

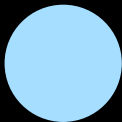
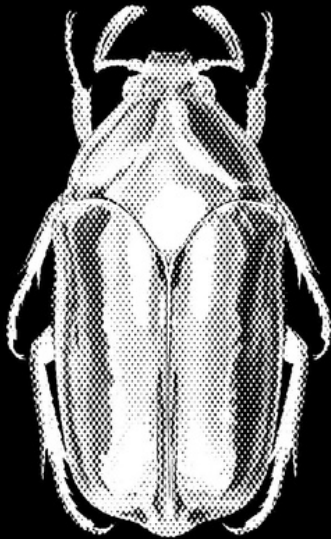
RE: FAIR

01

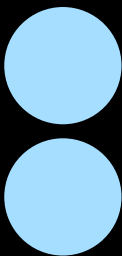
INTRODUCTION

- 1.1 BERLIN: THE HUB OF CREATIVITY
- 1.2 RE:FAIR & BERLIN ART WEEK
- 1.3 HERITAGE & INNOVATION

3
4
5



02



CURATION
PROCESS

- 2.1 THE MANIFESTO
- 2.2 THE VISION
- 2.3 THE EMERGENCE
- 2.4 THE ART AND AI

7
8
9
10

03

THE SOHO ANNEX

- 3.1 THE SOHO HOUSE
- 3.2 SPECIAL PARTY
- 3.3 SOVAX RE:FAIR

12
13
14

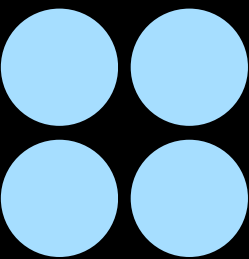


04

TO CONCLUDE

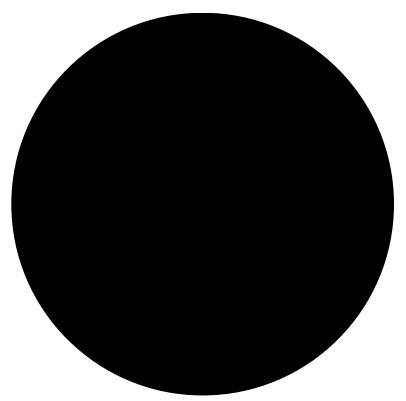
- 4.1 THE TEAM
- 4.2 CONTACT

15
16



INTRODUCTION

1.1 Berlin : The hub of creativity



01

Berlin is a city like no other : a pulsating hub of creativity and culture that has captivated artists, collectors, and galleries for decades. Yet, amidst the global art scene, Berlin is missing a flagship international art fair that truly represents its dynamic spirit. We aim to fill that gap.

Berlin is the epicentre of contemporary art in Europe. Known for its ability to embrace bold ideas and provide a platform for artists and gallerists of all origins, the city pulsates with a unique energy, fuelled by a dynamic art scene and incomparable cultural diversity. Organising an Art Fair in Berlin is part of this avant-garde tradition, while at the same time responding to a major strategic opportunity: that of creating an event of international stature capable of redefining the standards of the art market.

