



Phuket Art Fair 2026

30 OCT – 1 NOV 2026  
VIP PREVIEW 29 OCTOBER

PHUKET, THAILAND

# ABOUT PHUKET ART FAIR 2026

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Welcome to Phuket's Premier international contemporary Art Fair in 2026.

Step into a world where Art & Luxury converge. Art & More. From 30th of October to 1st of November 2026, Phuket Art Fair 2026 is creating a new international "rendez-vous" in the contemporary Art Landscape in South East Asia. We are convinced that Art is an international language that has no frontiers: more than ever the world needs Art whenever it's possible.

Our vision by creating Phuket Art Fair 2026 is to build bridges between cultures and connecting the dots between generations. One mission is to attract confirmed Art Collectors from Thailand, South East Asia and beyond. Another mission is to bring new Art Collectors to live strong Art experiences, to discover new horizons and to invest in their first Art piece.

With its growing landscape of national & international HNWI multi million \$ property owners from Thailand, Singapore, China, Europe & Russia, Phuket & Thailand is the new place to be.

The Phuket Art Fair 2026 will bring together elite local, national & international Art collectors, leading national & international Art galleries & artists, as well as luxury brands in the heart of the Andaman Sea. Whether you're seeking cutting-edge artworks or luxury lifestyle experiences, the Phuket Art Fair 2026 is your canvas.

"Art is not what you see, but what you make others see." – Edgar Degas

## FOUNDER & CURATOR

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The idea for the Phuket Art Fair 2026 was initiated by Mr. Jean-Philippe Zerafa. A French national who holds a BBA in Marketing and Finance. For 20 years, he held various management positions in international communications consulting & advertising agencies in Paris, Geneva, and New York. His expertise lies in developing brand strategies and producing international advertising campaigns for luxury brands in the beauty, watchmaking, jewelry, wine & spirits sectors. He has collaborated with renowned videographers and photographers for premium & luxury brands such as Alexander McQueen, Chopard, Swarovski, Piaget, Dom Pérignon and others. Passionate about contemporary art and a Art Collector of artworks and photographs himself, he wanted to create a new annual event combining Art and Luxury. Thailand, and Phuket in particular, are offering high-end hospitality infrastructures, a community of national and expert HNWI and a unique setting for hosting an international event combining Art & Luxury. Art & More.



# THE ISLAND OF PHUKET

## HAS MORE TO OFFER THAN PRISTINE BEACHES

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### The island of Phuket

In Thai เกาะภูเก็ต is the biggest island of Thailand and sits on the Andaman Sea, Phuket Island is connected by the Sarasin Bridge to Phang Nga province to the north. Phuket Province is located in Southern Thailand, 867 Km south from Bangkok. It has a surface of 547 km<sup>2</sup> ((211 sq mi) with 48 Km maximum length. Its size is about two-thirds the size of Singapore.



### Perfect central location in South East Asia

Located in the heart of the South East Asian Region, the island of Phuket is only 1,5 hour flight away from Singapore, 4 hours from Hong Kong, 4 hours from India...

### Community of 115 000 expatriates

Home to nearly 600,000 residents, including a vibrant community of around 115,000 expatriates from all corners of the globe, Phuket boasts a reputation of being a place where ‘time slows down, and bliss takes over’. Phuket, a tropical gem in Southeast Asia, has captivated foreign investors with its stunning natural beauty, well-developed infrastructure, and vibrant expat community.

### HNWI – Art Collectors

HNWI from China, Thailand, Russia, United Kingdom and Germany are investing in Luxury Properties in Phuket. These owners are the first local potential Art Buyers. The sales of real estate and resorts in Phuket have doubled, from 1,500 units sold in 2022 to over 3,000 units in 2023, and the growth shows no signs of stopping. In the first half of 2024, Phuket experienced a significant surge in luxury villa sales, with 787 new villas sold, totaling approximately 30 billion baht (around 830 million \$ or 1,05 average per villa ).The geography of foreign investors is expanding: from the UAE, Saudi Arabia, Israel, and Japan.





## **Phuket International Airport**

Phuket hosts the International Airport of Phuket with 56 international routes to 21 countries, designed to handle 18,0 million passengers annually by 2029 (from 14,0 million passengers in 2023). Phuket international airport features a newly built dedicated private jet terminal, the Siam land private jet terminal, which can accommodate up to 1200 private flights annually.

