

For immediate release

INDIA ART FAIR 2016: NEW ANNOUNCEMENTS

The upcoming edition of India Art Fair will take place from the 28 - 31 January 2016 (with a VIP Preview by invitation on 28 January), NSIC Grounds, Okhla, New Delhi.

Since its launch in 2008, India Art Fair has established itself as South Asia's leading platform for modern and contemporary art. Spurring a new wave of engagement with Indian art at every level of the market, the fair has become the bedrock of a now booming cultural community. Building on these foundations, the fair is revising its mission and refining its programming to reflect the best of South Asia's diversity in the visual arts.

The fair's 2016 edition will mark a new chapter in its evolution. In step with India's increasing cultural influence, India Art Fair is making a number of enhancements to its organisation which includes significant changes to its partnerships, internal team and gallery programming.

New Presenting Partner

India Art Fair is delighted to announce **BMW as the Presenting Partner of India Art Fair 2016**. For over 40 years the BMW Group has made a significant contribution to culture, initiating over 100 cultural collaborations worldwide, from commissioned works by Gerhard Richter for the BMW Group's Munich headquarters, to projects with artists such as Andy Warhol, Roy Lichtenstein, Olafur Eliasson and Jeff Koons. In 2013, the BMW Guggenheim Lab - a global initiative of the BMW Group, Solomon R. Guggenheim Foundation and the Guggenheim Museum, premiered in India at the Dr. Bhau Daji Lad Museum, Mumbai.

International Director

The fair is pleased to announce the appointment of **Zain Masud as International Director**. Masud brings her experience within the art scenes of the Middle East, South Asia, Russia, China and Africa, alongside her extensive networks within the Western art world. Prior to this appointment, Zain served as Assistant Fair Director to Art Dubai for five years.

Expanded Exhibitors Programme

This year the fair will be structured into 5 main sections: **Galleries**, the main section, will feature leading Indian and international galleries; **Focus**, will show solo presentations which have been curated by participating galleries or institutions; **Institutional**, will showcase leading international and Indian museums and art foundations presenting elements of their programmes or collaborations commissioned specially for the fair; **Platform**, will represent young emerging artists or collectives from throughout South Asia, open to galleries and foundations within the region; and **Projects**, which will show artworks including large scale sculptures or site specific installations at the fair.

Full programme details including the gallery list, art projects, speakers list and collateral events will be announced in October 2016.

For all updated India Art Fair news please visit www.indiaartfair.in, like us on [Facebook](https://www.facebook.com/indiaartfair) or follow @indiaartfair on instagram, @India_ArtFair on Twitter.

PRESS RELEASE

Notes to Editors

India Art Fair is a trademarked event property owned by Seventh Plane Networks. Its Founding Director Neha Kirpal launched the fair in 2008, and has been instrumental in steering the fair's unprecedented growth over 8 years into becoming the premier destination for art in the region. In 2011, Neha Kirpal was joined by new strategic partners; Sandy Angus (Chairman of global exhibitions group Montgomery Worldwide which has launched several art fairs around the world) and Will Ramsay (Founder of PULSE Art Fairs and Affordable Art Fairs). Mr. Angus and Mr. Ramsay are also co-founders of Art Basel Hong Kong (earlier called Hong Kong International Art Fair) and bring their global expertise in exhibitions and events as well as the support of a truly global network to India Art Fair.