

MELBOURNE ART FAIR 17-20 FEB'22

Principal Partner



Arts sector boosted as Bennelong Funds Management announces Principal Partnership with Melbourne Art Fair

Melbourne, Australia: Australian investment firm Bennelong Funds Management has announced a Principal Partnership with Melbourne Art Fair, in a timely show of support for contemporary artists and galleries who are among some of the region's hardest hit by recurring lockdowns.

As the first principal partner in the Fair's 30-year history and inspired by a progressive governing vision, Bennelong will support the Fair in delivering its most curatorially rigorous and diverse program to date. The 2022 edition, from 17-20 February, features world-class solo presentations and works of scale and significance from 59 leading contemporary galleries and Indigenous-owned Art Centres.

Recently announced as Australasia's most sustainable art fair, Melbourne Art Fair's ethos aligns with the investment firm's commitment to support exemplary community and environmentally-minded initiatives across the arts, culture and wellbeing spheres.

Bennelong is an award-winning company that is recognised and respected for partnering with high performance boutiques to deliver exceptional outcomes for investors across the globe.

Craig Bingham, Bennelong's CEO, said the company was delighted to be supporting the arts sector after such a tough couple of years. *"Visual arts are a critical part of Australia's culture and identity, and we look forward to being part of a successful return to public exhibitions. The Fair showcases individuality, resilience and innovation – characteristics we champion at Bennelong – and our own love of the arts meant the partnership was a natural choice."*

Bennelong will also support a \$10,000 commission awarded to an artist from one of the Fair's participating Indigenous-owned art centres, with the completed work to be gifted to a national collecting institution as a major show of support for the visual art sector.

Newly appointed incoming Melbourne Art Foundation Chair, Peter Jopling AM QC, says, *"The support of Bennelong Funds Management reflects Melbourne Art Fair's elevation to a Fair of international standard, where financial services and private wealth management are affiliated with art fair giants around the world. We are thrilled to welcome Bennelong as Principal Partner, a recognised and respected firm with strong Australian roots and a demonstrated commitment to the arts."*

Melbourne Convention & Exhibition Centre

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Maree Di Pasquale, CEO and Fair Director agrees, “We are delighted to build a meaningful partnership with Bennelong, a firm that echoes our values for social and environmental sustainability in the arts and beyond. With the firm’s support, Melbourne Art Fair will continue its relentless advocacy of living artists and its investment in the growth of the commercial art sector in a post-pandemic world.”

In 2022, Melbourne Art Fair partners with BetaCarbon to break new ground in carbon emission reduction for the artworld. Motivated by the global climate emergency, Melbourne Art Fair has committed to the offset of at least 300 tonnes of carbon, equivalent to the carbon captured by 18,000 trees in 10 years. Coupled with the Fair’s move to the Melbourne Convention Exhibition Centre (MCEC), a leading sustainable event destination, and an investment in reusable exhibition walling and LED lights, Melbourne Art Fair is now proudly Australasia’s most sustainable art fair.

The partnership announcement comes at the ideal time for Melbourne Art Fair, with ticket sales recently opening, and artists and art-lovers across the region excited to reconnect in 2022 through its dynamic program.

For more information and to purchase tickets, please visit www.melbourneartfair.com.au/tickets

ENDS

Melbourne Art Fair Event Details

Thursday 17 February
VIP Preview 2pm-5pm
Vernissage 5pm-9:30pm

Friday 18 February
VIP access 10am – 12pm
General admission 12pm-9pm

Saturday 19 February
General admission 10am-6pm

Sunday 20 February
General admission 10am-5pm

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About Melbourne Art Fair

Melbourne Art Fair is a seminal fixture on the Australasian cultural calendar, stimulating critical and commercial attention for galleries and their artists for over 30 years. The biennial fair supports and promotes Australian living artists through the staging of a world-class contemporary art fair, showcasing iconic and new works by artists from the region's most respected galleries.

17-20 February 2022, Melbourne Convention and Exhibition Centre

www.melbournartfair.com.au

About Bennelong Funds Management

Bennelong is part of the BFM Group, an investment company that partners with boutique asset managers across the globe investing in Australian, UK, Asian and global equities; listed global infrastructure and real estate; and global emerging markets. People invest in our funds; our boutique partners manage the money; and we manage the business to deliver the best possible outcomes for our clients. For more, visit www.bennelongfunds.com

About Melbourne Art Foundation

Melbourne Art Foundation is a not-for-profit organisation established in 2003 to promote and support contemporary art and living artists. Committed to bringing artists, galleries, collectors, and the art loving public together, the Foundation leads the way in building audiences and a market for Australia's living artists. It weaves together commercial, social, cultural, and environmental threads to support the rich cultural tapestry of the Australian visual arts community. The Foundation sponsors a range of programs anchoring Melbourne Art Fair as a cultural benchmark including commissions, special projects, exhibitions, conversations, and performances.

Peter Jopling AM QC

Melbourne Convention & Exhibition Centre

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Peter Jopling is a Melbourne based Queen's Counsel. Peter is the Chairman of Melbourne Art Foundation, Chairman of the Ian Potter Museum of Art, Chairman of the Sir Robert Menzies Memorial Foundation Ltd, Chair of The University of Melbourne Humanities Foundation, and Governor of The Florey Institute of Neuroscience and Mental Health. Peter has been Deputy Chair of the Australian Centre for Contemporary Art, a Director of the McClelland Sculpture Park and Gallery and Director of the National Gallery of Australia Foundation. Peter has been a Patron of the Australian World Orchestra, a member of the Victorian College of the Arts Foundation and has also held board directorships of science and business school boards as well as various legal governing boards. In 2014 Peter was made a Member of the General Division of the Order of Australia for significant service to the law in Victoria and to the community.