## **Siam land private jet terminal**

Established in 2022, this terminal offers a wide range of services & amenities to ensure a seamless and luxurious travel experience (full ground handling, VIP lounges Aircraft accommodation, maintenance & support).

## **Luxury Yacht Marinas & World-Class Golf Clubs**

Phuket Yacht Haven, Ao Po Grand Marina, Phuket Boat Lagoon, and Royal Phuket Marina are growing spots.

## **Luxury Retail & Luxury Boutiques**

Central Floresta, serves as the island's luxury retail epicenter. In response to growing demand, several of these brands are set to expand their store spaces, doubling their size by the end of 2024. Additionally, by 2026, Central Floresta will welcome an array of new luxury brands, further enhancing Phuket's appeal as a high-end shopping destination.

## **Luxury Boutiques**

Hermès, Chanel, Louis Vuitton, Prada, Rolex, Dior, Céline, Jim Thompson, Versace, Gucci, Armani, Mercedes, BMW, PMT The Hour Glass, La Prairie... have opened their own boutiques in the island of Phuket.

## **14 international schools**

Phuket hosts a diverse array of international schools offering various curricula to cater to the expatriate and local communities such as: BISP, Headstart international School, KIS, QSI international school etc.

## **International Hospitals**

Thailand ranks in the world's TOP-5 countries for healthcare quality (according to the World Health Organization) and is one of the leading medical tourism centers in Asia and globally. Phuket's medical infrastructure continues to develop: a branch of Bumrungrad International Hospital will open in 2026.

Thailand’s contemporary art scene is flourishing, with a dynamic array of artists gaining both national and international recognition. Here are some notable figures shaping the Thai art landscape (to name a few):

**Ploenchai “Mook” Vinyaratn**

A textile artist renowned for her sustainable creations, Vinyaratn transforms discarded materials into intricate woven artworks. Her recent solo exhibition, Misfit (2024), was showcased at the Four Seasons Art Space in Bangkok.

**Tawan Wattuya**

Known for his expressive watercolor paintings, Wattuya explores themes of politics, identity, and technology. His 2024 exhibition Transform in Tokyo delved into the fusion of European medieval art with contemporary issues.

**Chulayarnnon Siriphol**

An artist and filmmaker, Siriphol combines Thai literature, mythology, and science fiction in his video installations. His works have been featured in international venues, including the Cannes Film Festival and Tate Modern.

**Korakrit Arunanondchai**

A multimedia artist, Arunanondchai blends film, performance, and sculpture to explore themes of spirituality and identity.

**Pinaree Sanpitak**

Sanpitak’s work centers on the female form, particularly the breast, as a symbol of womanhood and self. Her installations often invite audience interaction, challenging perceptions of femininity.

**THE RISE OF THAI ART:**

Christie's hard work in promoting local artists on the global stage is paying dividend

"We have seen a growing appreciation of art. While the proportion of sales fluctuates between luxury goods and artwork each year, Christie's revenue from art sales has increased. Luxury goods account for a large portion of our revenue, ranging from 50%-70%, while art sales contribute 30%-50%, which is a significant increase from the past. We are pleased to see this progress,"

Source:  
Prapavadee Sophonpanich, managing director of Christie's Asia President's Office.  
[www.bangkokpost.com](http://www.bangkokpost.com)

**Mairung Jarurattanaporn (Halo Q)**

Jarurattanaporn, known as Halo Q, combines Thai folklore with futuristic themes in his watercolor illustrations, creating characters like the space explorer Jin Halo Q.

**Saroot Supasuthivech**

Supasuthivech’s paintings juxtapose pastoral imagery with underlying political narratives, reflecting on Thailand’s complex history. His work was featured in the S.E.A. Focus 2024 art fair.

**Panchat Yodmanee**

An emerging artist, Yodmanee draws inspiration from natural elements like soil to create contemplative pieces that reflect on simplicity and serenity.

**Vacharanont Sinvaravatn**

A mixed-media artist, Sinvaravatn’s installations often explore themes of identity and transformation. He participated in the Bangkok Art and Culture Centre’s Early Years Project #7 in 2023.

