vinal Richardson, *Any Way*, 2025  
Installations 2025, Presented by The Commercial  
Photograph: Wes Nel

# 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 (acquired by Art Basel), Art SG, Taipei Dangdai, Tokyo Gendai, Art Central Hong Kong and Aotearoa Art Fair.



Tim Etchells  
Founder and Co-Owner



Sandy Angus  
Co-Owner



Jo Duncan  
CEO



Zoe Paulsen  
Fair Director



Rowena Talacko  
Head of VIP Relations



India Ford  
Fair Manager



Bonnie Lee  
Marketing Executive



Hayley Rynehart  
Strategic Partnerships Consultant



Thank you!