

AUCKLAND

art fair

POST-FAIR REPORT

24 - 28 FEBRUARY
2021

THE CLOUD /
AKL WATERFRONT /
AOTEAROA NEW ZEALAND

ANZ  PRIVATE


AUCKLAND
TAMAKI MAKAUURAU



2021 Auckland Art Fair. Photo by Luke Foley-Martin

IT WAS A PRIVILEGE TO HOLD A LIVE FAIR IN 2021. THE 2021 AUCKLAND ART FAIR WAS DELIVERED AGAINST A STATUS QUO OF UNCERTAINTY, AS COVID-19 SWEEPED THROUGH THE WORLD. ALMOST EVERY OTHER INTERNATIONAL ART FAIR GLOBALLY IN THE LAST 11 MONTHS HAD BEEN CANCELLED, INCLUDING THE 2020 AUCKLAND ART FAIR.

The first-ever summer edition of Auckland Art Fair, opened at The Cloud on Wednesday 24 February 2021 and was scheduled to run until Sunday 28 February, but closed one day early due to a change in COVID alert levels. Collectors, gallerists, artists, art enthusiasts, media and other partners came to celebrate and showcase the outstanding contemporary art of Aotearoa Pacific Rim region.

The 38 participating galleries sold over \$10 million worth of art* (a \$1 million increase on 2019, a \$3 million increase on 2018, and a \$7 million increase on 2016).

HIGHLIGHTS OF THE FAIR INCLUDED:

- four galleries from Australia, and one each from Beijing and Rarotonga joined 32 of the best galleries from across Aotearoa at the 2021 Art Fair, despite the closure of international borders
- \$10 million worth of art sales by the galleries, continuing the upwards trajectory of sales at the Fair since 2016
- the launch of a new outdoor sculpture space at the harbour end of The Cloud
- the continuation of Projects with 'Present Tense' curated by Micheal Do, commissioning six new works by early-career artists for exhibition at the Fair and also at Tiffany & Co. in Britomart and Yu Mei in Newmarket
- an inaugural museum partnership with the Govett-Brewster Art Gallery / Len Lye Centre enabling the presentation of Len Lye's *Big Blade* at the entrance to the Fair
- the introduction of a new curatorial workshop for emerging curators / artists, supported by Creative New Zealand Toi Aotearoa and Victoria University of Wellington Te Herenga Waka

*The calculation of this figure excluded two major sales of historic art by one gallery, reported to be over \$2.8 million in total, which would otherwise skew the number.

TOTAL ATTENDANCE

7,000+

*This figure includes 850+ VIPs and includes return visitation. It also includes exhibitors, crew, organisers, and school tours.

<u>WEDNESDAY</u>	VIP Preview (invitation only) and Opening Night:	1,900+
<u>THURSDAY</u>	Public Day:	1,300+
<u>FRIDAY</u>	Public Day and Art Party:	2,200+
<u>SATURDAY</u>	Public Day:	1,500+
<u>SUNDAY</u>	Cancelled - no attendees	

GALLERIES AT THE FAIR

Auckland Art Fair attracted 33 galleries to the main section of the Fair and five artist-run spaces in a new section, *In Residence*, on the mezzanine floor of The Cloud.

Despite closed borders, four galleries from Australia, and one each from Beijing and Rarotonga engaged local staff to manage their stands and were able to join 32 of the best galleries from across Aotearoa at the 2021 Art Fair.

WHAT DID THE GALLERIES THINK OF THE FAIR?



