

# PHOTO LA

*February 13 - 16 , 2025*

*The Colony, Culver City*

## Prospectus

# PHOTO LA

**February 13-16, 2025**

Setting up shop at a new venue, Culver City's The Colony

**photo l. a. returns**

**A SNAPSHOT:** 1 night | 3 days ~ 10,000 collectors & enthusiasts

**BEHIND THE LENS:** 45 galleries and counting Artists | Photographers | Experts ~ World renowned programming, distinguished speakers, panel discussions, and docent tours.

As a special feature, Photo L.A. and Paris Chong of Leica present **Art/Sound**, a new concept showcasing the intersection of art and music. This curated section will feature a group of artists and musicians, which will include ideas and work highlighting music through the eyes of visual artists, the musician as a visual artist, the visual artist as a musician, associated art, and ephemera.

## **Dates**

### ***Opening Night***

Thursday, February 13, 2025

### ***Public Show Dates***

Friday, February 14 - Sunday February 16, 2025

## **Locale**

### ***The Colony, Culver City***

10113 Jefferson Blvd

### ***Culver City is home to :***

Sony, HBO, Tik Tok, Apple, Amazon & Scopely

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## Past Events by the numbers



## 8,000 – 10,000 Attendees

### 42% Collectors

26% Appraisers and Auction House Specialists, Media Members, City Officials

12% Curators & Art Consultants

11% Museum Directors & Board Members

9% Art Administrators/Professors

We're talking curators, collectors, and enthusiasts.

You'll find collectors and entertainment insiders wandering our halls, while L.A.- based museum directors mingle with curators from as far away as Asia.

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## Exhibitors



**photo l.a.** will hand-select a select number of exhibitors to participate in this edition. With a roster of 40-50 local and international galleries, dealers, collectives, non-profits, and book publishers, **photo l.a.** will allow for greater visibility and impact, fostering intimate personal dialogue between exhibitors and collectors.

### Booths

<b>Salon</b>	12' x 12' / 3.7m x 3.7m	\$6,000 USD
<b>Standard</b>	12' x 20' / 3.7m x 6.1m	\$10,000 USD
<b>Custom</b>	TBT	Request
<b>Book</b>	TBT	\$3,000 USD

### Packages Include

- 12' high white hard walls
- Perimeter walls
- Basic interior perimeter lighting
- 1x Table
- 2x Chairs
- Booth signage
- Cleaning of common areas
- Exhibitor staff badges (5 included)
- An allocation of tickets for gallery clients
- Complimentary Internet



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## Experiences from Past Exhibitors

“I was very pleased with all aspects of the fair; unloading and setting up was easier and faster than I thought it would be, and there was constant communication and assistance from the promoters. I had great feedback about the tours and panel discussions; Opening Night was great, the attendance was very good, and most importantly, I made several very nice sales. Thanks to all involved in making it a success.”

- Brooke Gabrielson, Willem Photographic—Monterey

"The photo l.a. Fair has become an important event on the gallery's annual event schedule. Once again this year, we were able to meet with many of our West Coast collectors as well as new collectors during the fair. We had successful sales to established collectors and first-time buyers, and made several good connections for future business. The staff of the fair was extremely accommodating and from start to finish all went smoothly.”

~ Sid Monroe, Monroe Gallery of Photography

“The opportunity for the photography-loving public to browse a tremendous range of photographic material, including photography books, paired with the opportunity to engage in conversations with photographers, gallerists, dealers, publishers and more, makes photo l.a. a valuable tool for community-building and education.”

- Jessica Holahan, Marketing Manager for Art and Architecture, Yale University Press

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## Sponsors & Partners

**photo i.a.** attracts a vibrant, affluent crowd that's ripe for engagement. Sponsorship affords brand visibility to a wide audience that includes both established clientele and international collectors. Having spent over 30 years cultivating brand partners, our reach has grown exponentially, extending into secondary markets both domestically and internationally.

### Non-Profits, Schools, Museums

We're all about giving back. **photo i.a.** partners with local organizations to foster exchange between members of our community and our thousands of fair attendees. We're proud to feature non-profits, art schools, and museums, with the aim of providing unparalleled exposure. Favorite non-profits represented from years past? LACMA, The Getty, MOPA, Photographic Arts Council of Los Angeles (PAC/LA), Cal Arts, Otis and Art Center. just to name a few.

Bonus? We've made a habit of selecting a yearly beneficiary to honor and raise funds for via our Opening Night. Who will we highlight this year? Join us to find out.