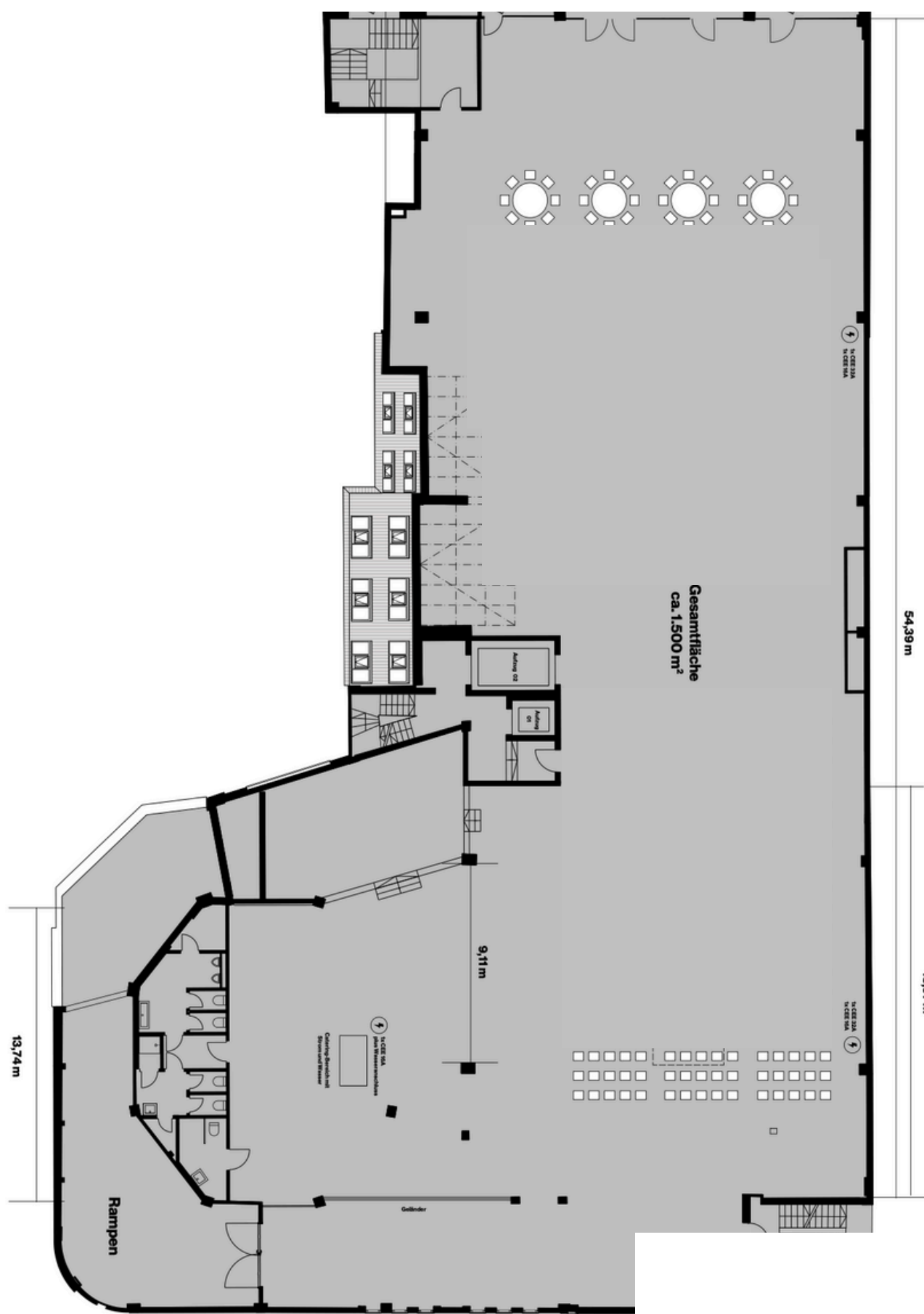
RE:FAIR is an incubator of culture and the future trends of photography. It is a meeting point where bold artistic visions, critical conversations, and global collectors intersect in one of Europe's most dynamic cultural capitals.

BERLIN ART WEEK BERLIN ART WEEK BERLIN ART WEEK

Participating in this key week ensures greater engagement from visitors, who come with a genuine intention to discover, acquire and connect with Berlin's art scene. This synergy enables RE:FAIR to maximise its media impact, anchor its identity on the cultural agenda and establish itself as a key event for contemporary photography and innovation.

1.2 The new photography fair in Germany

Berlin stands as one of the most dynamic and essential hubs for contemporary art, a city where history, experimentation, and radical artistic expression intersect. As the art world continues to evolve, a new generation of photographers, gallerists, and collectors is reshaping the boundaries of the medium, pushing photography beyond its traditional formats and into new conceptual, technological, and aesthetic territories.



RE:FAIR emerges in this context as a specialized art fair dedicated exclusively to contemporary photography, offering an annual event where galleries can converge to showcase photography in all its diversity from fine art prints to new media, installations, and hybrid practices.



