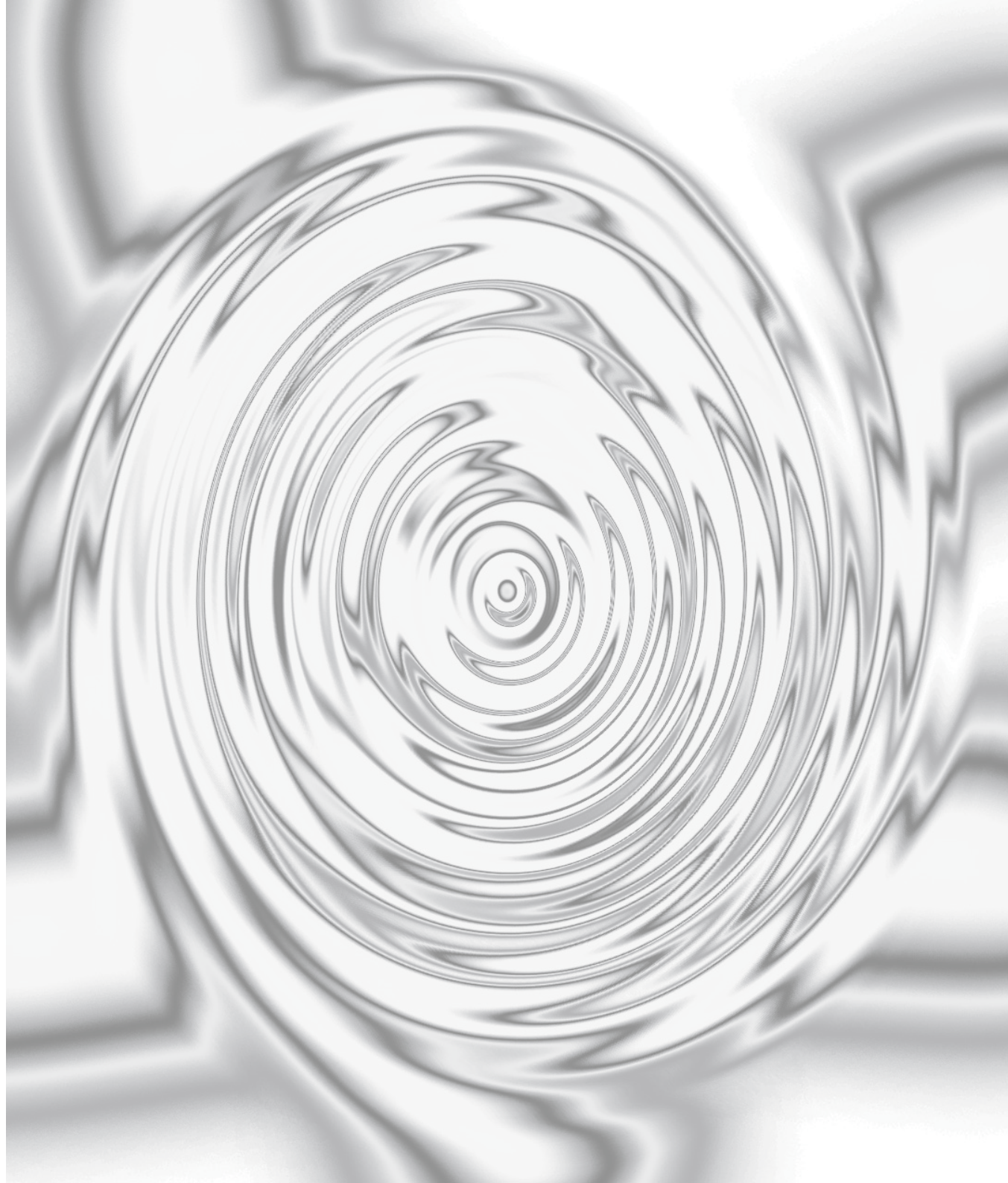


ART ASIA DELHI 2025

EVENT OVERVIEW



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The background is a solid pink color with a large, intricate, swirling pattern that resembles a stylized flower or a complex, organic shape. The pattern is composed of many concentric, wavy lines that create a sense of depth and movement. The overall effect is a vibrant, textured pink background.

