

Melbourne Convention & Exhibition Centre

Gallery Information Pack

**MELBOURNE  
ART FAIR  
20—23 FEB '25**

**VIDEO**





## Australia's premier contemporary art fair

### Melbourne Art Fair in Numbers:

- 15,000+ visitors across four days
- 60+ galleries and Indigenous-owned art centres
- 7,500sqm of exhibition space
- \$14.4M+ in artwork sales
- 100+ events, parties, exhibitions
- Media Coverage: Vogue, Vogue Living, Australian Financial Review, The Saturday Paper, The Age, SMH, Monocle, VICE, Broadsheet, The Design Files, ABC, Channel 10, The Australian, Frieze Magazine, ArtAsiaPacific, The Guardian, Habitus, Wallpaper, +more

Melbourne Art Fair, Australasia's progressive forum for contemporary art and ideas, showcases solo presentations and works of scale and significance from 60 of region's leading galleries and Indigenous art centres.

Harnessing the monumental exhibition spaces of the Denton Corker Marshall designed Melbourne Convention and Exhibition Centre, Australia's premier contemporary art fair presents work by new and iconic contemporary artists.

Owned by the Melbourne Art Foundation, a systemically significant non-profit Australian arts organisation, the now annual Melbourne Art Fair (established 1988) leads the way in building audiences and markets for the work of Australia's living artists.

VIP Preview / Vernissage: Thursday 20 February 2025  
Fair Dates: Friday 21 to Sunday 23 February  
Venue: Melbourne Convention and Exhibition Centre



## VIDEO

**Melbourne Art Fair is delighted to accept international gallery applications for participation in VIDEO, an exhibition sector dedicated to the presentation of video and moving-image art from new and iconic contemporary artists.**

**APPLY NOW**

Galleries from across the world are invited to apply to participate in an art fair that is instrumental in shaping the future of art across Australasia, a world-class platform for contemporary art and ideas.

VIDEO 2025 will be curated by Rachel Ciesla, Lead Creative for the Simon Lee Foundation Institute of Contemporary Asian Art at The Art Gallery of Western Australia in Boorloo/Perth.

**No participation fees apply.**

**Participating galleries will receive AUD\$ 250 + GST artist fee for inclusion in the sector.**

VIDEO will be presented within the main show on a large-format single-channel screen with a rotating program of works. Participating galleries will also receive access to an online viewing room on MAF Virtual which will be promoted during the Fair to Australasia's growing network of collectors.

VIDEO 2024 was curated by guest international curator, Tamsin Hong, Curator Exhibitions, Serpentine, London. 2024 Exhibitors: [Read more](#)

### **TO APPLY:**

**International applications for VIDEO 2025 are made via online form before 19 July 2024, [HERE](#).**

**Melbourne Art Fair appoints Rachel Ciesla as curator for VIDEO 2025.**

Rachel Ciesla is the Lead Creative for the Simon Lee Foundation Institute of Contemporary Asian Art at The Art Gallery of Western Australia in Boorloo (Perth). She recently curated *I have not loved (enough or worked)* (2022) and co-curated the exhibitions *Me: Also me:* (2024), *Art Display* (2023) and *BODIED* (2020); presented solo exhibitions and projects by Ayoung Kim (2024), Anna Park (2024), Özgür Kar (2023), Farah Al Qasimi (2023), Stanislava Pinchuk (2021) and Leyla Stevens (2021); and commissioned new works by Jack Ball (2024), Daisuke Kosugi (2024), Wong Ping (2022) and Kawita Vatanajyankur (2022).

VIDEO  
Curator





## The Organisers

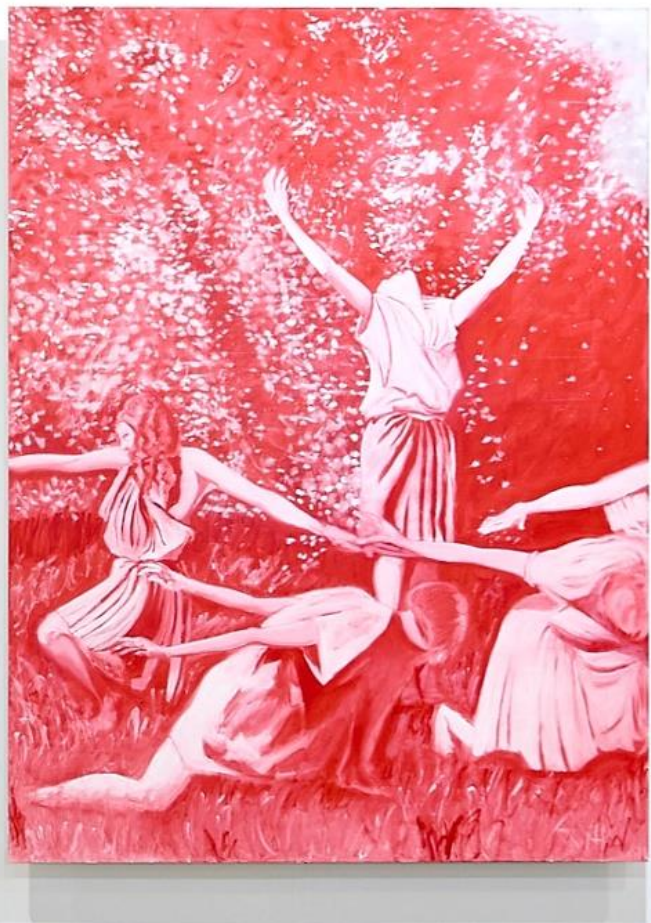
Started by a group of galleries in 1988, Melbourne Art Fair is owned and operated by the Melbourne Art Foundation, a systemically significant Australian arts organisation dedicated to the support of living artists.

With the endorsement of the Art Galleries Association of Australia (AGAA) and the support of Government Partners Creative Australia and Creative Victoria, the Fair continues to be a seminal fixture on the Australasian cultural calendar, stimulating critical and commercial attention for artists for over 36 years.

Established in 2003, Melbourne Art Foundation is a nonprofit organisation committed to servicing the needs of artists, galleries, collectors and the art loving public. It leads the way in building a global audience and market for the work of Australia's living contemporary artists, bringing together the commercial, social, cultural and environmental threads that underpin and sustain the vibrant Australian visual arts ecology.

Since 2003, the Melbourne Art Foundation has distributed over AUD \$1M in artist fees and grants and facilitated an estimated AUD \$70M in contemporary art sales at Melbourne Art Fair. In 2025, Melbourne Art Foundation will award over AUD \$100,000 in artist fees to support the creation of new work, through its COMMISSION, VIDEO, BEYOND, and LIVE programs

Chiharu Shiota, *The Crossing*, 2018, Anna Schwartz Gallery, Melbourne Art Fair 2018.



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