

Aotearoa Art Fair

6 – 9 May 2027
Viaduct Events Centre

PRINCIPAL PARTNERS

ANZ  Private



New Zealand's Premier Art Fair
Gallery Exhibiting Information

artfair.co.nz



New Zealand's Premier Art Fair

6–9 May 2027

Viaduct Events Centre

Tāmaki Makaurau, Auckland

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, London, Berlin, the Cook Islands, and French Polynesia.

The Fair attracts over 65 exhibitors, 200+ artists from over 25 countries 12,000+ visitors and more than NZ \$10M in sales over four days. Alongside the gallery presentations, it hosts 80+ events onsite and throughout the city including, VIP events, artist talks, private gallery tours, artist studio visits, private collection viewings, retail activations and a large-scale Sculpture Trail around Viaduct Harbour.

Since 2023 the Fair has been under the 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.

[Click here to view the 2026 Fair highlights video](#)

Aotearoa
Art Fair

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WHY EXHIBIT

A direct line to Australasia's Collectors

For 21 years, the Aotearoa Art Fair has been the definitive meeting point for contemporary art in Aotearoa – where the country's most serious collectors, curators and institutions come to discover and buy.

65+

Leading galleries at the 2026 Fair
across 6 sectors

12,959

Visitors, a record number in it's 21-
year history

NZ \$10M

in art sales at the 2026 Fair

3,844

Collectors and VIPs over four days

20%

of VIPs travelling from outside of
Auckland



OUR HOST CITY

Tāmaki Makaurau, Auckland

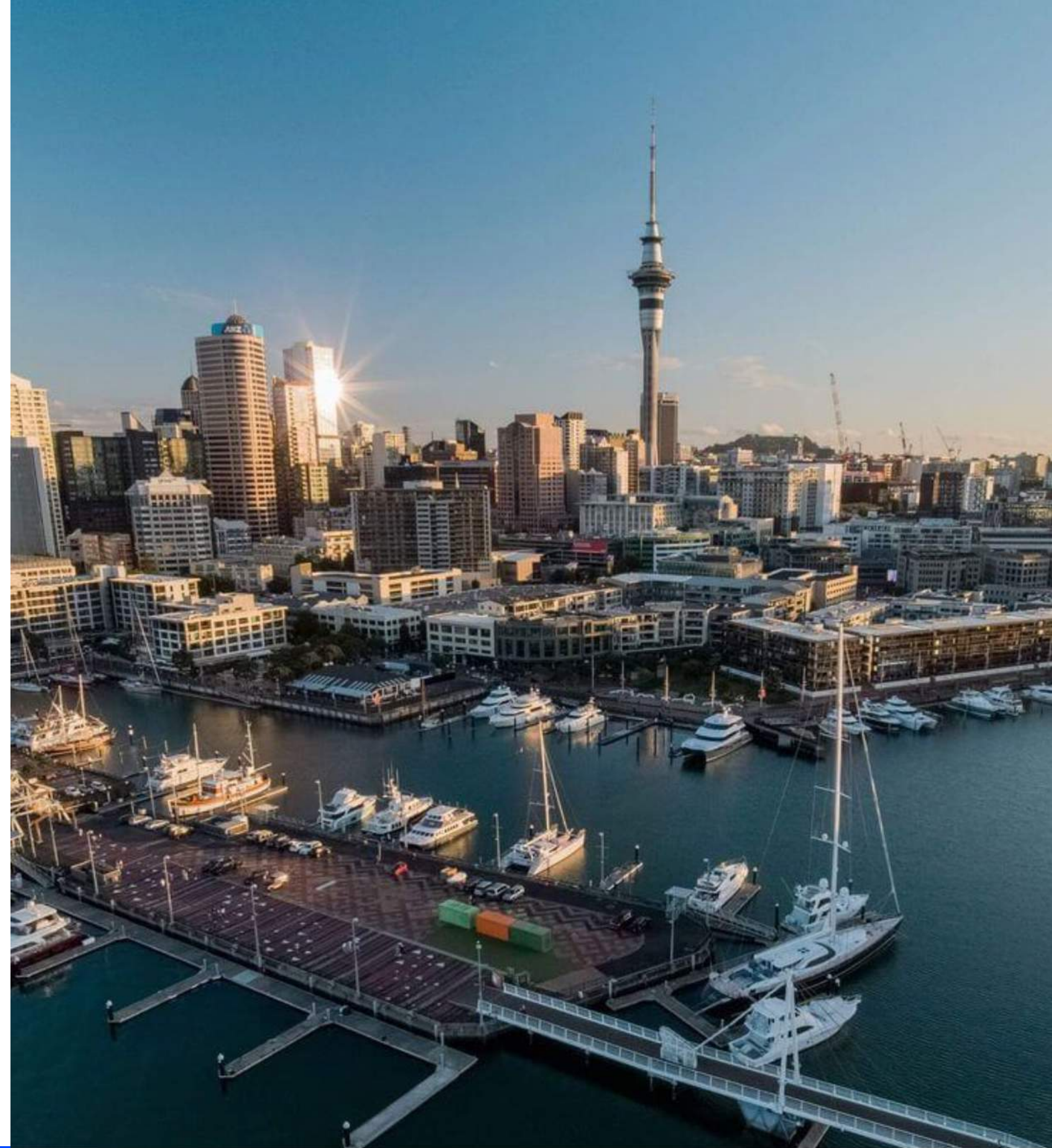
New Zealand's largest and most diverse city with 1.82 million residents drawn from cultures across the globe – and the country's financial and economic centre.

