

Aotearoa Art Fair

30 April - 3 May 2026
Viaduct Events Centre

GALLERY
EXHIBITING INFORMATION



NEW ZEALAND'S PREMIER ART FAIR 30 APRIL - 3 MAY 2026



The Aotearoa Art Fair is New Zealand's leading contemporary art fair, celebrating the finest contemporary artworks from across the Pacific Rim including New Zealand, Australia, Southeast Asia, and the Pacific Islands.

Held at the stunning waterfront Viaduct Events Centre, the Fair features over 50 galleries and is a major highlight of the cultural calendar. The Fair provides a critical platform to exhibit vibrant, ambitious and cutting-edge art from emerging and established artists.

Since 2023 the Fair has been under ownership of two leaders in the international Art Fair industry, Tim Etchells and Sandy Angus. Renowned for their global ventures such as Sydney Contemporary, Art SG, and Art Central Hong Kong, together they pull together decades' worth of expertise, and an extensive global network of contacts and assets.

50+ galleries
11,000+ visitors over 4 days
NZ \$7.5M in artwork sales

[ARTFAIR.CO.NZ/APPLY](https://artfair.co.nz/apply)





KEY FACTS AND FIGURES

- 50+ leading galleries across four sectors, galleries, paper, young and object
- 11,000 visitors, a record number in the event's 20-year history, and an increase of 37% from 2024 and 79% from 2023.
- NZ 7.5+ million in combined art sales achieved at the 2025 Fair, with follow on sales continuing. An increase of 114% from 2024
- The 2025 Fair attracted a wave of new collectors and art lovers, with 47.2% attending for the first time. Among those who made purchases, 46% had never previously bought from the participating galleries.
- 3429 collectors and VIPs in attendance at the VIP Preview
- While the majority of visitors came from Auckland (84%), the Fair attracts a growing number of visitors (12.4%) from regions outside of Auckland including from overseas.
- 40+ onsite public events including panel discussions, live performances, and artist talks.
- Nine regional events and three Auckland event before the Fair to encourage VIP collectors around Aotearoa, New Zealand to visit the Fair
- New programs were introduced for 2025, including Lotus House Party, Horizons presented by Chapman Tripp and the inaugural Aotearoa Art Fair Sculpture Trail presented by Viaduct Harbour.
- 92% of galleries who attended the Fair said they were very satisfied with 93% saying they were likely to return in 2026

[WATCH HIGHLIGHTS VIDEO](#)

OUR HOST CITY TĀMAKI MAKĀURAU AUCKLAND

Auckland is a cultural hub and New Zealand's most populated city with 1.6M residents across diverse ethnicities, creating a city which fosters creative expression and visibility.