95.7% OF GALLERIES WERE VERY SATISFIED/SATISFIED WITH THE 2021 EDITION

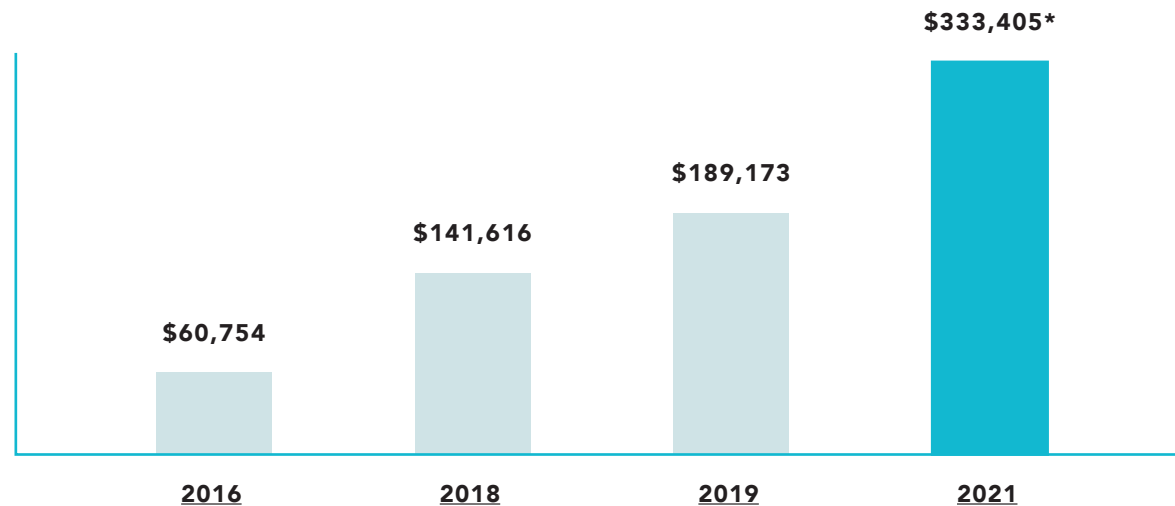


94.8% OF THE GALLERIES ARE VERY LIKELY/LIKELY TO RETURN TO THE EVENT IN 2022

TOTAL GALLERY SALES AS A RESULT OF AUCKLAND ART FAIR

\$10 MILLION+*

AVERAGE SALES PER GALLERY AT AUCKLAND ART FAIR

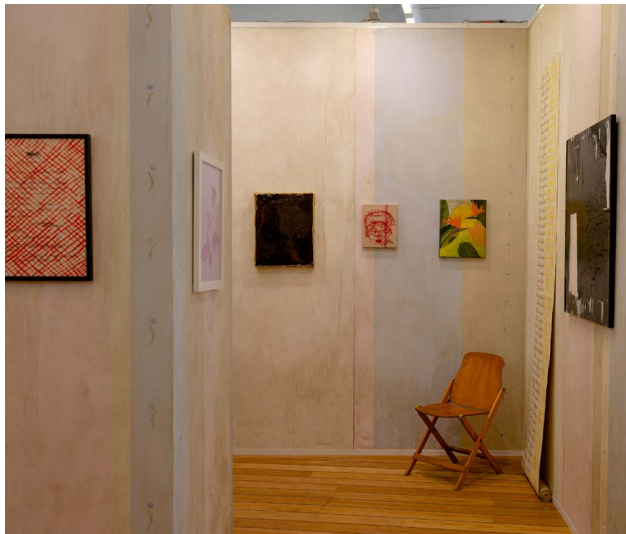


*For galleries in the main section of the Fair. The calculation of this figure excluded two major sales of modern art by one gallery, which would otherwise skew the numbers. Figures are derived from gallery surveys.

THE 2021 GALLERY LIST

{SUITE}	TĀMAKI MAKĀURAU & PŌNEKE AUCKLAND & WELLINGTON	GOW LANGSFORD GALLERY	TĀMAKI MAKĀURAU AUCKLAND	SPURS GALLERY	北京 BEIJING
IVAN ANTHONY	TĀMAKI MAKĀURAU AUCKLAND	ROBERT HEALD GALLERY	PŌNEKE WELLINGTON	STARKWHITE	TĀMAKI MAKĀURAU AUCKLAND
ARTIS GALLERY	TĀMAKI MAKĀURAU AUCKLAND	SCOTT LAWRIE GALLERY	TĀMAKI MAKĀURAU AUCKLAND	STATION	NAARM & GADIGAL MELBOURNE & SYDNEY
ASIA NZ WITH @HABITFORMING101	TĀMAKI MAKĀURAU AUCKLAND	MICHAEL LETT	TĀMAKI MAKĀURAU AUCKLAND	SUMER	TAURANGA
AUCKLAND PRINT STUDIO	TĀMAKI MAKĀURAU AUCKLAND	MASTERWORKS GALLERY	TĀMAKI MAKĀURAU AUCKLAND	TWO ROOMS	TĀMAKI MAKĀURAU AUCKLAND
BARTLEY & COMPANY ART	PŌNEKE WELLINGTON	MCCAHON HOUSE	TĀMAKI MAKĀURAU AUCKLAND	VISIONS	TĀMAKI MAKĀURAU AUCKLAND
BERGMAN GALLERY	RAROTONGA	TIM MELVILLE	TĀMAKI MAKĀURAU AUCKLAND	<u>IN RESIDENCE</u>	
BLACK DOOR GALLERY	TĀMAKI MAKĀURAU AUCKLAND	MILFORD GALLERIES DUNEDIN & QUEENSTOWN	ŌTEPOTI & TAHUNA DUNEDIN & QUEENSTOWN	MOTHERMOTHER	TĀMAKI MAKĀURAU AUCKLAND
CHAUFFEUR	GADIGAL SYDNEY	JHANA MILLERS	PŌNEKE WELLINGTON	PARASITE	TĀMAKI MAKĀURAU AUCKLAND
MEGAN DICKINSON GALLERY	WHĀNGAREI	PARNELL GALLERY	TĀMAKI MAKĀURAU AUCKLAND	RM GALLERY & PROJECT SPACE	TĀMAKI MAKĀURAU AUCKLAND
FHE GALLERIES	TĀMAKI MAKĀURAU AUCKLAND	LAREE PAYNE GALLERY	KIRIKIRIROA HAMILTON	SATCHI & SATCHI & SATCHI	TĀMAKI MAKĀURAU AUCKLAND
FINE ARTS, SYDNEY	GADIGAL SYDNEY	SANDERSON CONTEMPORARY	TĀMAKI MAKĀURAU AUCKLAND	WET GREEN	TĀMAKI MAKĀURAU AUCKLAND
FÖENANDER GALLERIES	TĀMAKI MAKĀURAU AUCKLAND	JONATHAN SMART GALLERY	ŌTAUHAHI CHRISTCHURCH		
FOX JENSEN MCCRORY - FOX JENSEN	TĀMAKI MAKĀURAU & GADIGAL AUCKLAND & SYDNEY				