VENUE PREVIEW

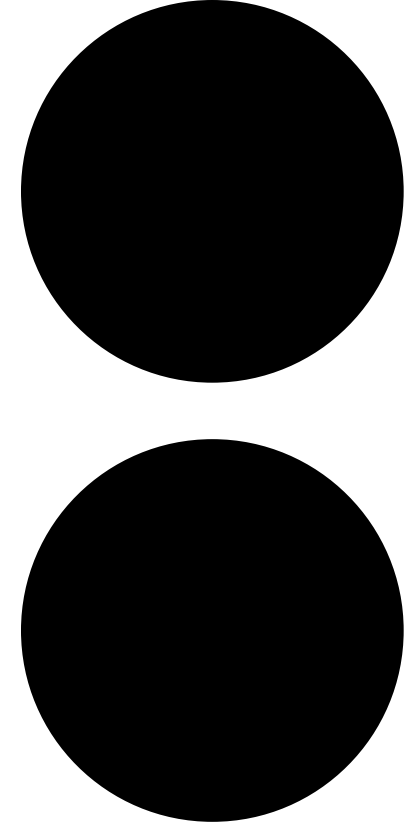
1.3 Heritage & Innovation

A fair in Berlin offers a dual opportunity, to serve as a meeting point for the global photography community, attracting key players from around the world and fostering dialogue between established figures and emerging voices and to capitalize on Berlin's unique creative energy, positioning the city at the forefront of photographic innovation and offering a space that reflects the cutting edge of visual storytelling.

At RE:FAIR, photography is more than just an art form; it is a medium of transformation, a mirror of the past, a pulse on the present, and a speculation on the future. Our curatorial approach seeks to embrace the tension between tradition and innovation, physicality and digitalization, past and future.



We invite galleries that champion artists who experiment, provoke, and expand photography's role in contemporary art. Whether through mixed media, AI-generated images, darkroom alchemy, or large-scale installations, RE:FAIR is dedicated to showing work that is visually striking and conceptually rigorous.



CURATION PROCESS

21 MANIFESTO
22 THE VISION
23 THE EMERGENCE SECTOR
24 THE ART AND AI

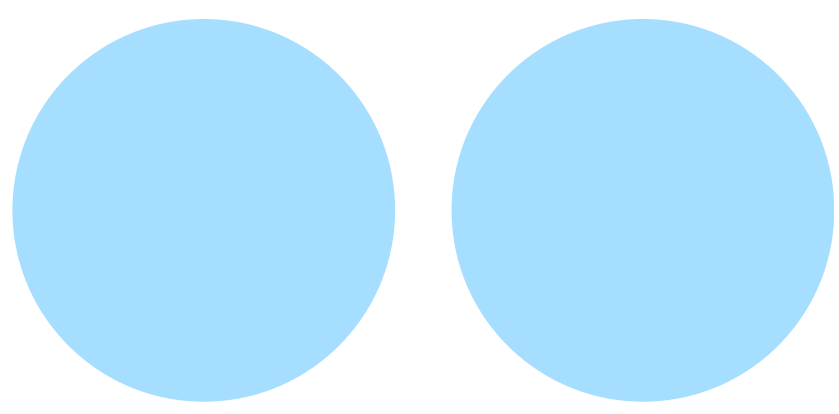
02

IN AN ERA WHERE DIGITAL ADVANCEMENTS
AND AI-GENERATED IMAGERY CHALLENGE,
RE:FAIR STANDS AS A PHYSICAL TESTAMENT
TO THE ENDURING **POWER OF PHOTOGRAPHY**.

A BRIDGE BETWEEN THE **PAST** AND THE
FUTURE, BETWEEN TRADITIONAL
CRAFTSMANSHIP AND EMERGING
TECHNOLOGIES.

WE BELIEVE IT IS CRUCIAL TO REAFFIRM
PHOTOGRAPHY'S ARTISTIC HERITAGE,
MATERIALITY, AND **CULTURAL** SIGNIFICANCE.
RE:FAIR IS A SPACE WHERE THE DIALOGUE
BETWEEN ANALOG MASTERY AND DIGITAL
EVOLUTION UNFOLDS, ENSURING THAT
INNOVATION DOES NOT ERASE HISTORY BUT
ENRICHES IT.

WE ARE RECLAIMING THE **PHYSICAL**
ENCOUNTER WITH ART, WHERE TEXTURE,
LIGHT, AND PRESENCE STILL HOLD MEANING.