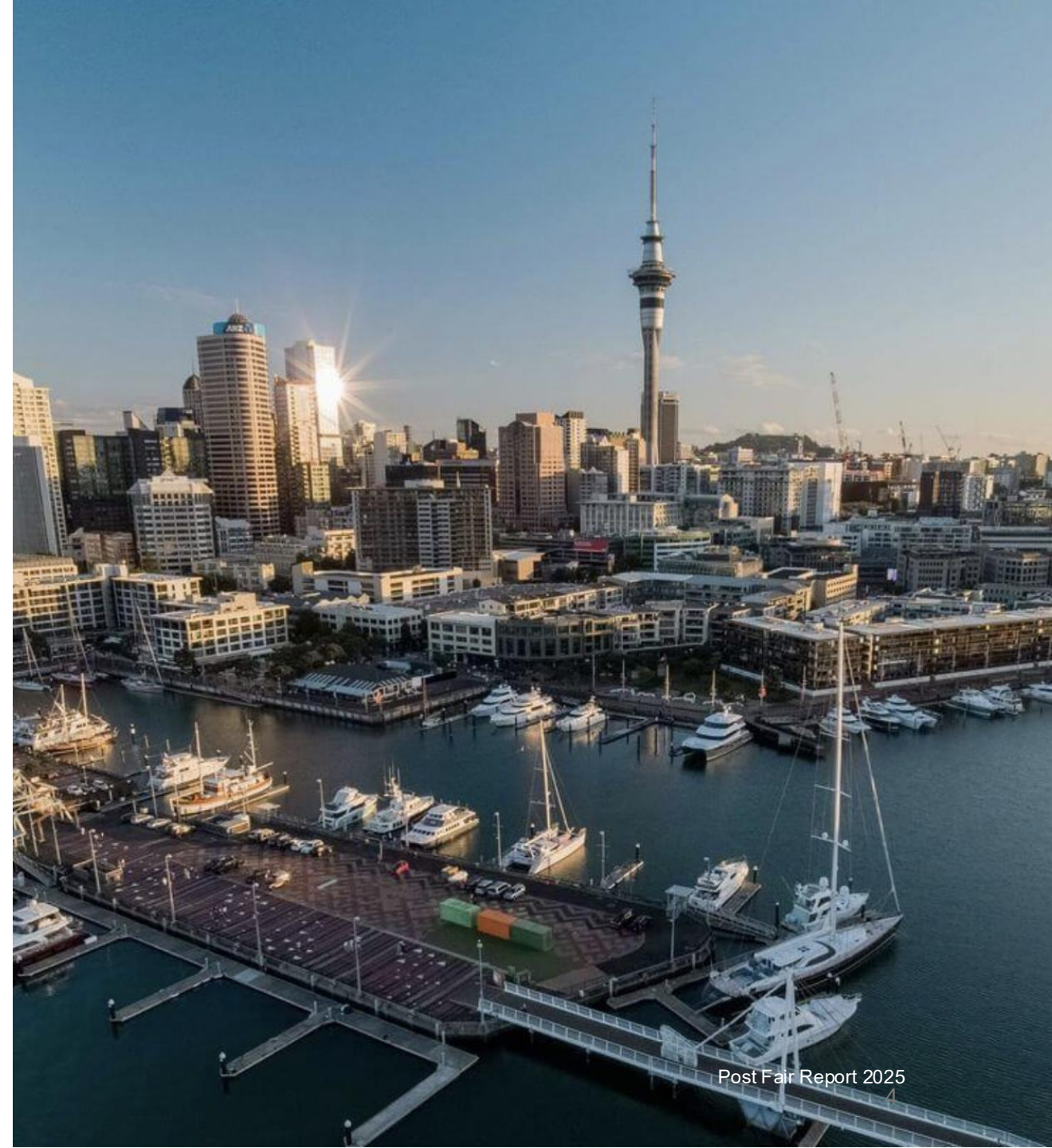
Auckland is at the heart of a thriving art scene and sophisticated collector base and is considered the financial and economic centre of Aotearoa, New Zealand with many of the major national and international businesses are headquartered there.

New Zealand has a reputation as a dynamic cultural destination with an international reputation for creating great artists who have represented NZ on the global stage. It is home to significant public institutions, leading commercial galleries and internationally renowned artists. This reputation has seen the Fair become a popular destination for international visitors.

Ngāti Whātua Ōrākei are the tangata whenua of Te Kahu Tōpuni o Tuperiri, central Tāmaki Makaurau, Auckland and the Aotearoa Art Fair is privileged to work with Ngāti Whātua Ōrākei who host a Pōwhiri, a Māori blessing, to open the Fair and a Karakia (blessing) of the sculptures.

“The Aotearoa Art Fair is a key part of the autumn events calendar for the region and the resulting increase in visitation brings economic benefits to the region's hospitality, retail and service sectors. Events like this play an important role in amplifying our unique and diverse culture with its commitment to the storytelling of Māori and Pacific artists, strengthening the region's reputation as a world-class arts hub.”

- Annie Dundas, Tātaki Auckland Unlimited, Director Destination





“This year’s Aotearoa Art Fair offered one of the most engaging and connected atmospheres I’ve experienced at international art fairs. We enjoyed meaningful exchanges with new collectors, strong sales, and incredibly positive feedback. The calibre of presentations and the Viaduct sculpture trail added real depth, reaffirming the strength of a community committed to a thriving visual arts scene in Aotearoa — the result of a collaborative effort between galleries, artists, and the Fair team.”

Anna Jackson, Director Gow Langsford



AUDIENCE

Through strategic Marketing, PR and VIP acquisition campaigns, the Aotearoa Art Fair delivers a strong and affluent audience comprising collectors, VIPs, museum directors and curators, art advisors as well as UHNWIs and HNWIs.

