

Artsy and The Store X Celebrate the Opening of Photo London with an Evening of Photography and Music at 180 The Strand

London, UK, May 13, 2019 — Artsy and The Store X are thrilled to celebrate the opening of Photo London with a party and photography exhibition at 180 The Strand. The event will take place the evening before the fair's VIP preview opening, Tuesday, May 14, 8pm-midnight. At the event, there will be exclusive VIP access to the first UK exhibition of Harold Feinstein's work in **Found: A Harold Feinstein Exhibition** as well as a collaborative photography exhibition called **Look Toward Another Land** featuring Artsy gallery partners—Carrie Scott, Cob Gallery, David Hill, and Fahey Klein. The exhibitions are curated by The Store X.

Look Toward Another Land is inspired by the philosophical framework of Transcendentalism, originating from Henry David Thoreau's journey of spiritual connection with nature and the outdoors. The exhibition showcases six artists who are immersed in nature and Americana: Werner Bischof, Brendan Pattengale, Caspar Sejersen, Jason Shulman, Ellie Tsatsou, and Willy Vanderperre. For this exhibition, the artists contributed works of photography that pay tribute to Thoreau's ideas, celebrate the power of natural and manmade landscapes, and encourage profound self-reflection. All the works are available for sale on Artsy in the range of \$2,000-\$6,000.

Beyond the photography exhibitions, London-based photographer Lily Bertrand Webb will create unique fine art portraits of guests in a room curated with flowers by Allthatgreenery. Executive Editor of CNNstyle George Webster will be DJing throughout the evening.

“Artsy's partnership with Photo London, one of the preeminent international photography fairs, represents our deep commitment to the market for photography and to supporting emerging photographers and budding artists in London and beyond,” said Süreyya Wille, Artsy's Global Strategic Partnerships Lead. “We are so excited to collaborate with the fair and The Store X on this spectacular event and present exclusive photography exhibitions, which include works for sale. This partnership provides Artsy with the opportunity to bridge the gap between the digital and physical space and will allow guests to explore works available to acquire on Artsy, in the setting of an in-person exhibition.”

Event attendees will have exclusive access to experience **Look Toward Another Land**, which will be on view May 14 only at 180 The Strand. Several of the artists will also be in attendance to engage with guests. **Found: A Harold Feinstein Exhibition** will be on view through May 26th.

ARTSY AND THE STORE X CELEBRATE THE OPENING OF PHOTO LONDON

ABOUT ARTSY

Artsy is the largest and leading global platform for collecting and discovering art. Artsy partners with international galleries, auction houses, art fairs, and museums to create the world's largest art marketplace. Artsy expands the entire art market by using best-in-class technology to effectively connect supply and demand at a global scale. With 3,000+ partners across 90+ countries and the most-read art publication online, Artsy empowers a global audience to learn about, discover, and collect art. Launched in 2012, Artsy is headquartered in New York City with offices in London, Berlin, Hong Kong, Shanghai, and Los Angeles.

ABOUT PHOTO LONDON

Photo London was created to give London an international photography event befitting the city's status as a global cultural capital. Founded in 2015, it has already established itself as a world-class photography Fair and as a catalyst for London's dynamic photography community. From the capital's major museums to its auction houses, galleries large and small, right into the burgeoning creative community in the East End and South London, Photo London harnesses the city's outstanding creative talent and brings the world's leading photographers, curators, exhibitors and dealers together with the public to celebrate photography, the medium of our time.

ABOUT THE STORE X

The Store X is a platform for ideas and culture. Our program encompasses fashion, art, design and beyond, engaging a global community of innovators and curious creatives in our spaces at 180 The Strand in London, Soho House Berlin and Soho Farmhouse in Oxfordshire. Our ambition is to present a new kind of experiential space that transcends our expectations of traditional retail, beyond shopping.

MEDIA CONTACTS

Artsy:

Anna Carey: anna@artsy.net, +1 914 907 4672

Photo London:

Juliet Smith: juliet@suttonpr.com