That mix fuels a thriving art scene and a sophisticated, active collector base. New Zealand's international reputation for producing exceptional artists has made the Fair a sought-after destination for visitors from around the world.

In partnership with Ngāti Whātua Ōrākei – manu whenua of Tāmaki Makaurau, central Auckland, who open the Fair with a pōwhiri (welcoming ceremony) and bless the Sculpture Trail with a karakia.

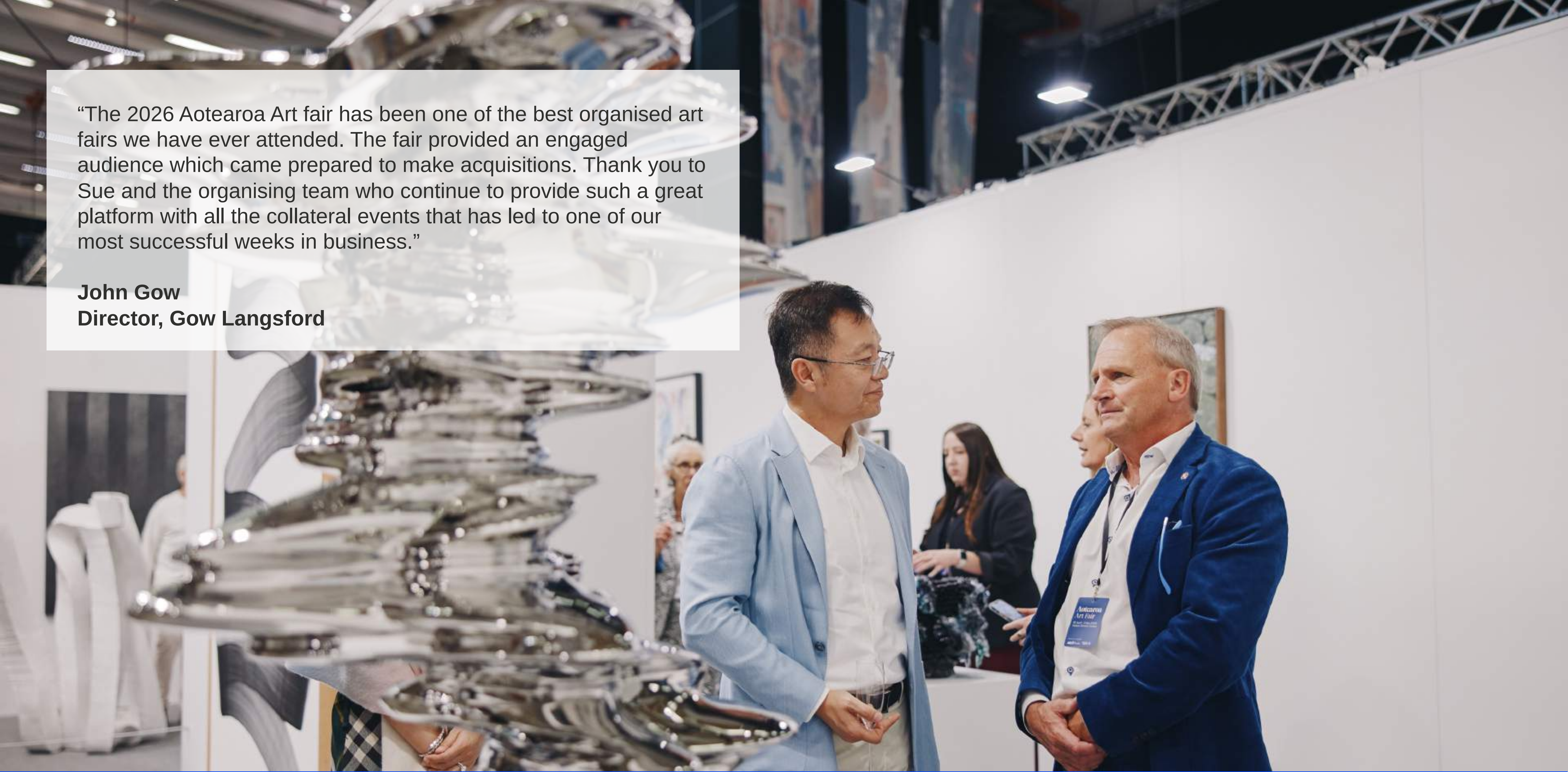
“This year’s Aotearoa Art Fair was exceptional. The event grows in stature each year with Sue and her team continuing to add more and more creative elements that link other venues, retail and hospitality across Auckland making this a truly magnificent event for our city.”

- Annie Dundas, Director Destination Tātaki Auckland Unlimited



“The 2026 Aotearoa Art fair has been one of the best organised art fairs we have ever attended. The fair provided an engaged audience which came prepared to make acquisitions. Thank you to Sue and the organising team who continue to provide such a great platform with all the collateral events that has led to one of our most successful weeks in business.”

John Gow
Director, Gow Langsford



What makes Aotearoa Art Fair unique

The gateway to NZ collectors

The only fair of its scale offering direct access to New Zealand's institutional and a dedicated private collector base.

Māori and Pacific Culture

The cultural heritage of New Zealand is at the forefront of this fair, alongside international contemporary art.

The Location

The stunning waterfront location combined with a selection of high- quality restaurants draws visitors to the fair

Backed by global fair leaders

Owned by Tim Etchells & Sandy Angus – Sydney Contemporary, Art SG and Art Central Hong Kong.