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**LATEST ART MUSEUMS & INITIATIVES THAT OPENED IN THAILAND:**

Bangkok Art & Culture Centre (1996)  
The Jim Thompson Art Center (2003)  
Museum of Contemporary Art (MOCA BANGKOK, 2012)  
MAIIAM Contemporary Art Museum (2016)  
The Art Auction Center (TAAC) (2021)  
Khao Yai Art (2024)  
Kunsthalle Bangkok (2024)  
Phuket Biennale (Fall 2025)  
Dib Bangkok Museum of Contemporary Art (2025)

# THE AUDIENCE

While the Art Basel and UBS Survey of Global Collecting 2024 does not provide country-specific data for Thailand, it offers valuable insights into the behaviors and demographics of high-net-worth individuals (HNWIs) in the Asian art market, which can shed light on the art collector audience in Thailand.

## Demographics and Wealth Distribution

The 2024 survey included over 3,660 HNWIs from 14 major markets, including several in Asia such as Hong Kong, Mainland China, Singapore, Indonesia, Taiwan, and Japan. Participants were required to have a net worth exceeding \$1 million, excluding real estate and private business assets. In the Asian markets surveyed, there was a higher proportion of younger collectors, with 62% being Millennials (ages 28–43) and Gen Z (ages 20–27), compared to 55% in European markets and 52% in the Americas. The average age of respondents across all markets was 45, with Hong Kong reporting a younger average age of 38, reflecting the youthful demographic of collectors in the region.

## Collecting Behavior and Preferences

Collectors in the Asian markets demonstrated a strong inclination toward supporting emerging artists, allocating 52% of their art expenditure to new and emerging talents in 2023 and the first half of 2024. This marks an increase from 44% in the previous survey, indicating a growing interest in discovering new voices in the art world. In terms of medium, paintings remained the most popular, constituting 36% of collections across all generations and regions. Traditional art forms such as sculptures and works on paper were also prevalent, making up 62% of the works owned.

## Purchasing Channels and Motivations

Asian collectors exhibited a strong preference for purchasing art through dealers, with 95% engaging with this channel. Additionally, there was a notable increase in buying from new galleries, with 88% of collectors purchasing from at least one new dealer over the last year. Collectors also embraced digital platforms, with 72% buying directly from dealer websites and 43% through social media. The primary motivation for collecting art among HNWIs was self-identity and personal enjoyment, cited by 37% of respondents. Financial investment was the second most common motivation at 28%, followed by social and networking reasons.



IMPLICATIONS FOR EXHIBITORS IN THAILAND:

While specific data for Thailand is not provided, the trends observed in neighboring Asian markets suggest that Thai art collectors are likely to be younger, tech-savvy individuals with a strong interest in emerging artists and a preference for traditional art forms like paintings and sculptures. They are also inclined to purchase art through dealers and online platforms, motivated primarily by personal enjoyment and self-expression. In order to engage with the local collector base, strategies should emphasize digital engagement, showcasing emerging talent, and offering traditional art forms that resonate with collectors’ preferences.





In order to offer high-end services for the exhibitors and the visitors, we have selected exclusive exhibition spaces on the west coast of the Phuket Island. Laguna Phuket is offering all infrastructure to allow an international Art Fair to take place.

From 5 Star Angsana Laguna Phuket ACES Convention Center to the high end ballrooms of the Banyan Tree, Dusit Thani, Saii Laguna or Intercontinental Phuket, a total of 5000 sqm of exhibition will allow to build a memorable and international level Art Fair. Laguna Phuket & Intercontinental Phuket Resort in Kamala also offers easy access to the Phuket international airport & the new Siam land private jet terminal.