IN RESIDENCE



Installation view of mothermother booth at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin

In Residence was a new initiative for artist-run spaces to present at the Art Fair on the Mezzanine of The Cloud. While the Art Fair has supported emerging artists through *Piki Mai: Up Here* ^^ since 2018 and the Projects programme since 2016, *In Residence* provided curatorial support for each artist-run space and helped ensure that the full cost of participation was covered for each booth through successfully spearheading a Boosted crowd funding campaign.

The spaces which showed were mothermother, Parasite, RM Gallery & Project Space, Satchi & Satchi & Satchi and Wet Green. Each unique in the ways they operate, they form a vibrant and important part of Aotearoa's art ecology and help provide an essential opportunity for experimentation with exhibition-making and art practice, bringing energy and a new perspective to their presentations.

In Residence was facilitated by Becky Hemus, a writer and curator based in Tāmaki Makaurau who is also a co-founder of Wet Green and May Fair Art Fair. *In Residence* included artist talks and a commissioned text was distributed alongside each presentation. These are now available on the Art Fair website. It was also the first time that these artist-run spaces had collaborated.

SCULPTURE SPACE

For the first time, the Fair included an outdoor Sculpture Space overlooking the Waitematā Harbour. This area was enjoyed by visitors, who were able to spend time outside at the Fair drinking and eating among the sculptures. While there were no immediate sales of the sculptural works, it is anticipated that the exhibition will lead to sales over time.

The Sculpture Space featured large-scale sculptures by Fatu Feu'u, Chauncey Flay, Gill Gatfield, Gregor Kregar and Yolunda Hickman.

Installation views of the Sculpture Space at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin



VIPS AT THE FAIR

850+ VIP guests attended the 2021 Auckland Art Fair

50% of VIPs came to the Fair from outside of Auckland

VIP PATRON GROUPS

The Fair welcomed four significant New Zealand patron groups to the Fair: City Gallery Wellington, Adam Art Gallery Te Pātaka Toi | Victoria University of Wellington, the Govett-Brewster Foundation and Auckland Art Gallery Foundation.

In addition, partners of the Fair took advantage of the opportunity to entertain their clients, with ANZ Private holding a reception for 120 of their private bank clients on Opening Night, Jasmax hosting 100 guests on Opening Night and Yu Mei inviting a select group of their client/patrons to the Fair for a guided tour on Thursday.

The closure of international borders prevented patron groups from overseas attending the Fair. Prior to Christmas 2020, four major patron groups from Sydney and a number of independent travellers from Australia had booked hotel rooms in Auckland, in the event that the borders were opened prior to the Fair. It is very much hoped that they will choose to attend in 2022, despite the expectation of more opportunity for wider international travel in 2022.

"As a complete "outsider" to the art world , previously I would have been intimidated by entering that type of space. The more the art fair does to break down those "barriers" the better. It was good to see gallery owners, artists with "the people". Loved it!"

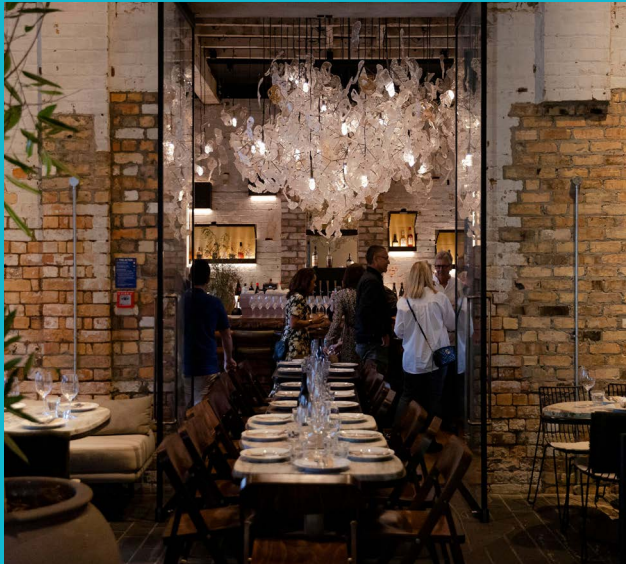


Starkwhite booth at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin



GALLERY DINNER

165 guests attended the third Auckland Art Fair dinner, held on the evening before Opening Day. Participating gallery directors, collectors, curators, museum directors, and artists joined in anticipation of the art that would be presented the next day at the Fair and to celebrate the outstanding art of Aotearoa and the wider Pacific-Rim region.