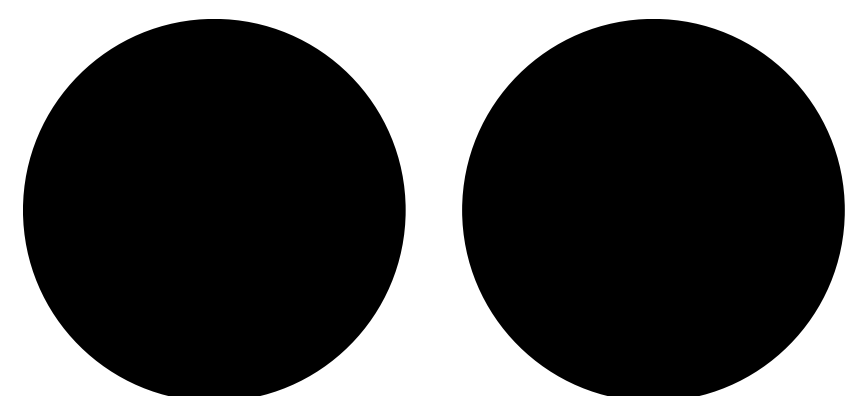


2.2 The Curatorial Vision : Inclusive, International, and Innovative

At RE:FAIR, our curatorial process is driven by a bold and inclusive philosophy that values diversity in artistic voices and cultural perspectives. We are committed to creating a space that celebrates innovation and openness, with a strong emphasis on amplifying underrepresented communities, including the FLINTA community. Our vision is international, bringing together artists and galleries from around the world to showcase the richness and plurality of photography scene.

Each selection is crafted to push the boundaries of convention, spotlighting works that challenge, provoke, and inspire. We seek to highlight artistic practices that combine conceptual audacity with technical mastery, exploring themes ranging from technological experimentation to identity and urgent societal issues.

Rooted in values of equity and collaboration, RE:FAIR aims to redefine the photography art fair landscape, offering an innovative experience that looks boldly toward the future of contemporary creation.

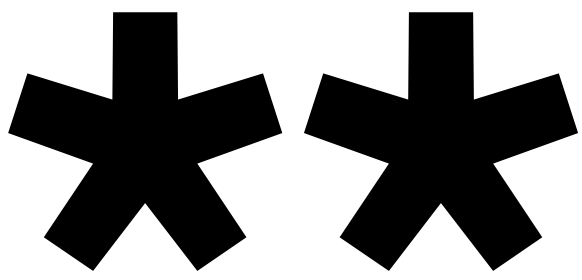


2.3 Emergence sector - The laboratory of contemporary photography

At the heart of RE:FAIR Berlin, the Emergence sector is positioned as a veritable incubator for new voices in contemporary photography. With a cutting-edge selection of solo shows supported by young international galleries, this programme highlights the artistic avant-garde that is redefining the limits of the medium. The works on show span a wide range of themes, from societal and environmental issues to abstract and conceptual explorations, while incorporating technological advances such as artificial intelligence** to reinvent visual perception.

This daring programme celebrates the diversity of techniques and perspectives, showcasing a generation of artists who are pushing back the boundaries of photography while engaging in relevant dialogue with contemporary issues. In this way, the Emergence sector becomes a sector where experimentation meets innovation, where each solo exhibition invites visitors to immerse themselves in captivating narratives and fresh visions.

With this initiative, RE:FAIR Berlin is not content to simply showcase emerging talent: it is asserting its role as a pioneer, offering a space where creativity, technology and commitment meet to shape the future of photography.

