

Hamptons Fine Art Fair



JULY 10-13, 2025

VIP OPENING PREVIEW - JULY 10

Southampton Fairgrounds | HamptonsFineArtFair.com

“One of 12 most notable art fairs/events in the world this year worth investing your time and money on.” – **Forbes**

THE ART MARKETPLACE FOR ALL HAMPTONITES

Celebrating the Art Apex of the 2025 Summer Season

The Hamptons season kicks into high gear. Meet the homeowners who are buying art, decorating and selecting their finishing touches. HFAF has emerged as the biggest summer (June, July, August) art fair in the United States, with enthusiastic attendance, strong sales generated, diverse exhibitors, cultural partners and sponsors, and international participation.

Join Us at the Largest Cultural Event in The Hamptons

Meet the region's most culturally savvy and art oriented guests – 13,000+ visitors over 4 days – up from 8,500 in 2023. HFAF delivers the largest, most affluent turnout of buyers of any event in the Hamptons.

Ideal location

- HFAF will be held in our newly custom built 70,000+ sq. ft. majestic Pavilion complex – constructed on a solid raised platform foundation.
- Strategically located on 17 bucolic acres, directly on County Rd 39 connecting the Hamptons to Montauk. The HFAF pavilions are visible to everyone entering/exiting the Hamptons, and very convenient.
- Newly expanded on-site parking for 600+ cars.
- Where the anticipation and excitement of an international fair meets and connects the entire East End. Located between the Southampton Golf Club and Mercedes-Benz of Southampton.
- Benefit from a relaxed beach casual tone yet fashionable and luxurious setting.

A Passion for Possession

Long known as a mecca for the creation and patronage of art, art collecting is embedded into the DNA of Hamptonites. Guests have an openness to discovering new works of art and emerging artists. Most attendees have the means to buy what they like, and the sizable spaces to display it. These art knowledgeable, prime prospects are willing and able to acquire on the spot. Additionally, sizable post-show sales are frequently reported.

Meet Experienced and New Collectors

Long synonymous with America's one-percenters, the creme de la creme of Hamptons art collectors respond favorably to this prestigious event – always on the prowl for fine and decorative compelling art pieces to enhance their beach resort estates. This is a unique opportunity to personally meet wealthy homeowners who are both seasoned collections as well as those discovering the joys of collecting for the first time. All of our 60+ participating museums and institutions invite their top-tier donors, and our 20 sponsors invite their best clients. These important VIP guests provide an additional wave of avid, well-to-do attendees.

MAKE A SPLASH IN THE HAMPTONS





A Distinctive Hamptons Flavor

HFAF is deeply embedded into the cultural fabric of our historic community. We are produced by Hamptonites for Hamptonites.

- After **18 years**, attending is ingrained in the community as a much anticipated annual cultural event. The entire local art community unites around this event.
- The Pavilions are named after two prominent Hamptons based artists – **Pollock** and **de Kooning**
- Serves as a vital forum for both “rediscovery” of **Hamptons based 1950-70’s era artists**, as well as a new wave of **emerging talent**.
- Presenting the third annual **Hamptons Artists Hall of Fame** (2025 inductions).
- Virtually all of the area’s leading art museums, foundations, charities, and social clubs, are engaged. Prominent and influential collectors, affluent newbies, ASID interior designers, art advisors and museum curators regularly attend.
- Producer **Rick Friedman** (a well-known collector of AbEx works with museum shows), and team now on their 19th successful year of producing major cultural events in The Hamptons, including the pioneering **ArtHamptons**.



2024 HFAF Record Results

2 Building expansions, exhibitor space sold out with a new Hamptons record

Featured the largest tented pavilion structures ever built on the East End

70,000 SQ. FT.

150 Exhibitors; galleries and themed curated artist displays from a wide-ranging 20 countries - the most ever!

Largest total attendance in Hamptons art fair history: **13,000+**

Buyers generated
\$5M+
in art purchases

\$200M
of artworks on display

4,000+ Guests attended the 2-session record-breaking VIP Opening Preview

July 13 set a single-day attendance record of **5,500**

62 Cultural Partner Institutions

20 Participating Corporate Sponsors

A record **200,000** website visitors

Organic growth of social media followers exceeded **22,000**

Exhibitor Guidelines/Opportunities

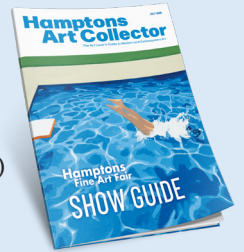
- Artwork prices should begin at the \$5,000 level, with a “sweet spot” of \$25,000. Many works will be in the 6 figures and into the 7 figures.
- Opportunities to qualify for special highlighted artist promotions with designations of **Featured Artists, Spotlight Artists, Solo Artist booths**, and displays devoted to specific country, or art genre.
- Artist selection **approval and curation**
- Discounted hotel room rates for exhibitors
- Opportunity to participate in a much discounted **Hamptons Art Collector/HFAF Show Guide** in an advertising/ editorial special section.