VISITOR PROFILE

Art collectors and serious art enthusiast, sophisticated, forward thinking cultural explorers

Australasia's HNW, museum and art curators

66:24 female to male ratio, 10% gender diverse

Google ad visitation and website traffic indicates a strong female audience presence, especially within the 25–54 age range.

84% visitation from Auckland, 12% visitation from ex-Auckland, 4% visitation from overseas.

"The Aotearoa Art Fair has all the right elements that one looks for in a high-end art fair. The Viaduct Events Centre is a great location, the fair has the perfect number and curation of invited galleries, and it is held at a good time of the year - it's the goldilocks of fairs across the south."

- Sally Dan-Cuthbert, Gallery Sally Dan-Cuthbert



“2025 was clearly the most successful fair yet. A truly world class event. We were amazed at the number of collectors who’d travelled from within NZ and also the huge numbers from Australia. They were all having a ball too, and not just at the fair, but broadly within Auckland. Events like this are a wonderful reflection of the cultural depth and importance of Auckland and bring a huge amount of positivity. And crudely, the fairs are about sales and, they were very strong across the board. Can’t wait until 2026!”

Dominic Feuchs, Director, STARKWHITE





FAIR SECTORS

GALLERY

The main Gallery sector features solo and group exhibitions with a curated selection of works by both established and emerging artists, offering a diverse range of contemporary art by some of the most exciting names in contemporary art.

YOUNG

The Young sector supports emerging galleries and artist-run spaces. The Fair invites galleries to apply that have been operating for less than five years or are artist-led, providing a platform for fresh talent and new ideas in the art world.

PAPER

The Paper sector highlights contemporary works on paper, including drawings, watercolours, prints, artist books, and editions. This sector offers a diverse range of works, from traditional techniques to innovative approaches, showcasing the richness of the medium.

OBJECT

The Object sector brings together leading contemporary galleries at the forefront of object-based practice. Representing Aotearoa and international artists working across the expanded fields of craft, design and contemporary art, this space celebrates how we design and adorn domestic spaces as an act of self-expression.

FAIR PROGRAMME

Over 100 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; guided tours; educational workshops, artist talks, live performances; and an extensive VIP Programme. The Fair works closely with Auckland Council and commercial precincts to activate the city with art throughout the month of the Fair.

LET'S TALK ART

A visitor favourite, the 'Let's Talk Art' talks programme presented by Aon brings together artists, designers, collectors, and thought leaders across a range of engaging talks over three days.

INSTALLATIONS

Powerful and thought-provoking installations and sculptures are displayed throughout the Viaduct Events Centre by some of Aotearoa New Zealand's most celebrated artists including large scale sculptures, digital art works and interactive installations and performances.

THE AOTEAORA ART FAIR SCULPTURE TRAIL, PRESENTED BY VIADUCT HARBOUR

The inaugural sculpture trail opened in the Viaduct Harbour in 2025, featuring a lineup of extraordinary artists showcasing large scale sculptures. The trail provided visitors to Viaduct Harbour with the opportunity to experience art and resulted in an increase in visitation to the Fair and a 177% increase in foot traffic around Viaduct Harbour. It also provided galleries and artists with a significant platform to showcase and sell their work.

OPENING NIGHT

The Aotearoa Fair's opening night is the highly anticipated art event on Aotearoa's cultural calendar – an all-encompassing experience of art, live performance, music and food.





VIP AUDIENCE AND STRATEGY

Through a targeted VIP acquisition strategy, the Fair attracts a highly affluent and influential audience, including collectors, art institution directors, curators, art advisors, and high-net-worth individuals.

VIP ACQUISITION

Our dedicated VIP Relations team excels in engaging both new and established collectors on a local, national and international scale. To build anticipation and encourage attendance, we host high-profile pre-Fair events in key cities around Aotearoa New Zealand such as Wellington, Christchurch, and Auckland.

VIP PROGRAMME

The exclusive and well-received VIP programme presents collectors with a vibrant week of events. The VIP Programme aims to provide an 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. The programme provides galleries with an opportunity to showcase their artists and galleries alongside the Fair.