### Heavy Hitters | VIP Program

**photo i.a. Art /Sound Fair** will offer an exclusive VIP program to engage with top tier private collectors, internationally known artists, and leading figures who will gain early access, a special welcome and Opening Night access.

\* For more information ask us to send you our "hit list".

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## Art/Sound



"I have always felt that I have observed life in a different way to others... Music has always been one creative outlet for me, but now I'm happy to add another one too, that being photography"

~ Julian Lennon

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## Past Programming



Continually raising the bar for highly-curated programming, **photo i.a.** content series is packed with high-profile lectures, thought-provoking panel discussions, and docent tours led by leading professionals in the field. Taking place daily, guest moderators include high-profile art curators, dealers, scholars, museum directors, and critics. It's not to be missed.

*Examples of past programming highlights include:*

### **Docent Tours led by:**

**Edward Goldman** Art Critic, Art Advisor

**Ryan Linkof** Curator of Film at the Lucas Museum of Narrative Art

**Paul Martineau** Associate Curator of Photographs at the J. Paul Getty Museum

**Weston Naef** Curator Emeritus, Dept. of Photographs, J. Paul Getty Museum

### **Artist Talk:**

**James Welling** Artist & Professor of Photography, UCLA Department of Art in Conversation with

**Virginia Heckert** Curator, Department of Photographs, The J. Paul Getty Museum

### **On Collecting:**

with **Weston Naef** and **Michael G. Wilson** Renowned Photography Collector

### **Artist Talk:**

**Michael Fried**, Professor Emeritus of the Humanities at Johns Hopkins in Conversation with artist **Thomas Demand**

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## Marketing Reach

A front runner in the fine art world for decades, **photo l.a.** has garnered the attention of the global arts community as well as the general public. With public awareness at an all-time high thanks to media partnerships, extensive advertising, social media, editorial coverage, and a comprehensive PR campaign, our exhibitors and partners are poised to gain exposure for our exhibitors and sponsors.

These are a few that have actively promoted **photo l.a.** :

The Los Angeles Times	<b>Artsy</b>	Discover Hollywood
KCRW	Artslant	L'oeil De La Photographie
Artnet	Los Angeles Magazine	KPCC
The Art Newspaper	L.A. Weekly	Los Angeles Daily News
Photograph Magazine	KCET	KTLA
	La Opinion	



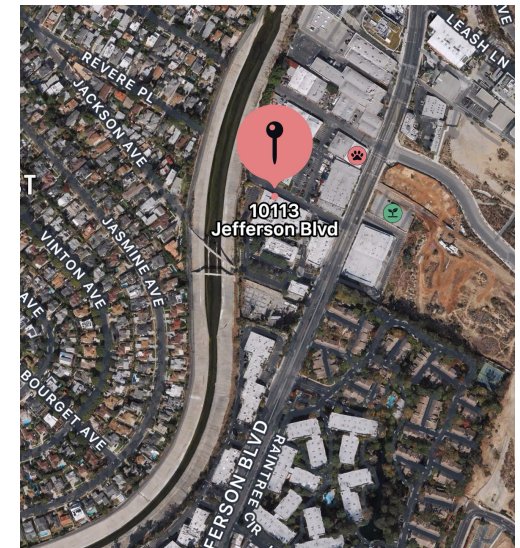
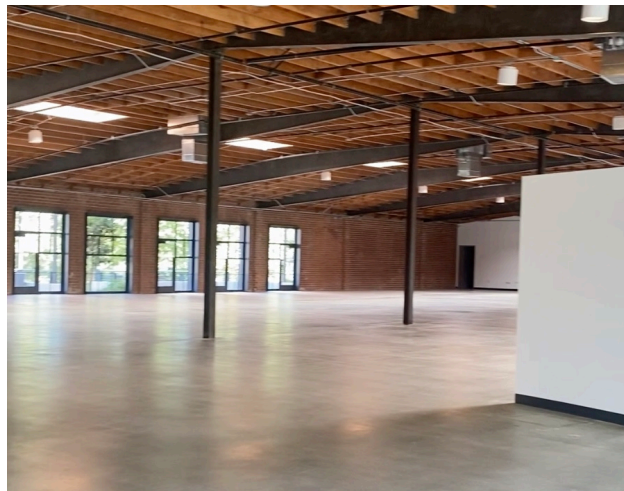
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## Art/Sound Fair at The Colony

10113 Jefferson Blvd Culver City, CA 90232



Newly renovated beautiful 20,054 SF creative space located within a campus with a park-like setting in Culver City.



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For more information or inquiries please contact us,  
or visit [photola.com](http://photola.com) to apply directly.

**Claudia James Bartlett**

*Fair Director / Owner*

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