

INDONESIA PHOTO FAIR 2024 SUPPORTS CREATIVE ECONOMY GROWTH WITH PHOTOGRAPHY MARKETPLACE

The third edition of the Fair was attended by photography, arts and design enthusiasts, as well as photo practitioners from 20 provinces across Indonesia in an effort to market photo works

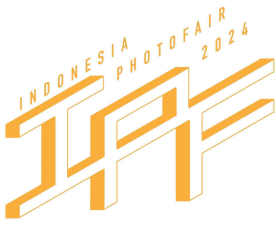


Photo Fair program in the third edition of the Indonesia Photo Fair at the S.Sudjojono Gallery, Taman Ismail Marzuki, Cikini, Jakarta.
Photo by Sekelakfoto / IPF

JAKARTA, September 2024. Indonesia Photo Fair (IPF) was held for the third time on 5-8 September at Taman Ismail Marzuki and Kekini Ruang Bersama, Cikini, Central Jakarta. This event successfully served as a platform to appreciate photo works, especially promoting photography as collectible objects. The third edition of IPF featured **77 selected artists from 9 countries, as well as 11 industry players and 10 communities** who believed in the vision of enriching visual experience and economic sustainability.

Over four days, IPF was attended by more than **3,500 visitors from 20 provinces in Indonesia and 17 other countries** who appreciated photo works in print and book formats, visited the Photo Market occupied by industry practitioners, and participated in various discussions about photography industry. Visitors also enjoyed a series of

Bambu Apus III No.206, East Jakarta, Jakarta 13430
+62 21 860 3627 | programs@jipfest.com | www.JIPFest.com



programs initiated by local photography communities, and experienced some of PannaFoto Institute's photo book collection curated for the Photo Book Exhibition.

IPF was initiated to foster a culture of collecting photography in Indonesia. This event opens up opportunities for photographers and visual artists to meet directly with their potential buyers, as well as network with fellow members of the ecosystem.

In IPF 2024, tens of photo works and books were sold. This figure illustrates the potential value of the creative economy in the local market. The number of visitors and sales revenue have continuously increased since the first edition of IPF. This indicates the potential demand for photo works, and IPF provides the right platform for both photo practitioners and enthusiasts.

Cristian Rahadiansyah, Fair Director: "In the third edition of IPF, we see more practitioners who are well-prepared to market their works, as well as a growing appreciation for photo works as collectible objects. We hope that IPF can help grow the photography market while increasing the value of photo works."

Indonesia Photo Fair 2024 is fully supported by the Jakarta Tourism & Creative Economy Agency, Ekta Imaging, Tees, Manual Jakarta, Sekelakfoto, and Living Loving.

###

**Editorial photos can be accessed at bit.ly/IPF2024media
Visit ipf.jipfest.com and follow @jipfest for news about Indonesia Photo Fair**

About Indonesia Photo Fair

Indonesia Photo Fair (IPF), an annual marketplace initiated by JIPFest, offers the public the opportunity to discover and own photographic works, as well as understand contemporary visual culture in Indonesia.

About Jakarta International Photo Festival

Jakarta International Photo Festival (JIPFest) is a platform for photographers and the public to meet, dialogue, and exchange ideas; as well as an arena for photographic works to reach a wider audience. As an international festival, JIPFest also aims to sow and bring Indonesian photographers to the world stage.

**Bambu Apus III No.206, East Jakarta, Jakarta 13430
+62 21 860 3627 | programs@jipfest.com | www.JIPFest.com**