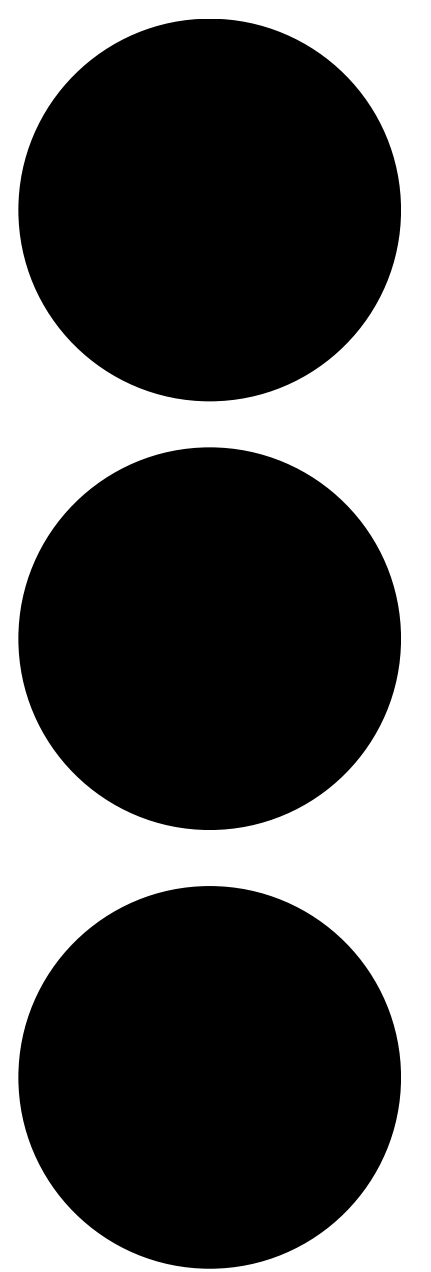


OUR VISION WITH ARTIFICIAL INTELLIGENCE AND PHOTOGRAPHY

At RE:FAIR, our approach to artificial intelligence is rooted in artistic integrity and the value of the photographer's eye. We exclusively showcase artists who work with their own physical archives, ensuring that every image is deeply connected to their personal vision and craftsmanship. We do not accept fully AI-generated art. Instead, we view AI as a tool, much like a camera in the hands of a photographer and an extension of the creative process rather than a replacement for artistic intent. In a rapidly evolving landscape, RE:FAIR remains committed to honoring the heritage of photography while embracing innovation and authenticity.

SOHO HOUSE ANNEX

3.1 THE SOHO HOUSE
3.2 SPECIAL PARTY
3.3 SOVA X RE:FAIR X SOHO HOUSE



3.1 SOHO HOUSE BERLIN

Soho House Berlin is a space known for its ability to bring together creatives, entrepreneurs and opinion leaders. Collaborating with them creates synergy with the aim of the art fair: to connect a global audience around art and cultural innovation.

Soho House's international reputation attracts influential members, including collectors, curators and decision-makers in the art world. This gives the fair immediate exposure to targeted audiences.

03

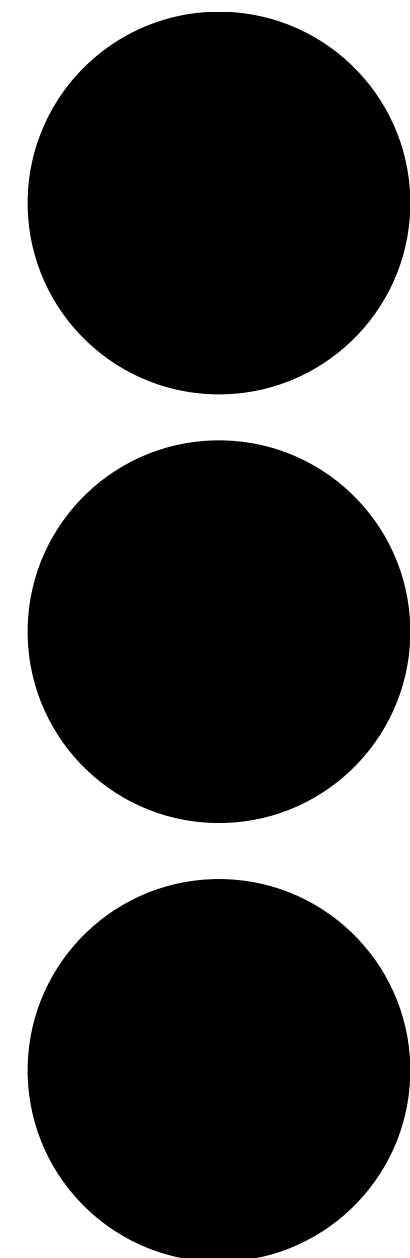
Soho House's event spaces could be used for exclusive events during the fair, such as VIP parties and private dinners, reinforcing the high-end aspect of the experience.



WHAT ARE YOU DOING THE FRIDAY NIGHT?