INTERNATIONAL VIPS

The Aotearoa Art Fair works on strategic partnerships with international ambassadors to bring bespoke groups of collectors from across Australasia, each with a tailored itinerary highlighting the Fair's participating galleries.

VIP PROGRAMME

The VIP Programme is designed to offer unparalleled exposure and networking opportunities for exhibiting galleries and their artists. We invite you to participate and benefit from the extensive visibility and engagement our programme provides.

The 2025 VIP Programme comprised of 46 exclusive events, including artist studio visits, dealer gallery tours, and private and corporate collection tours. The Programme provides collectors access to artists, gallerists, fellow collectors, and cultural institutions, as well as an experience of the dynamic arts scene of Tāmaki Makaurau Auckland.

VISITOR IMPACT

30% of VIPs travelled from regions outside Auckland.
85% of VIPs cited the Fair as the primary reason for their visit to Auckland.
95% of VIPs expressed a strong likelihood of returning to the Fair in 2026.





“I have been attending art fairs in Auckland and Australia for the last couple of decades but the Aotearoa Art Fair 2025 achieved new heights - visitor numbers and the frequency of sales, seemingly from all dealers throughout the Fair, were extremely high. The enthusiasm was palpable - collectors were excited finding their next acquisition, certainly opposing the macro economic news of a dip! “

James Blackie, James Blackie Gallery

MARKETING

The extensive marketing campaign for the Aotearoa Art Fair encompassed various channels, including outdoor advertising, print media, digital marketing, social media, and email marketing.

The campaign's primary objectives were to attract engaging new local, regional, and international art lovers and collectors, highlight the exceptional quality of artworks and artists to new and existing audiences, and increase overall attendance.

ESTIMATED MARKETING VALUE

\$330,000+

ESTIMATED IMPRESSIONS

12,000,000+

WEBSITE

From March 2025 until May 2025, Google Analytics recorded 62K new users, 47k sessions, and 134k page views on artfair.co.nz . This high level of engagement highlights the strong interest in the event.

ONLINE

A digital marketing campaign generated significant visibility for the event, with 1.56 million impressions across Facebook, Instagram, Google Search and Google Ads, ensuring widespread online reach.

ENEWSLETTERS

The email newsletter campaign targeting VIPs and visitors saw over 405,000 emails sent, achieving an impressive average open rate of 49%. With 321,000+ unique opens, the campaign successfully engaged a large portion of the audience, driving interest and attendance at the fair.

BUS BACK ADVERTISING

Buses in urban areas provided high visibility for the Fair's event advertising, reaching commuters and pedestrians and increasing footfall at the Fair. The buses' movement ensured a broad reach, targeting diverse audiences.

DIGITAL BILLBOARDS

Digital billboard ads were strategically placed in high-traffic areas and major roads, capturing the attention of motorists, pedestrians, and commuters. This created widespread awareness for the Fair.

STREET POSTERS

A large street poster site on a busy commuter street drew attention and generated curiosity about the Fair. The creative featured artwork by participating artists.

PUBLIC RELATIONS

Aotearoa Art Fair ran an integrated PR campaign with Someday Studios appointed to assist with media coverage of the Fair.

Over the course of this four-month project, Someday Studios secured widespread media coverage across broadcast, print, and digital platforms, significantly amplifying the reach and visibility of this year's Aotearoa Art Fair. In total, 65 media placements were achieved, spanning multiple formats and audiences, including 5 broadcast, 13 print, and 46 digital.

MEDIA PLACEMENTS ACHIEVED

65

TOTAL AUDIENCE REACH

25,000,000+



Fri, 25 Apr 2025

Share

0 Comments / 0 New

Home / The Life / Briar Williams

'An energy and buzz' for Aotearoa Art Fair's opening



Artist Lisa Reihana's floating octopus in the Viaduct Harbour ahead of the official opening of the Sculpture Trail, part of Aotearoa Art Fair. (Image: NZME)

In the first week of May, 45 galleries from New Zealand and abroad will collectively exhibit at the Viaduct Events Centre during the Aotearoa Art Fair, accompanied by a schedule of talks, tours, and a sculpture trail. Satellite events taking place around the fair capitalise on the influx of interested fairgoers, all keen to look at and talk about art for a few days. Many of the attendees will have travelled from around NZ and increasingly from international locations.