01

OVERVIEW

Introduction to

ART ASIA DELHI 2025

- **Dates** | September 25 (Thu) – September 28 (Sun), 2025

VIP PREVIEW

September 25 (Thu) | 15:00 – 20:00

September 26 (Fri) | 11:00 – 19:00

GENERAL

September 27 (Sat) | 11:00 – 19:00

September 28 (Sun) | 11:00 – 18:00

- **Venue** | Yashobhoomi Hall 2 C, D
(India International Convention and Expo Centre)

- **Hosted & Organized by** | ART ASIA · KINTEX

- **Operated by** | ART ASIA Committee

- **Supported by** |  Ministry of Culture, Sports and Tourism  주인도한국문화원 Korean Cultural Centre India  서울문화재단 Seoul Foundation for Arts and Culture  korea Arts management service

 Shinhan Financial Group  LG Electronics

 KOREAN AIR



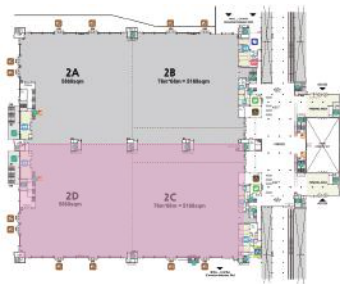
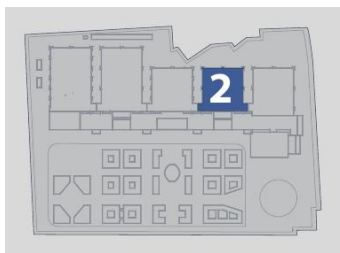
ART ASIA DELHI 2025 Poster

Floor Plan

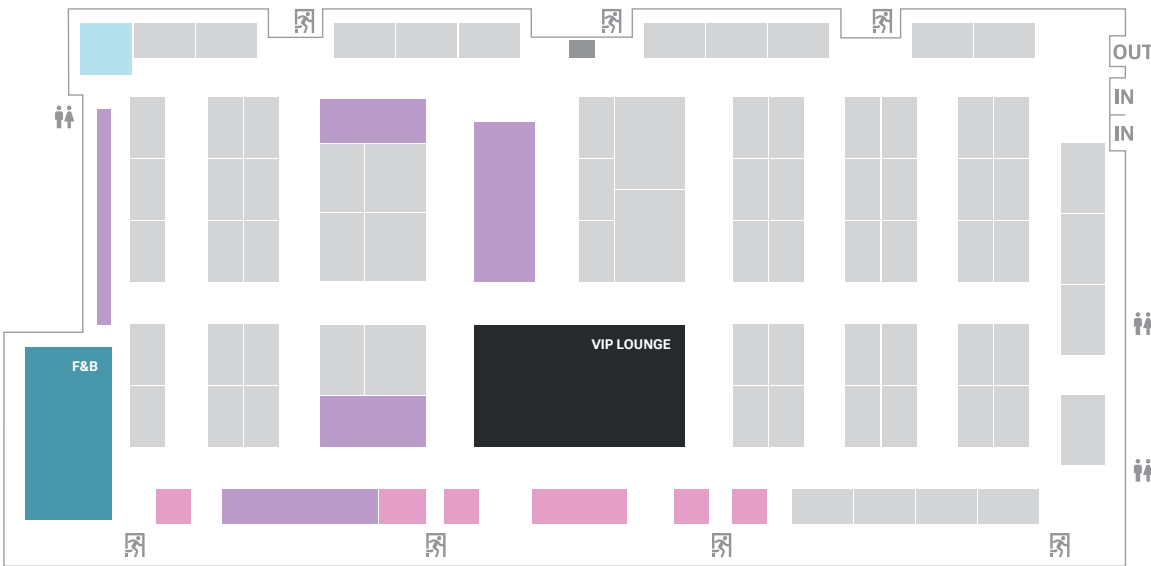
Exhibition Hall 2 – C·D

- 2C | 5,168 sqm + 2D | 5,860 sqm
- VIP lounge, cafeteria, sponsor booths, and special exhibition booths installed
 - Approximately **90 booths** available