3.2 ART TALK AND CHAMPAGNE!

We envision an elegant evening featuring an exclusive photography talk with our exhibiting artists, offering guests a deeper insight into their creative process and artistic vision. The night will be complemented by a sophisticated atmosphere, where attendees can engage in meaningful conversations while enjoying a glass of champagne. This gathering will not only celebrate contemporary photography but also foster an intimate exchange between artists, VIP customers, Soho members and our partners in a refined yet welcoming setting.



3.3 SOVA X RE:FAIR X SOHO HOUSE

SOVA is a new organization specializing in the creation of ephemeral events in the form of conceptual pop-ups created by Zoé Agnoly. Our events are carefully crafted to challenge and awaken the senses, offering our participants immersive and unforgettable experiences through art. Our event encourages participants to discover new sensations and experiences, pushing the boundaries of perception through immersive artistic installations and interactive workshops. Engaging with the art and performances, attendees respond to stimuli, allowing their senses to guide their reactions and interactions, creating a dynamic and personal experience. By fully immersing in the event, participants connect deeply with their sensory experiences, fostering a sense of unity and shared discovery through collective artistic expression.

SOVA and RE:FAIR are joining forces with Soho House for a special curation celebrating contemporary photography in all its forms. This unique collaboration will bring together emerging and established artists, exploring the dialogue between tradition and innovation in the image and keeps with its immersive and engaged approach.

3.3 SOVA X RE:FAIR X SOHO HOUSE

In the prestigious setting of Soho House Berlin, RE:FAIR is offering an exclusive evening dedicated to contemporary art and performance. This edition will highlight a special exhibition, at the crossroads of ultra-modernism and aesthetic brutality through a selection of works.

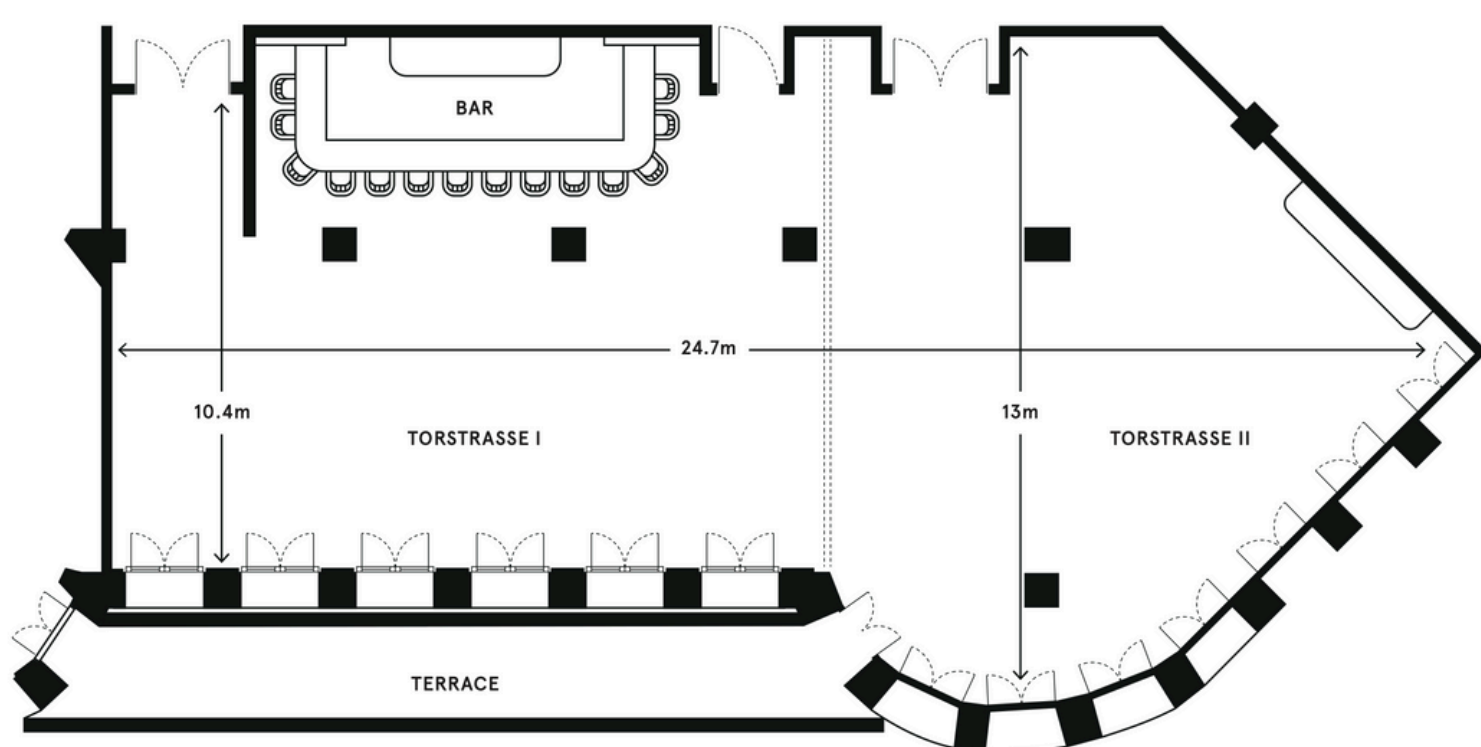
The evening will be marked by a unique performance by Selva Huygen, an artist and designer working at the frontier between art and couture. Her performance will set the stage for a dialogue between the body, textiles and space, offering an entirely new artistic reflection on the material.