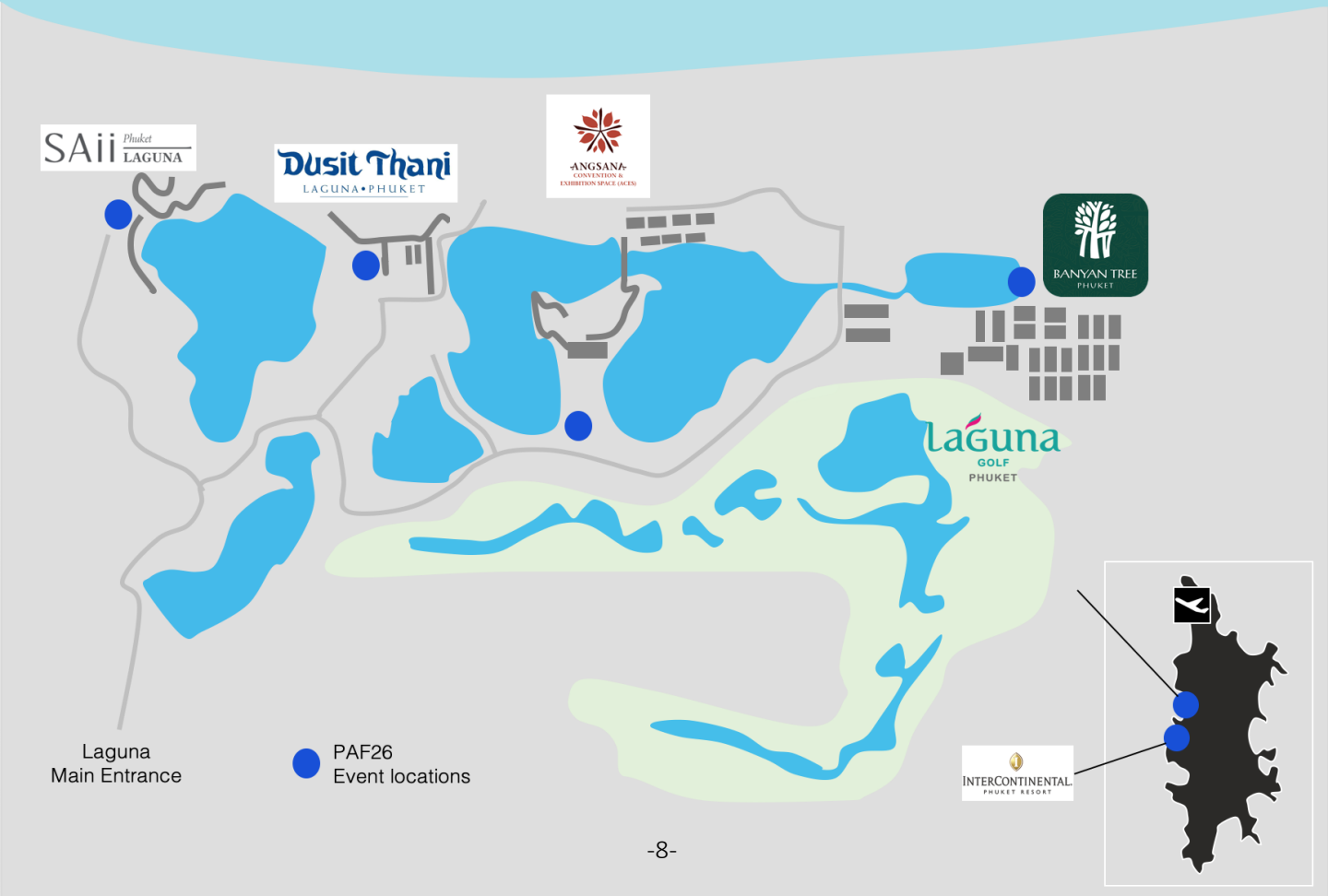




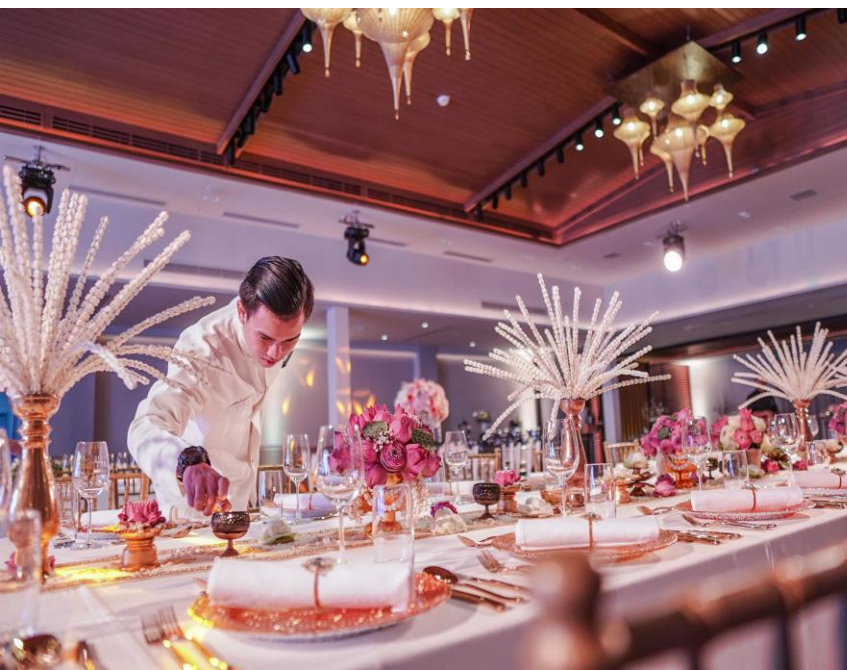
# THE VENUES

## 5,000 SQM OF EXHIBITION SPACE

From 5 Star Angsana Laguna Phuket ACES Convention Center to the high end ballrooms of the Banyan Tree, Dusit Thani, Saii Laguna or the Intercontinental Phuket, a total of 5000 sqm of exhibition will allow to build a memorable and international level Art Fair. Laguna Phuket & Intercontinental Phuket Resort in Kamala offering easy access to the Phuket international airport & the new Siam land private jet terminal.







Experience Art in Style:  
an Exclusive Invitation to Our VIP Gala Series

As part of the Phuket Art Fair 2026, we invite our most distinguished guests and our exhibitors to indulge in an extraordinary series of three exclusive gala dinners, each hosted at a landmark venue that blends fine art, Thai cuisine, and live entertainment.

Each evening is a celebration of creativity, culture, and connection—curated for collectors, curators, and cultural connoisseurs.

Gala I: The Opening Night

Celebrate the fair’s grand opening with an elegant dinner under the stars, accompanied by a live performance and a private art preview.

Gala II: The Collectors’ Circle

A refined culinary journey hosted by a famous Thai chef, designed to foster dialogue between leading collectors and international gallerists.

Gala III: The Artists’ Soirée

An unforgettable closing night featuring artist-led installations, immersive dining, and surprise collaborations.

These invitation-only evenings are the pinnacle of the fair’s social calendar, offering a rare opportunity to connect in an atmosphere of inspiration and sophistication.