An acquisition-ready audience

NZ\$10M in sales in 2026 from collectors who arrive ready to buy, not just browse.

A city-wide cultural moment

A significant waterfront Sculpture Trail attracting over 400,000 visitor and 80+ events turn the Fair into an Auckland-wide occasion.

THE AUDIENCE

Who you'll meet

The Aotearoa Art Fair delivers a strong, affluent and influential audience – collectors, museum directors and curators, art advisors, and UHNWIs and HNWIs from across Aotearoa and Australia and an increasing client base from outside of Auckland.



VIP Engagement

Our VIP Relations team engages collectors locally and internationally, building anticipation for the Fair. The VIP Programme offers exclusive insight into the contemporary art scene, and international ambassadors bring collector groups from across Australasia.

Regional Events

In the three months before the 2026 Fair, six VIP launch events across New Zealand and Sydney drew over 500 key collectors.

Art Institutions and Curators

Collector groups and curators from the Art Gallery of South Australia joined groups from City Gallery Wellington, Christchurch Art Gallery, the Sarjeant Gallery and Dunedin Public Art Gallery — placing your booth in front of the collectors from across Australasia.



12,959

Total Visitors

+18% from previous Fair

3,948

Thursday — VIP Preview & Opening Night

2,446

Friday

3,233

Saturday

3,332

Sunday

Exhibitor Sectors

The Aotearoa Art Fair is comprised of six sectors: Galleries, Futures, Works on Paper, Object, Horizons and Moving Image.

MAIN SECTOR	YOUNG GALLERIES	EDITIONS AND PRINTS	OBJECT SECTOR	EMERGING ARTISTS	MOVING IMAGE
					
Galleries	Futures	Works on Paper	Object	Horizons	Moving Image
The main sector: a platform for solo or curated group presentations of new and important work.	A dynamic platform for young galleries and artist-run-spaces which have been operating for five years or less.	A dedicated sector showcasing the best of works on paper: watercolours, drawings, prints and artist editions, and one of the most accessible entry points for new collectors.	Presented by Wall Real Estate, a space celebrating design, innovation, and craftsmanship.	Presented by Chapman Tripp, a curated section of the fair dedicated to spotlighting emerging artistic talent from across Aotearoa and the Pacific.	New for 2026 was a curated Moving Image sector with a significant work by Te Rongo Kirkwood, exploring heritage, identity, and perception.

2026 Exhibitors

Ngā Whare Whakairi Galleries
Alcaston Gallery Naarm Melbourne
APS Editions Whangārei
Artis Gallery Tāmaki Makaurau Auckland
Auckland Art Gallery Tāmaki Makaurau Auckland
Bergman Gallery Rarotonga
Black Door Gallery Tāmaki Makaurau Auckland
Brenda Colahan Fine Art Gadigal Sydney
Chalk Horse Gadigal Sydney
Coastal Signs Tāmaki Makaurau Auckland
Curatorial+Co. Gadigal Sydney
Fine Arts, Sydney Gadigal Sydney
Föenander Galleries Tāmaki Makaurau Auckland
Fox Jensen McCrory Tāmaki Makaurau Auckland
Fresh Gallery Ōtara Tāmaki Makaurau Auckland
Galerie Winkler Tahiti
Gallery Sally Dan-Cuthbert Gadigal Sydney
Gow Langsford Tāmaki Makaurau Auckland
Gow Langsford New Collectors Tāmaki Makaurau Auckland
James Blackie Te Whanganui-a-Tara

Wellington
Jhana Millers Te Whanganui-a-Tara Wellington
Lett Thomas Tāmaki Makaurau Auckland
Mars Gallery Naarm Melbourne
Martin Browne Contemporary Gadigal Sydney
McCahon House Tāmaki Makaurau Auckland
McLeavey Gallery Te Whanganui-a-Tara Wellington
Melanie Roger Gallery Tāmaki Makaurau Auckland
Michael Reid Sydney + Berlin Gadigal Sydney, Berlin
Milford Galleries Tāhuna Queenstown, Ōtepoti Dunedin
N.Smith Gallery Gadigal Sydney
Nanda\Hobbs Gadigal Sydney
Paulnache Tūranganui-a-Kiwa Gisborne
Pontone Gallery London
Redbase Gadigal Sydney, Yogyakarta
Sanderson Tāmaki Makaurau Auckland
Spa_ce Ahuriri Napier
Starkwhite Tāmaki Makaurau Auckland
{Suite} Tāmaki Makaurau Auckland

Te Manawa Tāmaki Makaurau Auckland
Tim Melville Tāmaki Makaurau Auckland
Trish Clark Gallery Tāmaki Makaurau Auckland
Two Rooms Tāmaki Makaurau Auckland

Horizons Emerging Artist presented by Chapman Tripp
Curator: Becky Hemus Nadia Marychurch
Curator: Matthew Galloway Ed Ritchie, Megan Brady
Curator: Chevron Hassett Jimmy Ma'ia'i, Lolani Dalosa, Harrison Freeth, Chevron Hassett
Curator: Dan Ahwa Isaac Te Awa, Vivian Arthur Hosking-Aue, Pamata Toleafoa, Stevei Houkāmau, Sofia Tekela-Smith, Sulieti Fieme'a Burrows, Selina Shanti-Woulfe

Futures Young Galleries
Ann Parker Gallery Whanganui
Astor Bristed Kā Muriwai Arrows town
Nasha Gallery Gadigal Sydney
PEG Gallery Te Whanganui-a-Tara Wellington
Plomacy Tāmaki Makaurau Auckland