The seated dinner took place throughout the laneways and spaces of kingi and The Hotel Britomart, with a meal created for the occasion by Tom Hishon and his team, complimented by wines presented by Art Fair partners, Seresin Estate.

Gallery Dinner. Photos by Luke Foley-Martin



Jhana Millers booth at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin

"Thoroughly enjoyed the art fair ... wonderful to see how others experience and express their worldview."

VISITORS TO THE FAIR

6,000+ visitors to the Fair who either paid for a ticket or received a guest pass

20% of visitors came to the Fair from outside of Auckland

WHAT DID VISITORS THINK OF THE FAIR?



78% PLAN TO DEFINITELY / PROBABLY RETURN TO THE EVENT IN 2022*



65% WOULD DEFINITELY / PROBABLY RECOMMEND THE FAIR TO OTHER PEOPLE*

*figures derived from the visitor surveys, which were completed by less than 5% of attendees.

SCHOOL VISITS

Discounted student tickets and free tickets for accompanying teachers were offered to senior high school students, along with a free guided tour of the Fair by a current Elam School of Fine Arts or Auckland University Art History student. The offer was taken up by three schools:

NORTHCOTE COLLEGE	21
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OTAHUHU COLLEGE	10
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GREEN BAY HIGH SCHOOL	18
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The schools programme had fewer students in 2021 than in 2019, due to changing COVID alert levels making it difficult to commit to school trips to big events. A number of schools have indicated they wish to plan a trip to the Fair 2022.

“My Art History students absolutely LOVED it and stayed way longer than the expected time they were able to leave to go home. Thank you!”
– HOD Visual Arts, Green Bay High School

School group on a tour at the 2021 Auckland Art Fair.
View of the Wet Green booth. Photo by Luke Foley-Martin



MUSEUM PARTNER

Auckland Art Fair 2021 saw the inauguration of a museum partnership with the Govett-Brewster Art Gallery / Len Lye Centre, New Zealand's foremost contemporary art museum and global home of the work and legacy of pioneering Kiwi artist Len Lye. Through this partnership and with support from Technix and other partners from Taranaki Group, the Art Fair was pleased to present Len Lye's *Big Blade* at the entrance, free for all to experience and enjoy.

Big Blade is one of Lye's formative kinetic sculptures, inspired by the artist's ability to shake materials like steel and find the natural modes of vibration. Conceived in 1959 and constructed in 1997, we were proud to show this work at the 2021 Art Fair - the first time in more than 10 years that a major kinetic work by Len Lye has been seen in Auckland.

Top: Len Lye, *Big Blade*, courtesy of Govett-Brewster Art Gallery / Len Lye Centre. Photo by Luke Foley-Martin. Bottom: Len Lye, *Big Blade*, courtesy of Govett-Brewster Art Gallery / Len Lye Centre. Photo by Bryan James



PROJECTS 2021: *PRESENT TENSE*

Building upon the spirit of the artist exchange, Auckland Art Fair's 2021 Projects *Present Tense*, curated by Micheal Do, drew together six early-career New Zealand artists in a series of commissioned, unfolding interventions that continued the Fair's initiatives to encourage contemplation and debate. As an alternative model to the commercial exchange of the Art Fair, each artist created endless copies of an object that was given away and/or traded with audiences in contexts that reinforce personal and communal bonds over the individualising effects of the cash-based exchange.

Burning with the realities of the global pandemic, each artist's work was suffused with a will to repair and rebind the fissures, incoherence and disconnection of our time—directly responding to the present through activations guided by feeling, human

connection and the personal. From soap to abandoned birds' nests, ceramic totems, postcards, scented blotters and sand, each artist transmuted seemingly everyday objects that are a part of our recognisable reality into a poetic meditation on today's issues—offering audiences a different type of transaction that takes place outside of the usual business of art collecting.

Works by Casey Carsel, Tanya Martusheff, Lucy Meyle, and Becky Richards were presented at the Fair, while *WHOEVER.* by Elisabeth Pointon was exhibited at Tiffany & Co. Britomart, and *One* by Ashleigh Taupaki was shown at Yu Mei in Newmarket.

The 2021 Projects were generously supported by commissioning partners Creative New Zealand, Tiffany & Co., Yu Mei and the Chartwell Trust.