VIP ACTIONS

+2000 PERSONAL INVITES TO VIP,  
ART COLLECTORS, BUSINESS OWNERS  
FROM THAILAND & ABROAD

3 GALA DINNERS

VIP LOUNGES AVAILABLE

VIP & EXHIBITORS FREE LIMOUSINE  
AIRPORT TRANSFER

FREE VIP LIMOUSINES BETWEEN  
LAGUNA PHUKET  
& INTERCONTINENTAL RESORT

CONCIERGE ON SITE

# FAIR SECTORS

GALLERIES	Explore a vibrant showcase of Thai and international contemporary art. This curated section brings together leading galleries presenting a dynamic range of works—from bold paintings to thought-provoking sculptures—highlighting the voices shaping today’s art scene. The booth price in this category is including 7 nights in 5* star partner hotel for 2 persons during the show from October 26 <sup>th</sup> to November 2 <sup>nd</sup> .	<b>BOOTH FORMATS</b> 60, 80, 100, 120 sqm  <b>PRICE *</b> US\$ 700 per sqm
DIGITAL	This exhibitor category covers all digital art, whether new media or animated images only. The majority of the exhibits at the booth are screen-based or technology-based such as <b>non-fungible tokens (NFTs)</b> , digital paintings, immersive installations, augmented/virtual reality and animated images, and animations.	<b>BOOTH FORMATS</b> 20, 30 sqm (digital only)  <b>PRICE *</b> US\$ 500 per sqm
TOMORROW	An exhibition category dedicated to young art galleries from Thailand, less than 5 years old, presenting artistic content specially created for the PAF 26 contemporary art fair. The works presented must have been created in the last 12 months and must not have previously been exhibited in a gallery or institutional setting.	<b>BOOTH FORMATS</b> 30 sqm  <b>PRICE *</b> US\$ 12,000
LUXURY PAVILION	A curated selection of the world’s most prestigious luxury brands—where craftsmanship, heritage, and innovation meet. From haute horlogerie and fine jewelry to bespoke design and automotive excellence, this exclusive section of the fair offers a refined experience for collectors and connoisseurs of timeless elegance. The booth price in this category is including 7 nights in 5* star partner hotel for 2 persons during the show from October 26 <sup>th</sup> to November 2 <sup>nd</sup> .	<b>BOOTH FORMATS</b> 40, 60, 80 sqm  <b>PRICE *</b> US\$ 700 per sqm
PARTNER VILLAGE	At the heart of the fair, the Partner Village offers a dedicated space for our esteemed sponsors and brand partners to engage with high-net-worth visitors in an exclusive setting. Designed for connection and discovery, this elegant enclave invites guests to explore bespoke experiences, private lounges, and curated showcases that reflect the shared values of art, innovation, and excellence.	<b>BOOTH FORMATS</b> 40, 60, 80 sqm  <b>PRICE *</b> Please refer to sponsor activation brochure
PRIVATE VILLA	Art in Residence: transform luxury into experience by renting and privatizing a high-end villa to host your own contemporary art showcase. Set against the backdrop of Phuket’s most exquisite private estates, these immersive settings offer an unparalleled opportunity to present art in an intimate, sophisticated environment. Ideal for galleries, collectors, and brands, each villa becomes a living exhibition—where architecture, atmosphere, and artistry converge.	<b>PRICE UPON REQUEST</b>

(\*) The prices indicated in USD are subject to change based on fluctuations in the EUR/USD exchange rate. The indicated prices are based on an exchange rate of 1 EUR = 1,14 USD.

# APPLICATION INFORMATION

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Applications for the PAF 2026 Contemporary Art Fair are open to art galleries that own a permanent exhibition space and regularly organize exhibitions for the artists they are representing.

To be selected, please submit your application form along with a preliminary, non-exhaustive selection of the works and artists you wish to exhibit. The application form must be returned to us with the requested information to be considered. A selection committee will be specifically appointed to assess the quality of the applications. A non-refundable application fee of USD 200 will be charged upon application.

## BOOTH PACKAGE

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### INCLUDED

- Standard walling
- Lighting as described in the application form
- Booth signage
- Gallery information on the PAF 26 website
- Exhibitor/Installer passes
- Presence on the PAF 26 fair map
- 7 nights in 5\* suites for 2 persons included for Exhibitors purchasing the Galleries & Luxury Pavilion format indicated p. 10 of this document
- Limousine transfers from Phuket International Airport ttransfer at arrival and departure days
- Allocation of VIP invitations, Vernissage and general admission tickets for your Clients
- Wi-Fi connection
- Free soft-drinks and lunch boxes during the Fair
- Private security teams will secure the venues from construction start until deconstruction of the Fair.

### EXCLUDED

- Additional walling and lighting
- Electrical outlets
- Booth furniture like table & chairs
- Secure artwork storage
- Public liability and artwork insurance
- Shipping costs
- Any items not listed as “included”

### WALLING & LIGHTING

30% of the allocated sqm booth size will be provided in linear meters of walling free of charge. For example, a 30 sqm stand will benefit from 9 meters, a 60 sqm stand will benefit from 18 meters. The booths are 3,50 meters high and painted white. Each stand will benefit from standard lighting for the corresponding linear meters of partitions, please refer to the Application Form to get informations about the number of lights per booth. Successful applicants will be able to order additional partitions and lights after approval of the final stand plan.



# HOW TO APPLY

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## ONLINE

The online application form asks for art gallery / exhibitor / luxury brand information along with an exhibition proposal, images of artworks to be presented at PAF 26 and associated supporting material including artist CVs.

## APPLICATION NOTIFICATION

All applicants will be notified in writing as to the outcome of their application. Decisions of admission are made exclusively by the PAF 26 Selection Committee. Please note that confirmation of participation from the Organiser removes conditional status of admission and gives legal validity to the Exhibitor Contract. For full details please refer to the Terms and Conditions.

We encourage you to apply early. Applying at the earliest possible date will ensure enough time for considering additional opportunities offered to participating galleries.

## EARLY BIRDS

You are completing your application form and proceeding to your booth deposit before 30th of July 2025, we will be honored to welcome you as our early birds. Early birds will be granted a 10% discount of the total booth final price.