Railway Street Gallery + Studios Tāmaki Makaurau Auckland
William Austin Te Whanganui-a-Tara Wellington

Object Sector presented by Wall Real Estate
Artor Contemporary Tāmaki Makaurau Auckland
Kurutai Collective Tāmaki Makaurau Auckland
Masterworks Tāmaki Makaurau Auckland
Modcon Tāmaki Makaurau Auckland
Season Tāmaki Makaurau Auckland

Works on Paper
Artrite Screen Printing Tāmaki Makaurau Auckland
CBD Gallery Gadigal Sydney
Parker Contemporary Meanjin Brisbane
Paulnache Tūranganui-a-Kiwa Gisborne
Pinkwood Ōtautahi Christchurch
Plomacy Tāmaki Makaurau Auckland
Redbase Gadigal Sydney, Yogyakarta
The Colin McCahon Trust Tāmaki Makaurau

A city-wide programme

The Aotearoa Art Fair's public programme offers an engaging lineup of events and experiences, providing visitors with the chance to connect with art in dynamic and interactive ways.



Sculpture Trail

The Sculpture Trail presented by Viaduct Harbour features large-scale sculptures throughout the Viaduct Precinct.

Installation

Large scale installations and sculptures throughout the Viaduct Events Centre by some of Aotearoa New Zealand's most celebrated artists.

Guided Tours

Art experts lead a series of free guided tours of the Fair for visitors to discover the stories behind key artworks and gain insider insights.

Let's Talk Art!

Presented by Aon, the talks programme features ten talks with over 30 artists, curators, designers, and collectors.

Performance Art

The 2026 edition featured a series of live performances by internationally acclaimed duo The Huxleys (MARS Gallery), and a live painting performance by Cora Allan.

Artist Talks

A chance for visitors to hear intimate insights into the stories behind the works on display; 35 talks were held at gallery booths during the 2026 Fair.

Aotearoa Art Fair Sculpture Trail Presented By Viaduct Harbour

Free and open to everyone, the Aotearoa Art Fair Sculpture Trail brings large-scale works out into the city, placing striking sculptures around Auckland’s waterfront for three to four weeks leading up to the Fair.

The 2026 Sculpture Trail brought together a dynamic selection of large-scale works by eighteen extraordinary artists, each offering a unique take on form, material, and storytelling. Generating extensive media coverage, the trail builds momentum for the art Fair, resulting in increased visitation.

To learn more about the 2027 Aotearoa Art Fair Sculpture Trail, please click [here](#).

21,000,000

Estimated total Sculpture Trail PR reach

25

Sculptures by 18 artists in 2026, up from 9 sculptures in 2025

\$416,000

Total Sculpture Trail PR value

497,772

Foot fall over the three weeks, 19.6% weekly increase compared to 2025



Marketing and PR

Our integrated marketing and PR campaign spans outdoor advertising, print, broadcast, digital, social and email – to attract engaging new local, regional, and international art lovers and collectors.

Someday Studios is appointed to lead media coverage of the Fair, running a four-month campaign that secures widespread coverage across broadcast, print and digital platforms – significantly amplifying the Fair's reach and visibility.

Each gallery receives a dedicated digital presence: gallery & artist profiles online, inclusion in the Fair Guide, and social & editorial features throughout the campaign.

\$255,000+

Estimated 2026 Marketing Value

10,200,000+

Estimated Impressions* of 2026 Marketing Campaign
*Impressions is the number of times a piece of content, such as an advertisement, is seen.

\$685,000

Estimated 2026 PR Value

35,000,000+

2026 Media Reach across broadcast, print and digital coverage



PR and Media

Media Coverage highlights from the 2026 PR campaign.

Business Desk | New Zealand Herald | Canvas Magazine | One News 6PM | National Business Review | Te Ao Māori News | The Post | Kia Ora Magazine | RNZ National | Otago Daily Times | The Spinoff | Home Magazine | Mindfood | Homestyle Magazine | New Zealand Arts Review | 95bfm | Newsroom | Art News | Current Magazine | Art Collector | Ocula | Vault | Fashion Quarterly | Remix | Crust | Urban List | Denizen | Sauce | Heart of the City | Visit Auckland | The Big Idea | Verve



newsroom.

ARTS

A different eye: women and the shift in the NZ art market

More women are building art collections supporting female artists and emerging artists, and using collecting as a form of cultural expression

by Nadine Robin Nathan 25/04/2026



BD

Class Grumley

art, 10 May 2026

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The Life | Art | Tessa Grumley

A collector's guide to the art economy



Over \$75 million of art was sold at the 2025 Aotearoa Art Fair. This year's event is expected to land over \$8m, (image supplied)

Often seen as one of the most mysterious parts of the economy, the art economy is simpler than most people think. It just takes a while to get to know it and its various players.

It's a market where production costs have nothing to do with the end value, and many of the biggest deals are done behind closed doors.

Something as pure as art output needs to be balanced with the fact that the artist must eat.

Despite the general malaise in the economy, the visual arts sector is vibrant and resilient.

Metro

Auckland to hit 2m people by 2033

City's population rise driven mainly by immigrants

Localities

Auckland's population is projected to reach two million people by 2033, though the city's population growth is expected to be slower than the rest of the country, according to the latest census data.

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Four family members to stand trial

Police say they are investigating the deaths of four family members who were found dead in a car.

Mirror, mirror on the water ...

