



PHOTO LONDON 2020 RESCHEDULED TO EARLY AUTUMN

London, 17 March 2020 - Photo London has announced that the sixth edition of the Fair, due to take place at Somerset House between 14–17 May, will be rescheduled to early autumn to safeguard public health. Photo London's founders, Fariba Farshad and Michael Benson explained why this has been a very difficult decision to make.

'For the past few weeks, we have been monitoring the gathering storm around the COVID-19 outbreak. Although it seemed for a while that we might be able to run the Fair as planned, the safety and well-being of our exhibitors, artists, staff, suppliers and visitors from around the world is paramount. We had a great edition in prospect, but this has now become an irrelevance in the face of public health and our responsibility to adhere to the latest government advice, as well as the logistical challenges of international travel. We have taken this decision because we simply must do all that we can to keep people safe. There is nothing more important than that.

No one quite knows when the virus will have run its course, and having weighed the opinions of various experts, we have decided to move the Fair to a date in the early autumn. To that end, we are in discussions with the team at Somerset House and we hope to make a more detailed announcement in the coming days about our plans for this sixth edition of the Fair.

In the meantime, we would urge everyone to stay safe and stay well. These are difficult and unprecedented times, but they will pass, and when they do, we look forward to welcoming everyone back to Photo London.'

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