## KEY DATES \*

### BOOTH DEPOSIT

30% of total invoice due 30 days from notification of acceptance

### SECOND PAYMENT

35% of total invoice due 30 November 2025

### FINAL PAYMENT

35% of total invoice due 30 March 2026

## CONTACT

Jean-Philippe Zerafa

info@phuketartfair.com

Whatsapp: +41 (0)76 627 96 13

Line ID: phuketartfair



## PHUKET ART FAIR 26 SELECTION COMMITTEE

To be revealed soon.

\* Please note dates are subject to change at the sole discretion of the Organiser.

IMPORT TAXES FOR CONTEMPORARY ART IN THAILAND

Importing contemporary paintings into Thailand involves specific tax considerations. Here’s an overview based on the latest available information:

Import Taxes for Contemporary Paintings & Sculptures in Thailand

Customs Duty:

Original works of art, such as contemporary paintings, are generally exempt from customs duties when imported into Thailand.

Value Added Tax (VAT):

A 7% VAT is applied to the total value of the artwork, which includes the cost, insurance, and freight (CIF).

For an artwork valued at \$10,000 with \$500 in insurance and \$1,000 in shipping:

CIF Value:	$\$10,000 \text{ (cost)} + \$500 \text{ (insurance)} + \$1,000 \text{ (freight)} = \$11,500$
Customs Duty:	$0\% \text{ of } \$11,500 = \$0$
VAT:	$7\% \text{ of } \$11,500 = \$805$
Total Import Tax:	$\$0 \text{ (duty)} + \$805 \text{ (VAT)} = \$805$

Important Considerations:

- Accurate Classification: Ensure the artwork is correctly classified under the appropriate Harmonized System (HS) code to benefit from duty exemptions.
- Documentation: Provide detailed invoices and certificates of authenticity to facilitate customs clearance.
- Temporary Imports: If the artwork is for exhibition purposes, temporary import procedures may apply, potentially altering tax obligations.

It’s advisable to consult with Thai customs authorities or a professional customs broker to ensure compliance with all regulations and to obtain the most current information regarding import taxes for artworks.

# GENERAL FAIR INSURANCE

## PHUKET ART FAIR 2026 - INSURANCE

**Reinsurer :** XL INSURANCE COMPANY SE (SINGAPORE BRANCH)  
**Form :** Fine Art Dealer Policy as attached.



**Period of Insurance :** 19 October 2026 to 5 November 2026 (both dates inclusive)  
**Exhibition Date :** 29 October 2026 to 1 November 2026 (both dates inclusive)  
**Exhibition Title :** Phuket Art Fair 2026

**Property Insured :**  
This insurance covers Artworks on display from International Art Galleries not limiting to Europe, USA, Thailand, Singapore, Hong Kong, China, Australia being the Property that is owned by or in the care, custody and control of the Insured. Coverage is limited to Art works and/or Sculptures and/or Artefacts and/or collectible objects of every description; including but not limited to paintings, drawings, prints, rare books and manuscripts, rugs, tapestries etchings, photographs, numismatic objects, sculpture, ceramics, video artwork and other bonafide works of art, or rarity, historic value, or artistic merit, Including frames, crates, cases, and packing materials . BUT EXCLUDING jewellerys, cars and NFTs .

**Law and Jurisdiction :** Thailand Law and Thailand Courts

## INSURANCE POLICY RATES FOR PARTICIPATING ART GALLERIES & EXHIBITORS

It is hereby noted and agreed that this policy may be extended to provide cover to participating Galleries which wish to purchase insurance through this policy to insure their insured items. Each declaration hereon shall be submitted to the Reinsurer for agreement prior to attachment of cover and conditions and premium applying thereto Additional premium is payable on the following at the rates below (chargeable for every declaration)

Following information are required for ALL declarations ie. participating Galleries which wish to purchase insurance through this policy.

- Name of the Gallery and their weblink for KYC/AML purpose
- Which of the 4 Exhibition Venue will their booth be located
- Detailed list of Artworks as per template on request

	Non Fragile	Fragile
Whilst at Exhibition Venue	0,01%	0,015%
By Air	0,05%	0,075%
By Land	0,03%	0,045%