Tanya Martusheff, *of a dilemma*, 2021. Installation view at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin



Casey Carsel, *knobl-soup!*, 2020. Installation view at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin



Elisabeth Pointon, *SOMETHING BIG.*, 2021. Installation view at Tiffany & Co. for the 2021 Auckland Art Fair. Photo by Luke Foley-Martin



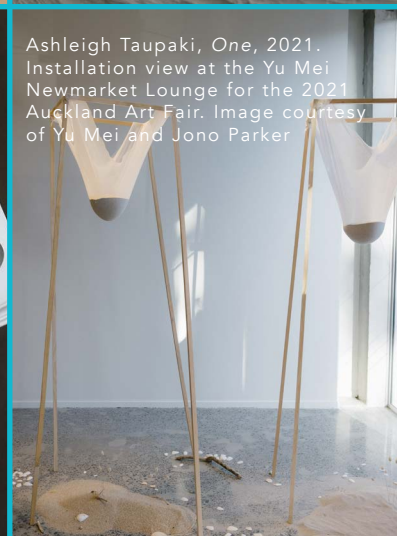
Becky Richards, *An Egg, A Seed, A Stone*, 2020-2021. Installation view at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin



Lucy Meyle, *Local Branch*, 2021. Installation view at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin



Ashleigh Taupaki, *One*, 2021. Installation view at the Yu Mei Newmarket Lounge for the 2021 Auckland Art Fair. Image courtesy of Yu Mei and Jono Parker



NGĀTAHI CHANCE ENCOUNTERS | GUIDED TOURS OF THE FAIR

Each year the Art Fair offers one stand on the ground floor of the Fair to Ngātahi, a collaboration of Auckland arts organisations Artspace Aotearoa, Gus Fisher Gallery, Objectspace, ST PAUL St Gallery, Te Tuhi and Te Uru – to use as they would like. The galleries welcome this opportunity to meet with Art Fair visitors who may not regularly engage with the public galleries of Tāmaki Makaurau Auckland and to build new networks of visitors and supporters.

In 2021 Ngātahi designed a stand to “welcome visitors into an unfolding framework of collective ingenuity that foregrounds books as a source of artistic inspiration. Working with leading Aotearoa New Zealand-based artist Judy Millar, we are proud to introduce the Judy Millar Book Collection, featuring books suggested by artists and creatives from around the globe.”

Rendered as a space of critical dialogue and collaboration, the booth reflected the influences that fuel creativity and celebrated the moments of chance encounters with others whose ideas may ultimately shape our own.

Visitors to the booth were invited to browse the *Judy Millar Book Collection* for reading, purchase and enjoyment, and share a chat with a curator over a board game and a coffee. The space was designed by Sajeev Ruthra to allow for scheduled and unscheduled group activities and discussions to take place. “Maybe you’ll meet a person, or a book, or a book recommended by a person, by chance. All welcome.”

Alongside this presentation, curators from Ngātahi organisations ran a series of public tours of the Fair, each with a guest creative revealed on the day. Around 70 people attended these tours.



Ngātahi Chance Encounters booth at the 2021 Auckland Art Fair.
Photo by Luke Foley-Martin

TALKS PROGRAMME

Following the success of the inaugural Talks Programme in 2019, this year *A Base of People* saw three panel discussions designed to stimulate public debate take place at the Art Fair.

Considering the unique position of Aotearoa as a place for contemporary art production exhibition and collection, local and international artists, writers and cultural actors discussed thought-provoking questions, each drawing from their personal knowledge and lived experience rather than putting forward a theoretical approach.

A Base of People was curated by Remco de Blaaij (director of Artspace Aotearoa) on behalf of Ngātahi (a collaboration between Auckland arts organisations Artspace Aotearoa, Gus Fisher Gallery, Objectspace, ST PAUL St Gallery, Te Tuhi and Te Uru) and supported by Creative New Zealand.

The talks were titled:

Parallel Worlds, a new imagination on internationality

How and When?

Collecting anew

Speakers included:

Ioana Gordon-Smith, Tim Melville, Ema Tavola, Kimberley Moulton, Remco de Blaaij, Cameron Ah Loo-Matamua, Ngahiraka Mason, Nigel Borell, Ashleigh Taupaki, Hannah Chiaroni-Clarke, Nikau Hindin, Jennie Hu and Nomadic Art Gallery

Attendance at the talks was free with admission to the Fair and capacity audiences of around 60 people attended each talk.

The talks were recorded and videos of each panel discussion are now available on the Art Fair website and sound recordings on the Artspace Aotearoa website.

For more information on *A Base of People* and to watch the videos please [click here](#).

In addition to the Talks Programme, 20 artists / curators gave talks on the individual gallery stands during the week.



The panel for *How and When?* part of the 2021 Talks Programme at the Auckland Art Fair. Photo by Luke Foley-Martin

CURATORIAL WORKSHOP

For the first time, the Art Fair offered a three-day curatorial workshop for early-career curators / artists. Convened by Christina Barton (director Adam Art Gallery Te Pataka Toi), Micheal Do (curator Contemporary Visual Art, Sydney Opera House and Projects 2021) and Chloe Geoghegan, (curator at Te Uru Waitākere Contemporary Gallery) the workshop was designed to take full advantage of the confluence of people and plethora of events that take place in and around the Art Fair.