Climate change is expected to have a significant impact on the water supply in Auckland.

Flights delayed after security breach at airport

A security breach at Auckland Airport has caused significant delays to flights. The breach occurred in the baggage claim area, and the airport is currently investigating the incident. Flights are expected to be delayed for several hours.

8 | News

Shimmering ANZAC installation anchors 2026 Aotearoa Art Fair

Lisa Reihana's vast, wind-moved tapestry greets visitors in a striking new artwork



Lisa Reihana's vast, wind-moved tapestry greets visitors in a striking new artwork



Reihana's vast, wind-moved tapestry greets visitors in a striking new artwork

Aotearoa Art Fair

PRINCIPAL PARTNERS

14

Partnerships

Aotearoa Art Fair partners with a curated group of premium brands, whose presence across activations and events deepens the visitor experience and broadens the Fair's audience. These partnerships bring in new visitors, foster meaningful collector relationships, and open up valuable touchpoints for galleries to engage with communities that are culturally curious and invested in contemporary art.

Partners of 2026 included ANZ Private, Auckland Council Events, Aon, Viaduct Harbour, Partridge, Chapman Tripp, Studio Italia and more.



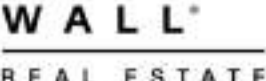
PRINCIPAL PARTNERS



MAJOR PARTNERS



SUPPORTING PARTNERS





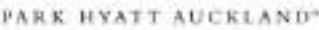
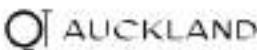
FOOD & BEVERAGE PARTNERS



MEDIA PARTNERS



HOTEL PARTNERS



“It was an explosive fun, fair which was a wonderful opportunity to connect with the Arts community, clients, curators and artists alike. Sue, Kate and the team, brought a stunning event to Tamaki. It was commercially successful and in the context of a wonderful uplifting atmosphere. The 2026 Aotearoa Art Fair delivered in every way.”

Olivia McLeavey
McLeavey Galley

“The Fair has grown exponentially and is really now a major on an international scale and so extremely well organised.”

Dame Jenny Gibbs



Booth Sizes and Prices

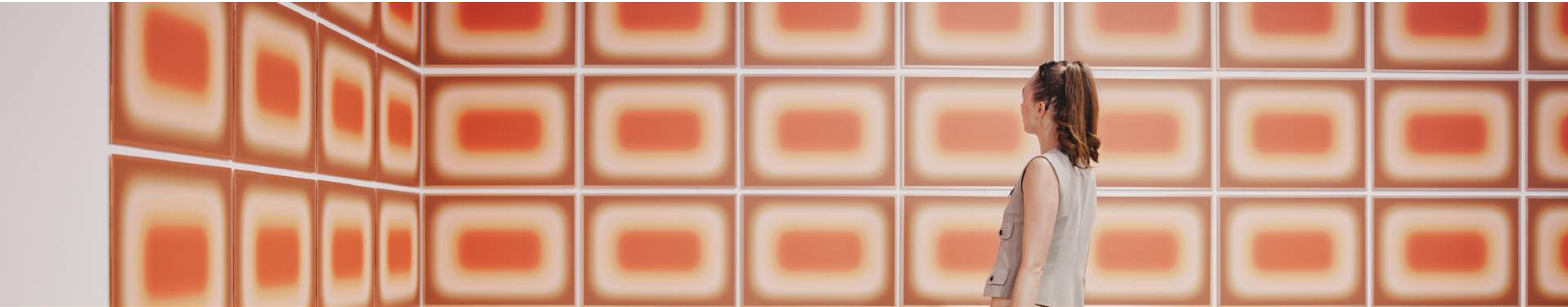
All prices are in NZD and **exclude GST**.

Galleries \$781 per SQM

18 SQM	\$14,058
25 SQM	\$19,525
29 SQM	\$22,649
40 SQM	\$31,240
60 SQM	\$46,860

Futures \$677 per SQM

7 SQM	\$4739
9 SQM	\$6093
12 SQM	\$8124
14 SQM	\$9478



Works on Paper

Works on Paper presents drawing, printmaking, photography and editions, showcasing the richness and versatility of these mediums. The sector also offers one of the most accessible entry points for new collectors, with works to suit a wide range of budgets.

Paper Galleries are expected to present a curated space and salon style hangs and over-hanging artwork will not be allowed. All artwork needs to be exhibited below the booth signage.

Price is in NZD and excludes GST

2.88 SQM	\$2661
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Object

The Object sector brings together beautifully crafted objects, ceramics, design and small-scale works that blur the line between art and everyday living. With a focus on materiality, craftsmanship and contemporary design, the sector offers tactile, playful and thoughtfully made works.

\$400 per SQM, Price is in NZD and excludes GST

5 SQM	\$2000
8 SQM	\$3200
17 SQM	\$6800
19 SQM	\$7600



Booth Details

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

Custom sizes can also be discussed for both the Gallery and Young sectors.

Walls

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.

Freight

Artlink, the Official Freight Partner of Aotearoa Art Fair, provides specialist art-fair freight, customs and logistics services, including consolidated shipping, temporary import/export and venue delivery/installation. Galleries are under no obligation to use Artlink’s services. Alternative freight providers may be used, and our team can connect you with preferred freight and customs partners.

Lighting

Each booth will be lit by overhead 80-watt LED floodlights, and additional spotlights and power-amps are available at an additional cost. A technician will be onsite to adjust lighting for galleries.