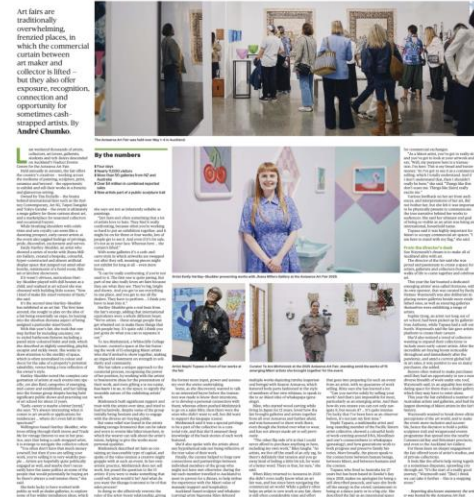


NZ Herald FC - Arts Issue
30 April
Readership: 2m



Viva ARTS ISSUE
Yona Lee Cover Story
Madeleine Crutchley
30 April
Readership: 259,000

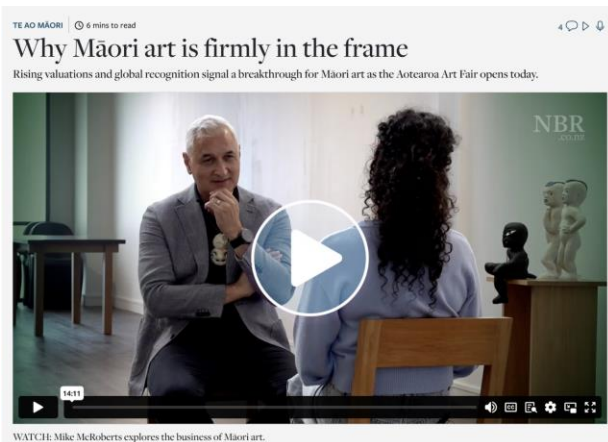
What's it like navigating a national art fair?



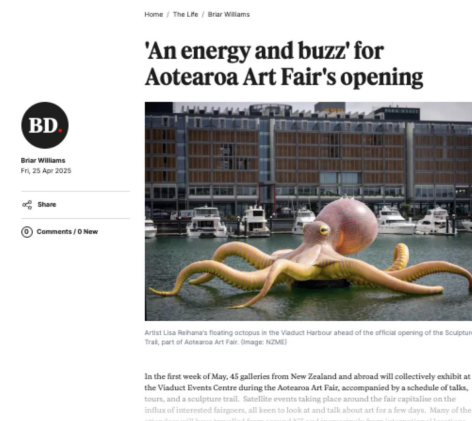
The Post Weekend
André Chumko
10 May
Reach - Print: 110,000
Online: 350,000
[LINK](#)



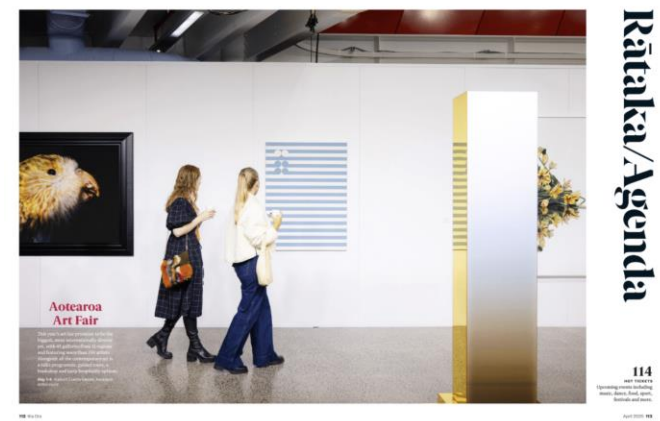
HOME Magazine
Clare Chapman
April / May Issue
Readership: 93,000



National Business Review
Mike McRoberts
1 May
Readership: 212,000
[LINK](#)



Business Desk
25 April
Readership: 1.2m
[LINK](#)



Kia Ora Magazine
Air New Zealand inflight
Virginia Larson
April Issue – Agenda
open er DPS
Readership: 451,400

GALLERIES ARE OUR PRIMARY CLIENTS

Our priority is on the quality of art galleries, and the Fair unashamedly frames a conversation around the wider Pacific Rim area, coming from the bicultural background and contemporary diversity of Aotearoa. This is underpinned by the operational standards of major international art fairs, with unique New Zealand warmth and hospitality.