Booth Type	Booth Size (m ²)	Booth Fee (KRW) *GST Included
A	40	16,000,000
B	57	25,000,000
C	80	33,000,000
D	115	50,000,000



- GALLERIES
- SOLO
- SPECIAL
- F&B
- LOUNGE
- VIP LOUNGE





Dalseung HWANG

Executive Committee Director/CEO

Director of KEUMSAN Gallery

2023-2025.2	Chairman, Korea Galleries Association (21st)	2011-2012	Artistic Director, New York Korean Art Show
2021-2023	Chairman, Korea Galleries Association (20th)	2007-2012	Director, Keumsan Gallery Tokyo
2021	Recipient of the Minister's Commendation for Culture, Sports, and Tourism	2006-2011	Director, Keumsan Gallery Beijing
2020	Executive Director, Hantan River Festival, Pocheon	2006-2007	Artistic Director, Heyri Asia Project I (China), II (Japan)
2001-2019	Chairman, Asia Art Net Committee	2003-2007	Steering Committee Member, Beijing International Gallery Expo (CIGE)
2008-2019	Co-Chair, Asia Hotel Art Fair (AHAF) Organizing Committee	2002-2005	Commissioner, South Korea & Japan Shanghai International Arts Expo
2012-2019	Member, Supervisory Committee, SPOON Art Fair	2000-2003	Founding Director, Korea International Art Fair (KIAF)
2006-2016	Chairman, Korea Print Photography Promotion Association	1992	Foundation of Keumsan Gallery
2010-2015	Organizing Committee Member, DMZ Cultural Forum		
2013	Advisory Committee Member, Cultural Events, Special Olympics World Winter Games		

Dalseung HWANG, founder of Keumsan Gallery (est. 1992), has led the growth of Asia art market through international engagement, fair development, and institutional leadership for over 30 years.

He directed major art fairs such as **KIAF** and **AHAF**, and as Chairman of the Korea Galleries Association (2021–2025), has supported inclusive art initiatives, including exhibitions for underrepresented artists.

Through **ART ASIA**, he continues to expand global partnerships and promote Asian art worldwide.



Jaeyul LEE

Executive Committee Director/CEO

CEO of KINEX

2022 –	CEO, KINEX
2019–2022	Specially Appointed Professor, Graduate School of Public Health, Yonsei University
2015–2018	Vice Governor for Administrative Affairs, Gyeonggi Province Vice Governor for Economy, Gyeonggi Province
2014–2015	Secretary to the President for Disaster and Safety Management, Office of the President
2013–2014	Director General for Safety Management, Ministry of Public Safety and Security
2012–2013	Vice Governor for Economic Affairs, Gyeonggi Province
2011–2012	Director General for Local Administration, Ministry of Public Administration and Security
2008–2010	Director General of Planning and Coordination Bureau, Gyeonggi Province
2008	Director General of Economic Investment and Management Bureau, Gyeonggi Province

Jaeyul Lee is a seasoned expert in public administration and policy, having played a key role in shaping South Korea's high-tech industrial infrastructure during his tenure as Vice Governor of Gyeonggi Province. He was instrumental in attracting major investments such as the LG Philips LCD complex in Paju, the development of the Pangyo Techno Valley, and the Samsung Electronics industrial complex in Pyeongtaek.

He also served in prominent national policy and safety roles, including as Secretary to the President for Disaster and Safety Management, demonstrating outstanding capabilities in both policy planning and execution. He earned a Ph.D. in Regional Policy from the University of Birmingham in the UK, building a strong foundation of both theoretical knowledge and practical expertise.

Since 2022, he has been serving as CEO of **KINEX**, South Korea's largest exhibition and convention center, where he has achieved record-breaking financial performance. He is actively expanding international network and paving the way for global market entry through international projects such as **KoINDEX** and **PWCC**.

By strategically integrating the exhibition and MICE industries, he is enhancing Korea's global competitiveness and leading KINEX to become a premier exhibition platform in Asia.

Organizing Committee

Leaders across various sectors are contributing their insight and expertise to ensure the success of the art fair. Drawing from distinguished backgrounds in policy, culture, economics, and academia, they are shaping the foundation for an internationally significant and enduring platform for contemporary art.