Booth Inclusions:

- Exhibitor and Artist passes
- Specified number of floodlights
- Walling system
- Booth signage
- Daily cleaning
- 24-hour security
- Inclusion in the Fair Guide
- Marketing opportunities
- Gallery and artist website profile
- Allocation of VIP Passes
- Allocation of opening night and day passes
- Exhibitor Wi-Fi
- Lunch provided on set up day

Booth Exclusions:

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

Selection and Eligibility

Applications for the 2027 Aotearoa Art Fair are open to established commercial galleries and artist run spaces with a strong exhibition history, presenting at least four shows annually in their own premises, project venues, or other recognised fairs.

Selection is based on curatorial strength and vision, the calibre of their represented artists, and the quality and concept of their proposed presentation for the Aotearoa Art Fair 2027. Consideration is also given to the calibre of work, previous fair participation, and notable projects, undertaken by the gallery and its artist both nationally and internationally.

Proposals should showcase new work, solo or curated presentations and exhibitors are encouraged to propose new and ambitious bodies of work that exemplify excellence in contemporary practice. Galleries are expected to present a curated space and salon style hangs and over-hanging artwork will not be allowed.

All applications are reviewed by an independent Selection Committee, a panel of respected industry experts. Applicants will be notified by November 2026. Artworks shown at previous art fairs will not be accepted. Joint applications are welcome but must be submitted separately with signed Terms and Conditions.



Selection Committee



Kate Darrow Curator, Public Art Projects

Kate is the Curator and Collection Manager at Waikato Hospital Art Trust, a position she has held since 2021. With over two decades of experience as an Independent Curator and Art Consultant, Kate has worked on numerous public art projects and for private clients. Early in her career, Kate held senior roles in the public art gallery sector, including Lopdell House Gallery, Auckland Art Gallery Toi o Tāmaki and City Gallery Wellington Te Whare Toi. Kate is passionate about promoting contemporary art that connects with and inspires diverse audiences.



Kim Paton Director, Objectspace

Kim Paton has been the Director of Objectspace since 2015. Her interest is in interdisciplinary exhibition making across the fields of craft, design, architecture and contemporary art. Paton has curated and written extensively on object-based art forms including the 2023 exhibition *The Chair: A story of design and making* in Aotearoa. Recent writing includes essays for Cheryl Lucas: *Shaped by Schist and Scoria* (Christchurch Art Gallery Te Puna o Waiwhetū, 2022) and David Straight: *Locations of Interest* (Objectspace, 2023). Paton is co-author up the upcoming book of Hook, Hand Heart Star: Warwick Freeman published by arnoldsche Art Publishers (2025).



Natasha Conland Senior Curator, Auckland Art Gallery

Natasha has over nineteen years’ experience developing exhibitions of contemporary art. She writes for a number of contemporary arts journals and catalogues in the Asia Pacific region and co-edits *Reading Room*, a peer-reviewed journal of contemporary art published annually by the E.H. McCormick Research Library, Auckland Art Gallery. She has diverse interests which have focused over this period on art in public space and the dissemination of the historic avant-garde.

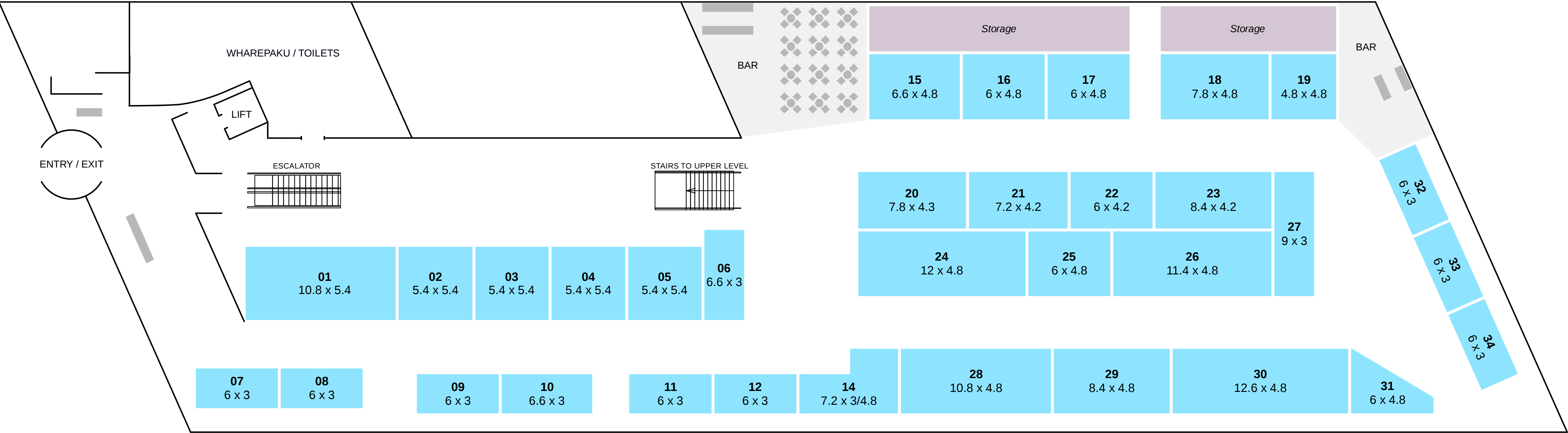


Caroline Vercoe Associate Professor of Art History, Associate Dean Pacific, Waipapa Taumata Rau The University of Auckland

Associate Professor Caroline Vercoe (Samoa, Aotearoa New Zealand) teaches Global Art Histories, Pacific Art Histories, and Contemporary Art in Aotearoa New Zealand at Waipapa Taumata Rau The University of Auckland. She specialises in contemporary Pacific art and performance art, with a particular interest in issues of race, gender and representation, and has been teaching, curating and researching in these areas for thirty years.