The Aotearoa Art Fair recognises the investment galleries make in coming to Auckland and responds to this through a number of initiatives designed to introduce galleries and their artists to a range of institutional curators, established collectors, and new collectors.

Our attention is focused on ensuring the participating galleries have a successful fair. This includes:

- attracting a strong private and institutional collector audience
- events designed to grow gallery networks with new clients and art professionals
- provision of publicity and marketing for participating galleries and their artists, in conjunction with selected media partners,
- other local and international media, outdoor advertising and through social media and digital marketing.



GALLERY BOOTH SIZES AND PRICES

Applications for the 2026 Aotearoa Art Fair are open to galleries with a strong exhibition history, presenting at least four shows annually in their own space, project venues, or other fairs. Selection is based on curatorial strength, quality of art, prior fair participation, and local or international projects. Proposals should showcase new work, solo or curated presentations, and exemplify contemporary practice.

An independent Selection Committee will review all applications, with final decisions announced in November 2025. Artworks shown at previous art fairs will not be accepted. Joint applications are welcome but must be submitted separately with signed Terms and Conditions.

The Aotearoa Art Fair selection committee is made up of three industry experts:

Kim Paton, Director of Objectspace since 2015, Kim Paton curates across craft, design, architecture, and art. She has written and curated extensively, including *The Chair* (2023), and co-authored the forthcoming book *Hook Hand Heart Star: Warwick Freeman* (2025).

Natasha Conland, Senior Curator at Auckland Art Gallery, Natasha Conland has over 19 years' experience in contemporary art. She writes widely and co-edits *Reading Room*, with interests in public art and the historic avant-garde.

Kate Darrow, Kate Darrow is Curator at Waikato Hospital Art Trust. She has nearly 10 years' experience in public art, including roles with *Mesh Sculpture Hamilton* and *Brick Bay Sculpture Trail*, and formerly managed exhibitions at City Gallery Wellington.

Please note, booth sizes shown are an indication of the sizes available and may be subject to change once the floorplan is finalised.

GALLERY

Curated solo or group exhibitions of new and important artworks from artists by leading galleries. Booths are priced at **NZ\$755+GST** per square metre and the following booth size options are available. Custom sizes can also be discussed.

12m ² (11.52m ²)	NZ\$8,697.60 + GST
18m ²	NZ\$13,590 + GST
25m ² (25.92m ²)	NZ\$19,569.60 + GST
29m ² (29.16m ²)	NZ\$22,015.80 + GST
40m ² (40.32m ²)	NZ\$30,441.60 + GST
60m ²	NZ\$45,300 + GST

YOUNG

For young galleries, artist run initiatives or project spaces that have been operating for five years or less to show curated solo or duo artist exhibitions of new work. Booths are priced at **NZ\$655+GST** per square metre, and the following booth size options are available. Custom sizes can also be discussed.

7m ² .	NZ\$4,585+GST
9m ²	NZ\$5,895 + GST
11.52m ²	NZ\$7,545.60 + GST

PAPER

Paper showcases contemporary printmaking, works on paper, watercolours, drawings, artists' books and zines. Importantly, Paper promotes prints as collectible works of art.