Advertise in the Hamptons Art Collector/ HFAF Show Guide

Distribution: 10,000 magazine copies given at the registration desk to guests all 4 days.

Full page ad – Includes full-page editorial on gallery or specific artist.

Half page ad – (horizontal or vertical) Includes half page editorial on gallery or specific artist.



Contact Donna Thiele for rates



2025 Exhibitor Rates

Exhibitor-friendly Experience, featuring 10 ft. sturdy walls with standard LED lighting package. A non-union site.

Contact Rich Ferrante for rates
516-209-2709, rich@show-hamptons.com

SculptureHamptons: Limited to 10 pieces in outdoor sculpture park. Submit photos for consideration. Cost: \$2,500 per sculpture

Insurance: For your convenience, add \$350 for exhibitors Certificate of Liability Insurance, standard policy.

Mandatory advertising fee of \$2,000 per gallery includes: limited number of VIP Opening Preview tickets and Day Passes, 8 images on your gallery page, your name appears in local media ads, at least one social media post to our 22,000+ followers, press coverage, gallery info and specially reduced ad rates in our Hamptons Art Collector /HFAF Show Guide. Plus, free snacks/drinks at our Exhibitor Canteen during set up and show hours.

Deposit \$5,000 upon acceptance, final payment due June 6, 2025.

Fair Hours

Set-up:	July 9	9am-9pm
	July 10	9am-11am
Breakdown:	July 13	6pm-10pm
	July 14	9am-1pm

Exhibit Hours

Thursday, July 10 – VIP Opening Preview	
Afternoon Session	12pm-5pm
Evening Session	5pm-9:30pm
Friday, July 11	11am- 7pm
Saturday, July 12	11am-7pm
Sunday, July 13	11am-6pm



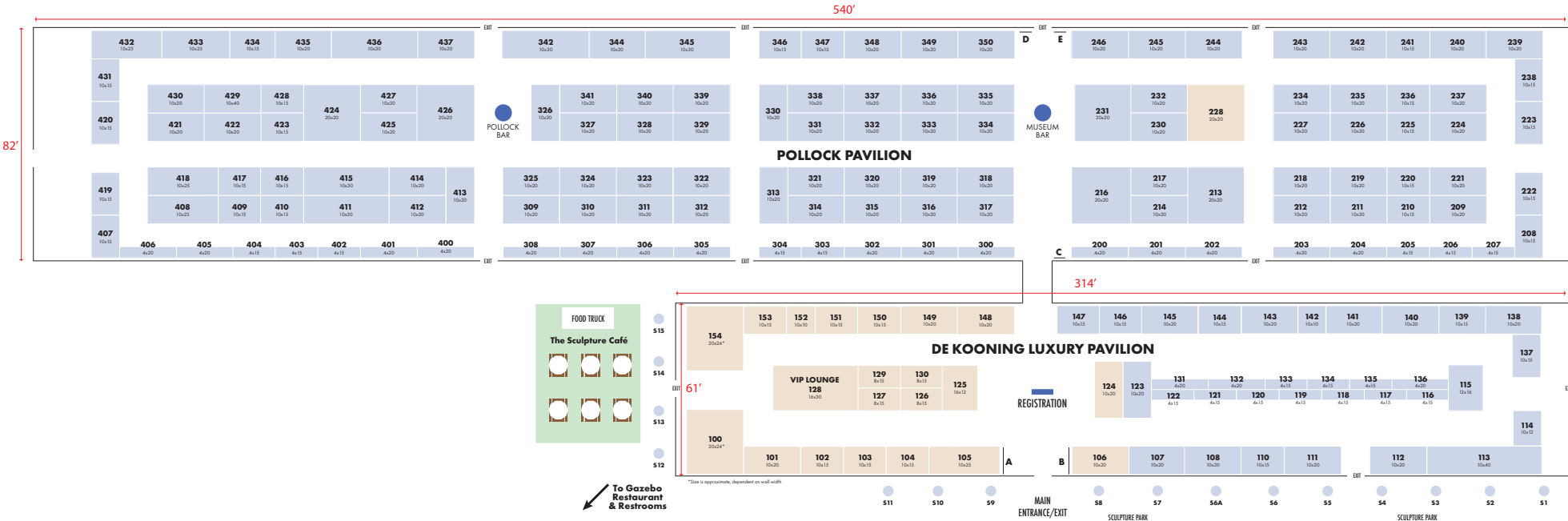
Currently Accepting Applications:

Rich Ferrante, Development Director, 516-209-2709, rich@show-hamptons.com
Rick Friedman, Executive Director & Founder, 516-991-4042, rick@show-hamptons.com
www.hamptonsfineartfair.com/in-person-fair-application

Produced by

SHOW
HAMPTONS
PRODUCERS OF LUXURY FAIRS

2025 HAMPTONS FINE ART FAIR LAYOUT



*Size is approximate, dependent on wall width