Twelve participants were selected from 50 applications and included aspiring writers, early-career art professionals, postgraduate students, and young artists from as far afield as Dunedin, Christchurch and Wellington. The workshop programme was devised for them to meet gallerists, curators, and artists; visit the Fair and other exhibitions and spaces in central Auckland; debate key issues; and seek answers about how to navigate the art system.

The workshop was free to participate in and made possible through generous support from Victoria University of Wellington, Te Herenga Waka and Creative New Zealand Toi Aotearoa.



Curatorial Workshop participants at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin

"The best thing about the workshop was its structure, including its structured unstructuredness. The workshop acted as a great framework to position participants in a really generative setting—in the Fair, with each other—from which we could then forge our own relationships and ideas."

- Workshop participant



Squiggla Making Space at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin

CREATIVE WORKSHOPS

SQUIGGLA MAKING SPACE

The 2021 Fair built on the previous successes of drop-in workshops for families, by partnering with Squiggla – a programme for all ages which focuses on the playful use of dots, lines and squiggles, encouraging everyone, however old or young, to connect with creative visual thinking.

The Squiggla Making Space on the mezzanine floor, invited the old and the young, and everyone in between, to play, be curious and to exercise their creative thinking skills through the power of joyful mark-making.

Squiggla is a creative thinking programme that exercises the creative mind through mark-making. Designed as a non-judgemental activity for people of all ages, Squiggla uses the power of direct, free-flowing mark-making. It is a tool that recognises creative thinking is important for everyone. Squiggla has been developed by the Chartwell Trust and supported by Te Rito Toi and the Centre for Arts and Social Transformation.

"On behalf of the Chartwell and Squiggla teams, we want to say thank you for the delivery of the Art Fair this year. It was a fantastic public launch for Squiggla and we had so many families, adults – older and younger – and children of all ages, including school groups, engaging with Squiggla to access their creative minds."
- Sue Gardiner, Chartwell Trust



BOOKSHOP

The Auckland Art Fair bookshop was again organised and managed by independent curator and writer, Victoria McAdam, offering visitors the opportunity to browse and purchase a selection of outstanding art books.

Alongside new publishing from New Zealand's leading galleries, university presses, design studios, artists, and independent publishers, the 2021 bookshop featured a selection of photo-books from the personal library of John B. Turner, a key figure in the history of photography in New Zealand.

The 2021 bookshop stocked titles from Govett-Brewster Art Gallery / Len Lye Centre, Adam Art Gallery Te Pātaka Toi, Artspace Aotearoa, Te Tuhi, Te Uru, ST PAUL St Publishing, Remote Photobooks, Index, Clouds Publishing, Bad News Books, Rim Books, Pātaka, and more, alongside a curated selection of titles from Verso—the largest independent, radical publishing house in the English-speaking world.

282 titles featured

685 books offered on the stand

254 books sold with a total retail value of over \$9,000

Bookshop at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin



MY ART

"After the necessary cancellation of the Auckland Art Fair 2020, it was a delight to take part in this year's Art Fair and find ourselves, once again, back in the company of artists, gallerists and collectors from across the country. We were grateful for the decision to provide My ART with a centrally located, open-facing booth this year. This position ensured that we saw an increase of foot-traffic and the opportunity to reach new clients and art supporters.

We were particularly thrilled to be able to commission an artist to work with us on our booth this year. Architect and artist Michael McCabe designed a booth concept for My ART that proved popular with the Art Fair audience, and our staff fielded a range of questions about the design objects, furniture and art works that we displayed. For us, this was a successful formula, being able to support an artist to develop a creative idea that helped communicate the pleasure and creativity inherent in the practice of collecting artworks and design objects.

We look forward to strengthening our partnership with the Auckland Art Fair and anticipate another exciting array of exhibitions, initiatives, and events at Auckland Art Fair 2022."

- Sonja and Glenn Hawkins, founders of My ART

My ART booth at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin



ADVERTISING

An extensive advertising campaign ran nationally with a rate card value of \$290,000.

This included social media, press, magazine, e-newsletters, digital, billboards and radio.

WEBSITE

From 30 October 2020 to 8 March 2021, artfair.co.nz attracted 66,574 users and over 91,033 sessions, generating 438,472 page views.

ENEWSLETTERS

The email newsletter campaign to VIP's and visitors saw over 360,000 emails sent and achieved average open rates of 54.3% (VIPs) and 33.4% (visitors), with 7,203 unique opens by VIPs and 115,922 unique opens by visitors.