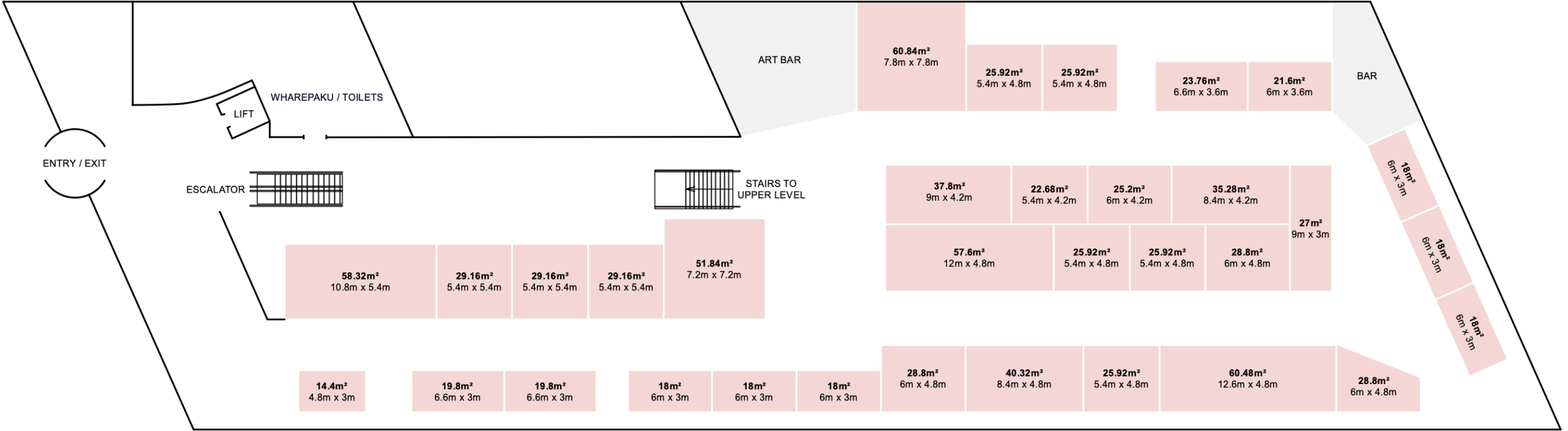
2.9m ² (2.4m x 1.2m)	NZ\$2,575 + GST
5.8m ² (2.4m x 2.4m)	NZ\$3772.80 +GST

OBJECT

Dedicated to the expanded fields of craft, design and contemporary art, this sector offers galleries and artist collectives the opportunity to show case object-based works, designed for the home. The application process for Object differs to the process for Galleries and Young. To enquire please contact sue@artfair.co.nz for the information pack.