The event will feature three highlights:

An exclusive talk, bringing together artists and thinkers to discuss the evolution of contemporary creation.

An immersive exhibition featuring works that explore the relationship between the tangible and the digital.

A champagne reception, encouraging a privileged exchange between collectors, experts and Gallerists



TORSTRASSE I AND II FLOOR PLAN



TO
CONCLUDE
:

4.1 The Team

ZOÉ AGNOLY

Founder [FR-EN-IT-DE](#)

Founder of RE:FAIR Berlin, Zoé Agnoly is an independent curator in Berlin with a passion for the dialogue between contemporary art, photography and new forms of visual experimentation. With a wealth of experience in organising exhibitions and artistic events, she has established an innovative approach, highlighting emerging talent and daring artistic practices.

With RE:FAIR, she aims to rethink the format of art fairs by incorporating a more inclusive, immersive and forward-looking vision, while consolidating Berlin as a key centre for the contemporary art scene.

ELISA HALLÉ

[FR-EN](#) Executive Manager

Executive Manager of RE:FAIR Berlin, Elisa Hallé is an independent curator of photography and Asian art as well as an art consultant who enjoys working with art and interior design. Influenced by her experiences in art galleries and art fairs specialising in photography, she is pursuing this path by creating her first photography art fair alongside Zoé Agnoly.

Wishing to renew the approach to photography in the art world, it is with this new art fair that she is creating a new exhibition more inclusive for innovation in photographic practice.

CONTACT

FOUNDER

Zoé Agnoly

zoeagnoly@refairberlin.com

+33 (6) 62 99 88 79

EXECUTIVE MANAGER

Elisa Hallé

elisahalle@refairberlin.com

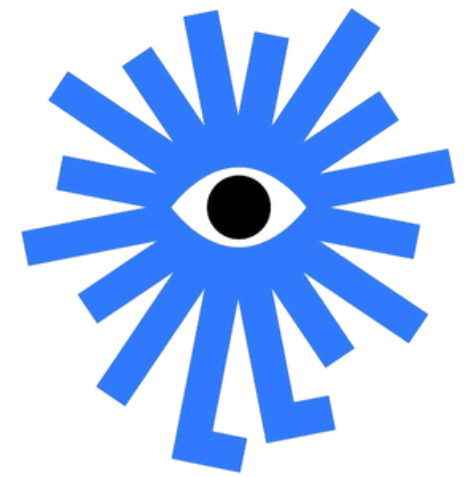
+33 (6) 78 86 81 05

CONTACT PRESS

presse@refairberlin.com

MEDIA PARTNERS

ACUMEN GALERIE
JOSEPH
DES EXPÉRIENCES ET UNE CULTURE QUI NOUS DÉFINISSENT



SPOT[®]

O C U L A

BERLIN  **LINK**

Artuu[®]

ARTDOC
Photography Magazine



Kooness
YOUR LIFE WITH ART

VAULT

FUTURES

MÆ

SeeAllThis[•]

sichtbar 

Photos credit :
Eventus Agency
Lucie Mink
Soho House

ARTISTICALLY YOURS

RE:FAIR TEAM

CONTACT@REFAIRBERLIN.COM