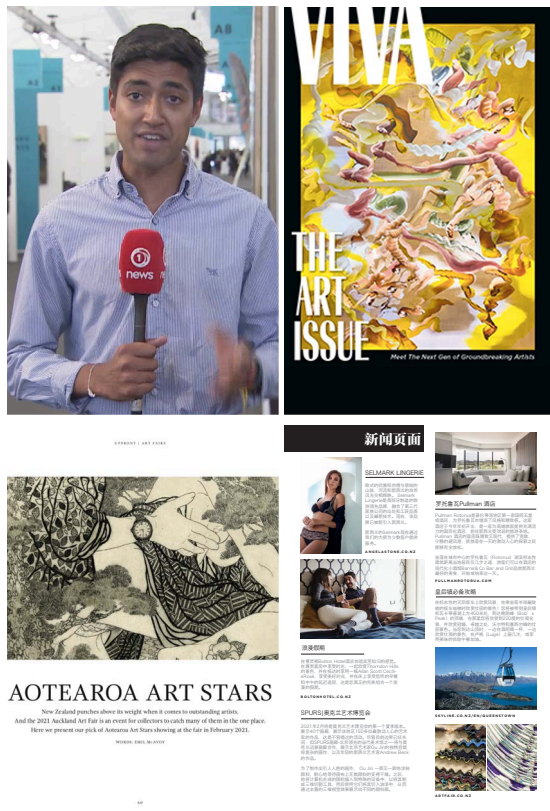
SOCIAL MEDIA

Paid activity on Facebook, Instagram, Twitter, YouTube and LinkedIn generated 3,942,422 impressions.

DIGITAL

Web Antler ran a digital marketing campaign, and in addition to the paid activity on social media created 8,787,402 impressions online.

PUBLIC RELATIONS



Auckland Art Fair ran an integrated PR campaign with Someday Studios appointed to assist with short-lead media coverage of the Fair. The campaign was designed to build awareness of the event as an interesting annual art destination, and to profile the Art Fair as a place to both see and buy art. Promotion of galleries and artists at the Fair was used to engage interest in attending the Fair. A particular aim was to attract new audiences and specifically new buyers for art.

THE PR CAMPAIGN SECURED:

Print media: **36 articles/mentions**

Online media: **61 articles/mentions**

Radio: **4 interviews**

Instagram: **17* mentions**

TV: **2 interviews**

EDMs: **7 mentions**

*Only includes accounts with more than 4,000 followers

THE TOTAL REACH ACROSS BROADCAST, PRINT AND ONLINE WAS 17,220,000.

PR HIGHLIGHTS INCLUDED:

- **Viva Arts** issue Wednesday 24 February.
- Article on a co-director's home in **NZ House & Garden**, which was also featured on the **Stuff** homepage and garnered over 16,000 page views.
- Partnership with **Here** magazine.
- Partnership with **Index / ART Paper** (including the launch of the first **ART Paper** at the Fair).
- Live coverage of the Fair on **ONE News** and **Radio NZ** online.

DUE TO THE CLOSED BORDERS NO INTERNATIONAL PR COVERAGE WAS PURSUED, HOWEVER:

- **Art Collector** ran a five-page spread on *Aotearoa Art Stars*.
- **Cook Islands News** journalist wrote an article on the exhibiting Bergman Gallery artists.
- **Ocula** ran a feature on "What's On in Auckland during the Fair" in advance of the Fair.
- **Art Asia Pacific** made mention of the Fair in their online magazine.
- Brazilian newspaper **Folha de S.Paulo** included Auckland Art Fair in an online article about events around the world.

WASTE AT THE FAIR

Auckland Art Fair partnered with Clean Event to divert 92% of the waste generated at the Fair from the landfill. This was an increase from 88% at the 2019 Fair. The bins were sorted daily by Clean Event staff to ensure everything had been placed in the correct bin.

The table shows the amount of waste in kgs and where it ended up as a result of the sorting.

WASTE STREAM	WEIGHT (KG)	END DESTINATION
Waste	131	CID
Recycling	329	Visy
Organics	395	Envirofert
Cardboard	160	Visy
Glass	578	OI

PARTNERS

Auckland Art Fair was very pleased to be working with both existing and new partners to make the 2021 edition of the Fair possible.

The continued support from lead partners **ANZ Private** and **Auckland Unlimited** for the 2021 Fair was essential for the ongoing viability of the event over the last 12 months and the Art Fair is extremely grateful for their generosity and faith.

Jasmax once again was the Design Partner for the Fair, and **Samsung** the technology partner. **Creative New Zealand** supported three of the non-profit activities at the Fair, namely the Projects, the Talks Programme and the Curatorial Workshop. **Chartwell Trust** again supported a Projects commission. Ongoing partners making contributions significant to the success of the Fair included **Blink**, **Britomart**, **Connells Bay Sculpture Park**, **Friends of Friends Design**, **Latch**, **My Art** and **Snow Pea Studios**.