Floor Plan

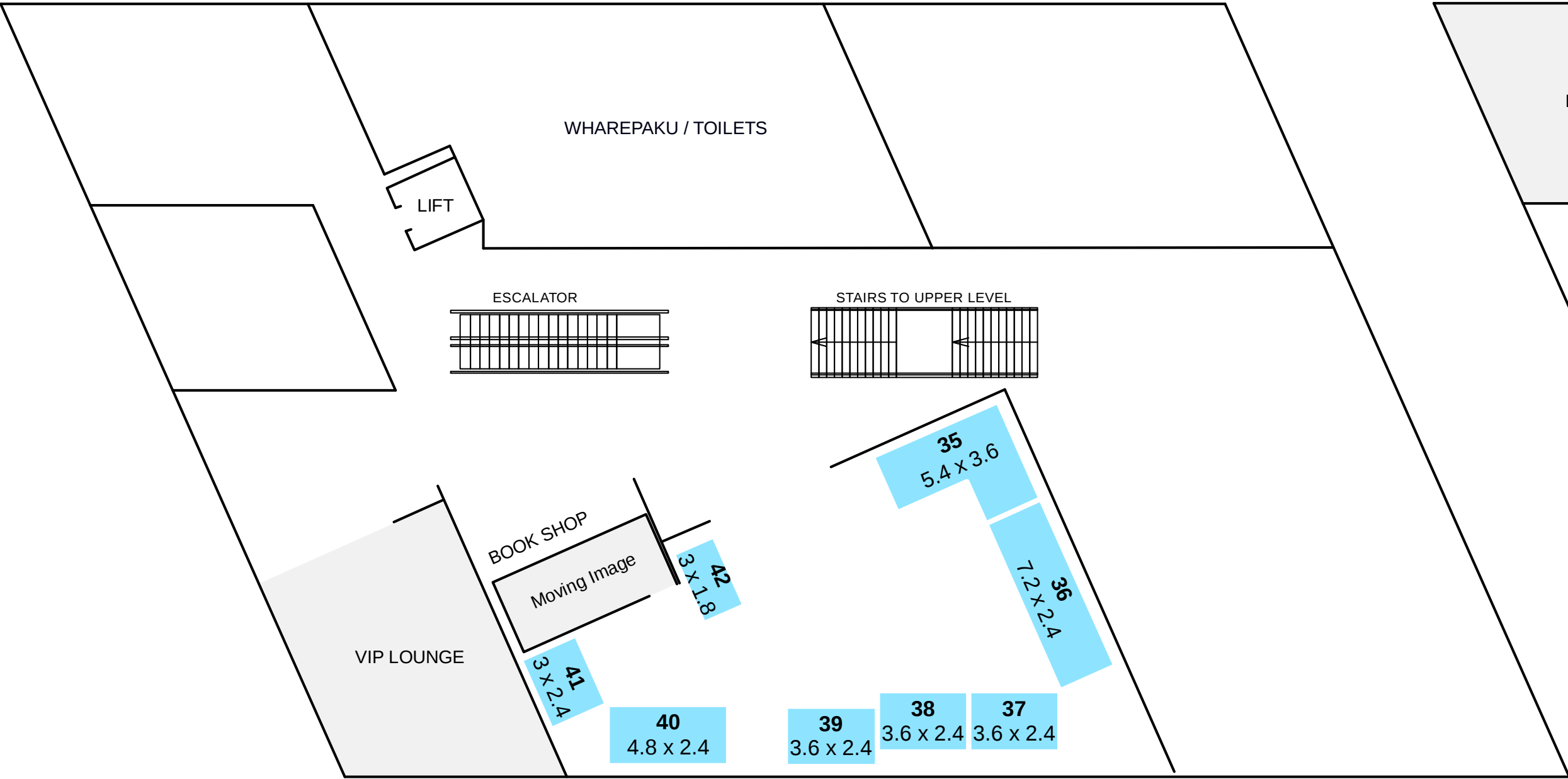
Level 1



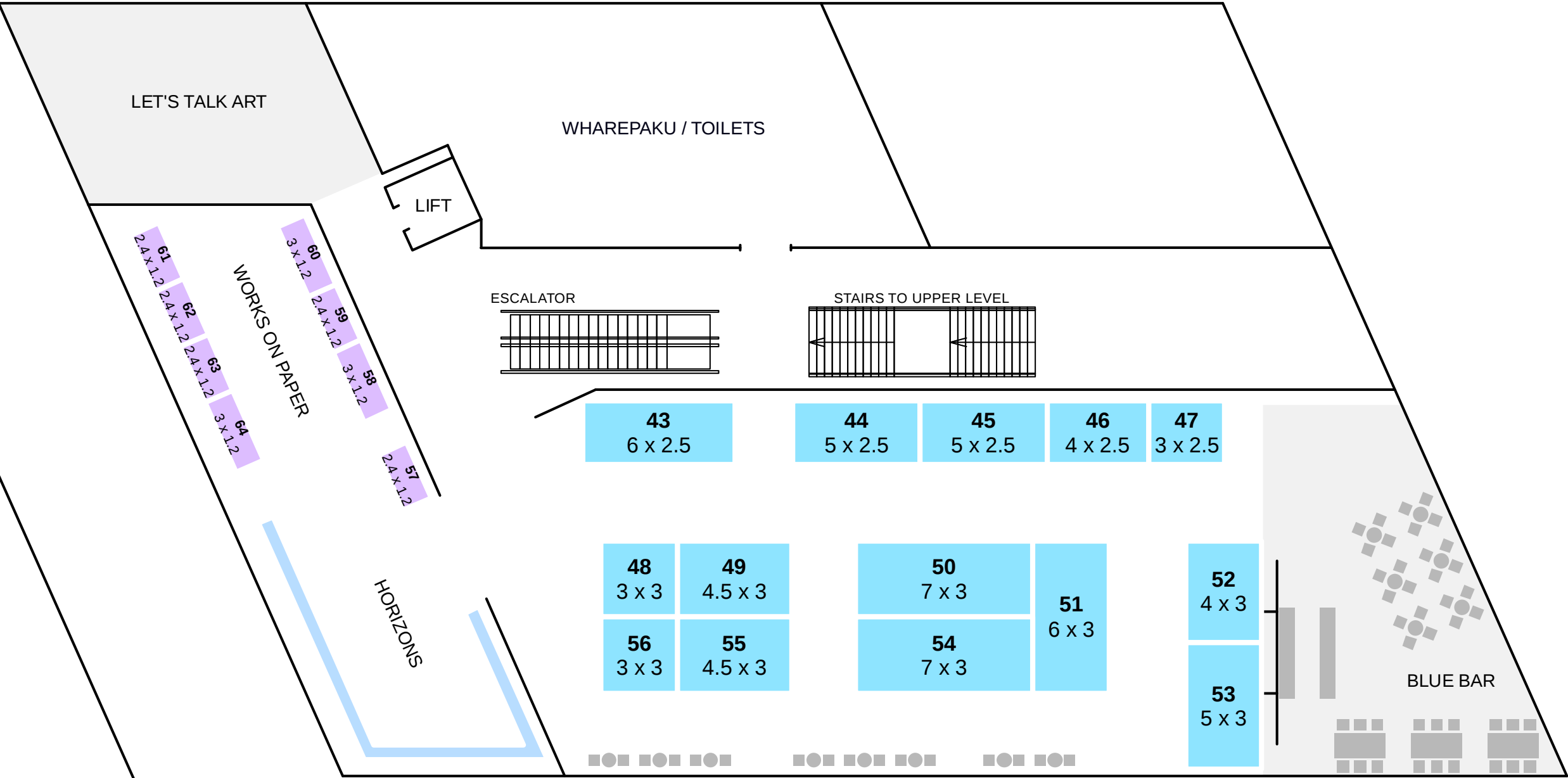
Floor Plan is indicative and subject to change

Floor Plan

Level 2



Level 3



Floor Plan is indicative and subject to change

Important Dates

Application Deadline	30 October 2026
First Selection Announcement	17 November 2026
First Instalment (30%)	14 days from selection
Second Instalment (35%)	12 February 2027
Third Instalment (35%)	19 March 2027

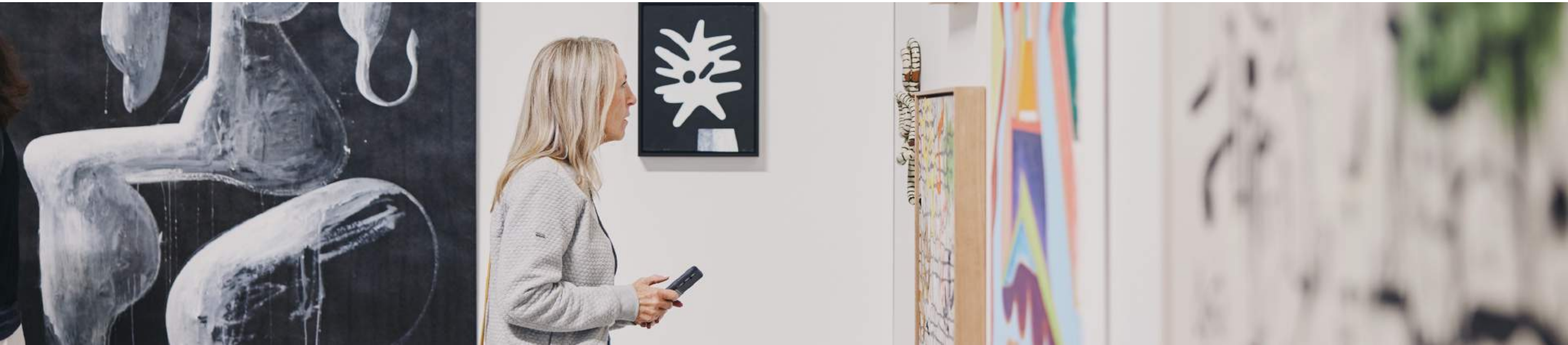
How to Apply

Register and apply by completing the online application form: artfair.co.nz/apply

The application will request gallery information, an exhibition proposal, images, artist CVs and relevant supporting documentation. For further information, please contact Sue Waymouth, Fair Director or Lucy Armstrong, Fair Coordinator:

E: sue@artfair.co.nz
E: lucy.armstrong@artfair.co.nz

[Apply Now](#)



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).



Jo Duncan
CEO



Sue Waymouth
Fair Director



Lyn Moran
Finance Director



Kate Gillespie
VIP Relations Manager



Bonnie Lee
Marketing Manager



Lucy Armstrong
Fair Coordinator