FLOORPLAN

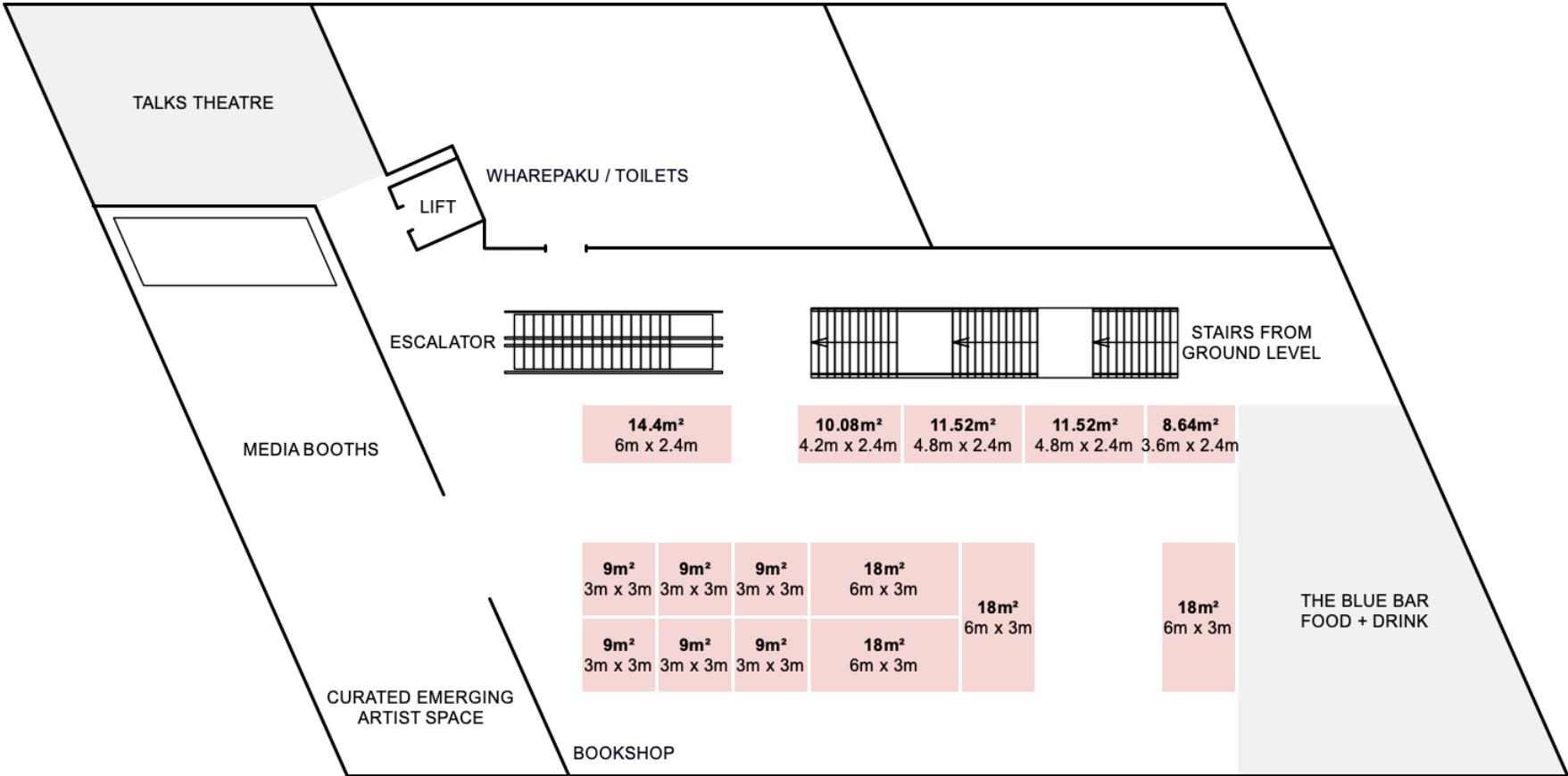
PAPATŪ GROUND LEVEL



Example floorplan. This indicates potential booth sizes. Please note: This is not the final layout.

FLOORPLAN

KŌEKE TAUTAHĪ UPPER LEVEL



Example floorplan. This indicates potential booth sizes. Please note: This is not the final layout.

GALLERY BOOTH SIZES AND PRICES

Walls are constructed of white-painted wooden panels measuring 30mm in thickness and 3m in height. Each booth will be provided with signage detailing booth number, gallery name, and city of origin. No other signage will be permitted. Floors are polished concrete or carpet depending on the section of the Fair.

A full list of optional services and facilities will be made available in the Gallery Manual, including information about accommodation, additional walls, lighting, parking, shipping, import/export processes, storage furniture, AV hire, and installation assistance.

ARTFAIR.CO.NZ/APPLY

BOOTH PACKAGE

INCLUDED

Exhibitor passes
Specified number of floodlights
Walling system
Booth signage
Daily cleaning
24-hour security
Booth signage
Inclusion in the Fair Guide
Marketing opportunities
Gallery and artist website profile
VIP Pass nominations
Ticket allocation
Exhibitor Wi-fi

NOT INCLUDED

Additional walls and lights
Power points
Car parking
Furniture for booth
Insurance
Freight
Secure artwork storage facility
Crate storage facility

IMPORTANT DATES

APPLICATION DEADLINE

31 October 2025

SELECTION

17 November 2025

ANNOUNCEMENT

14 days from acceptance

FIRST INSTALMENT (30%)

13 February 2026

SECOND INSTALMENT (35%)

20 March 2026

THIRD INSTALLMENT (35%)

HOW TO APPLY

To apply, complete the [Application Form](#) and email it to **applications@artfair.co.nz** along with a single PDF (max 10MB). Please include in the PDF

- A clear **proposal** outlining, featured artist(s), and curatorial vision.
- Gallery profile (history, past exhibitions).
- Artist details including indicative or actual images of the work you wish to present

CONTACT

For further information, please contact
Sue Waymouth, Fair Director
T +64 27229 5358
E sue@artfair.co.nz

THE TEAM

The Aotearoa Art Fair is brought to you by Art Fairs NZ Ltd and is co-owned by two leaders in the international art fair industry.



TIM ETHELLES

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

Sandy Angus is the Owner and Chairman of Angus Montgomery 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, Indian Art Fair and Art Central (Hong Kong).



Sue Waymouth
Fair Director



Jo Duncan
CEO



Lyn Moran
Finance Director



Kate Gillespie
VIP Relations Manager



Bonnie Lee
Marketing Manager



Lucy Armstrong
Fair Coordinator