

THE NOW ANNUAL MELBOURNE ART FAIR HAS CELEBRATED A STRONG RETURN IN 2025



Image Credit: William Hamilton-Coates

Melbourne Art Fair
20–23 February 2025

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

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[MEDIA CENTRE](#)

After four days of dynamic programming and cultural engagement, the 18th edition of Melbourne Art Fair 2025 has successfully wrapped, reaffirming its status as Australasia’s leading forum for contemporary art and ideas.

With more than **100 artists** on display from over **70 galleries and Indigenous owned art centres**, the Fair saw an estimated **AUD\$14.1M** in sales, with increased transactions among young galleries and early-career artists, and a higher volume of total works sold, highlighting the growing appetite for emerging talent.

With **17,164 visitors** to the expansive 9,000 square metre space at the Melbourne Convention and Exhibition Centre, attendance also **surged by 14%** compared to 2024, demonstrating a strong demand for contemporary art among collectors and the wider public.

Fair Director Melissa Loughnan says: “The 18th edition of Melbourne Art Fair was a huge success, both across sales and visitation, proving that the industry can support our now-annual model. The significant number of works sold, both at the top level of the market and at entry-level, cement the Fair as a premier commercial showcase for contemporary art. This year’s attendance figures are a testament to the clear appetite for contemporary art and arts experiences by a culturally savvy public.”

Works of note that sold at the fair were Reko Rennie’s *Untitled* totem for AUD \$180,000 presented by Amez Yavuz, four AUD\$80,000 Tracey Moffatt photographs presented by Roslyn Oxley Gallery and an AUD\$65,000 John Wolseley work on paper, part of Australian Galleries’ solo presentation of Wolseley.

The 2025 fair was delighted to welcome the **Victorian First Peoples Art and Design Fair (VFPADF) Showcase Exhibition**, which offered audiences a rare opportunity to connect deeply with the stories and creative expressions of 37 Victorian First Peoples artists and designers. Led by **Co-Curators Janina Harding** (Meriam Mir) and **Dr Jessica Clark** (palawa/pallawah), this was the first exhibition of this scale

dedicated to celebrating the rich cultural and creative diversity of Victorian First Peoples contemporary art and design. An initiative of the Victorian Government's Creative State 2025 strategy, the VFPADF is driven by the First Peoples Directions Circle – a group of esteemed First Peoples creative leaders who guide the work of Creative Victoria. The inaugural fair will be co-timed with Melbourne Art Fair 2027.

MAF Virtual will continue online until 7 March, extending Melbourne Art Fair's physical iteration with works by exhibiting galleries and art centres, connecting artists with a global network of collectors, advisors, curators and enthusiasts, and continuing to drive artwork sales well after the Fair.

Melbourne Art Fair will return in 2026 for its 19th edition from 19 – 22 February.

Participating galleries from this year's edition shared their enthusiasm over Melbourne Art Fair 2025:

“It started on a high note with Hannah Gartside winning The Richard Parker Award. Day after day we saw visitors captivated by her sculptures. It quickly became apparent that ‘Bunnies in Love, Lust and Longing’ was that rare thing: an artistic and financial success. MAF captured an audience that was curious and engaged. It reminded me of how much we all value looking at art and meeting artists. And why I do what I do.” **Jan Minchin, Director, Tolarno Galleries**

“Importantly, in this time of online exhibitions, many new clients for us enjoyed the excitement of viewing new artworks and meeting our artists in person. The fair was brimming with energy, attracting a new art audience.” **Alcaston Gallery**

“As a remote Indigenous Art Centre, we couldn't do the important work we do without the support of our friends at Melbourne Art Fair.” **Moa Arts**

“Ames Yavuz is delighted with our presentation at the 2025 Melbourne Art Fair. It was received brilliantly for both artists with the works going to national and state institutions, as well as significant private collections.” **Owen Craven, Director, Ames Yavuz**

For an extended list of statements from exhibitors, please click [here](#).

More information and highlights on this year's Fair are available via melbourneartfair.com.au



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Looking ahead to the next edition, the Melbourne Art Foundation is delighted to announce its partnership with ACMI and Artbank for the 2026 commission. The \$60,000 initiative will support an Australian artist or group to break new ground in screen practice through the creation of a moving image work. The resulting commission will premiere at the 2026 Melbourne Art Fair and receive a dedicated exhibition at ACMI, before being acquired by both the Artbank and ACMI collections.

Submissions for the 2026 Melbourne Art Foundation + ACMI + Artbank Commission are open now until 7 April 2025. The winning recipient will be selected by a panel in early May. For further information and submission guidelines, visit acmi.net.au. View full release [here](#).

– ENDS –

High resolution images of Melbourne Art Fair 2025 are available here.

Credits: Melbourne Art Fair 2025. Photos: Phoebe Powell and Will Hamilton-Coates.

NOTES TO EDITOR**About Melbourne Art Fair**

Founded by Australia's leading galleries in 1988, Melbourne Art Fair is today owned and operated by the Melbourne Art Foundation, a non-profit arts organisation dedicated to the support of living artists. Since the foundation's establishment in 2003, the Melbourne Art Fair has distributed \$1.4M in artist and curator fees. With the endorsement of the Art Galleries Association of Australia (AGAA) the Fair continues to be a seminal fixture on the Australasian cultural calendar, stimulating critical and commercial attention for artists for over 35 years. Melbourne Art Fair has been assisted by the Australian Government through the Visual Arts and Craft Strategy and the Victorian Government through Creative Victoria.

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melbournartfair.com.au

About the 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.