In addition the Fair was very pleased to be working with a number of new partners for the 2021 edition including **Dulux**, **Govett-Brewster Art Gallery / Len Lye Centre**, **Asia New Zealand Foundation Te Whaitu Tuhono**,

Tiffany & Co., **Yu Mei**, **Squiggla** and **Skinnies**, and new food and beverage partners included **Almighty**, **Atomic Coffee Roasters**, **Duck Island Ice Cream**, **Hallertau**, **Champagne Perrier-Jouët**, **Scapegrace**, **Seresin Estate Wines**, **The Oyster Inn** and **kingi**.

VIP hotel partners for 2021 were **The Hotel Britomart**, **QT Auckland** and **Hotel Grand Windsor**.

The Fair is also very grateful to the commissioning partners for the 2021 Projects, **Creative New Zealand**, **Chartwell Trust**, **Tiffany & Co.** and **Yu Mei**.

Media partners included local and international art magazines and online platforms.

LEAD PARTNERS



DESIGN AND TECHNOLOGY PARTNERS



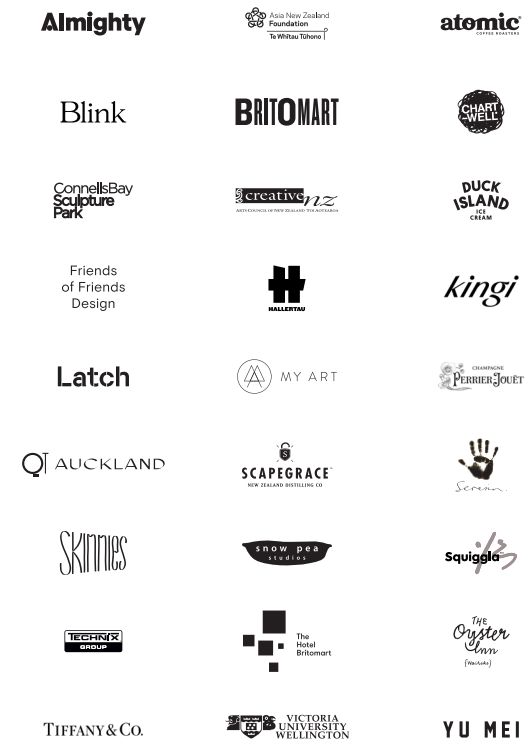
MUSEUM PARTNER



MEDIA PARTNERS



PARTNERS



WHAT PEOPLE SAID:

VISITOR

"I've been every year. This year was the best - simple easy to find layout of booths, larger display areas, clear signage and of course wonderful art."

"I think it was the best Fair for a few years and nice to see so many up and coming galleries with stellar presentations"

"It was very interactive and of great value in being able to discuss current art with the gallery people"

"I go every year"

"great vibe, fun, stimulating"

"A big congratulations for a very enjoyable Art Fair in Auckland. It was engaging on every level and I left with renewed respect for not only the creativity of the artists but also for the gallerists who work so hard to promote them."



Yuki Kihara giving a talk at the Milford Galleries booth at Auckland Art Fair 2021. Photo by Luke Foley-Martin



Shane Cotton giving a talk at the McCahon House booth at Auckland Art Fair 2021. Photo by Luke Foley-Martin



VIP

"I felt that the balance between truly engaged critical contemporary art events that had a dialogue pertinent to arts professionals and appeal for a more general broadly engaged arts public was reached better through this year's iteration. I personally got a lot out of the artist projects, inclusion of artist-led spaces, talks programme and our participation in the Ngātahi booth. At Gus Fisher Gallery we saw an increase in visitation from general arts fair visitors and arts professionals based outside of Auckland during the art fair. There also felt like a real buzz at the art fair this year and a genuine excitement around it going ahead. Perhaps an off-shoot of Covid, but also perhaps the result of a finely balanced mix of programming too and the commitment of the Director's. Thank you!"

"A great experience and mainly enjoyed the artist talks, and meeting the gallery owners and curators"

EXHIBITOR

"Thank you very much for going ahead during trying times. It was not a time for being risk averse - everyone had a lot on the line - AAF fronted up and backed galleries, artists and the New Zealand art world at a critical moment."

- Gallery owner (non-Auckland)

"On the first day, which was the VIP day, visitors arrived and started buying immediately. For the first half of the day everyone we spoke to was from out of Auckland, which was hugely encouraging for the event and especially in the current COVID climate."

- Gallery owner (Auckland)

"It is a great regional art fair that caters for the Australasian market. It was unfortunate our Australian colleagues and clients couldn't come this year, but the success of this fair illustrates how vital the local New Zealand clientele are to the success of the venture"

- Fox Jensen McCrory

Top: Starkwhite booth at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin
Middle: STATION booth at the 2021 Auckland Art Fair. Photo by Luke Foley-Martin
Bottom: 2021 Auckland Art Fair. Photo by Luke Foley-Martin

THANK YOU FOR BEING PART OF THE 2021 AUCKLAND ART FAIR

2021 Auckland Art Fair. Photo by Luke Foley-Martin