Chairman of Organizing Committee

Dal-Gon LEE

7th East Asia Growth Committee

Former Minister of the Ministry of the Interior and Safety

Organizing Committee

Christopher KOO

Former Chairman of the LS Group

Kil-Choo MOON

Former President of the Korea Institute of Science and Technology (KIST)

Byung-Won BAHK

Chairman of the Ahnmin Institute for Public Policy

Hong-Shik CHOI

President of the King Sejong Memorial Society

Kun-Woo LEE

President of Daegu Gyeongbuk Institute of Science and Technology

Jin-Ryong YOO

Former Minister of Culture, Sports and Tourism of the Republic of Korea

Tae-Young YEOM

Member of the 22nd National Assembly, Democratic Party of Korea

Seung-Su KIM

Member of the 21st/22nd National Assembly, People Power Party of Korea

Sung-Hoi KIM

Member of the 22nd National Assembly, Democratic Party of Korea

Hee-Chan BYUN

Senior Counsel, SHIN & KIM LLC

Sang-Hoon KIM

President of the Korean Society of Arts and Cultural Management,

Professor of Marketing at SNU Business School

Seung-Woo JUNG

Chairman of the UJung Group (Cultural Foundation)

Ai-Ran KANG

Media Artist, Professor at Ewha Womans University

Yea-Ryung YOO

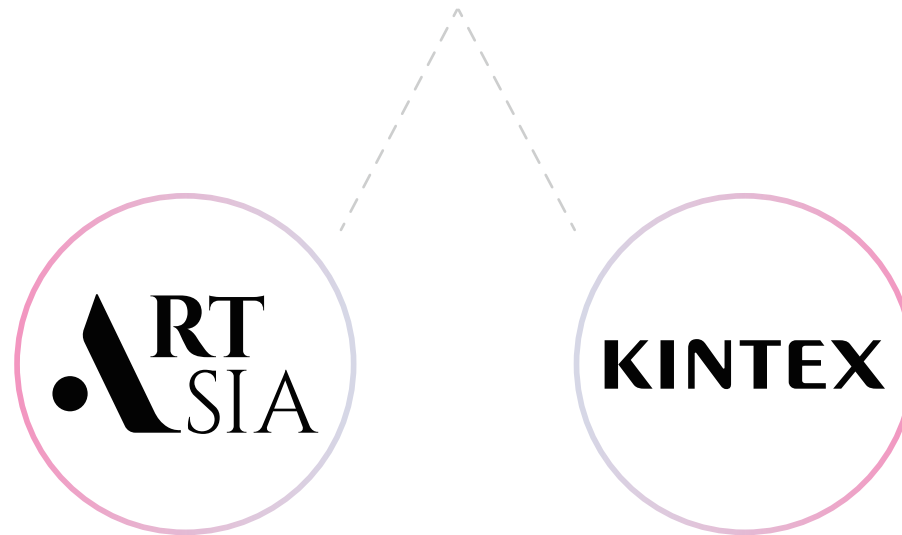
Painter, Director of Administration, Konkuk University

Joo-Eun LEE

Vice President of Insikt

Yoo-Jin JANG

Architect, President of Insitu



ART ASIA, building on its expertise in leading the art fair market, is partnering with KINTEX, a venue renowned for hosting large-scale international exhibitions, to expand its capabilities into the cultural sector.

Through this collaboration, ART ASIA aims to establish an innovative international art fair that reflects the evolving global art scene and strengthens its presence within the Asian art market.

Key Findings :

ART ASIA DELHI 2025

A global art platform in India connecting galleries, artists, collectors, dealers, and companies.

India edition of ART ASIA, led by a **founding member of KIAF** (Korea International Art Fair)

Promotional network built through collaboration with local and global companies active in India

Participation expected from over 10 Asian countries, including China, Hong Kong, Japan, and Taiwan

Extensive buyer and partner network established through collaboration with KINTEX

Broad visitor base expected, from MZ generation to high-net-worth collectors worldwide



KINTEX

KINTEX is Korea's largest exhibition center, jointly established by KOTRA, Gyeonggi Province, and the city of Goyang.

Hosts over **200 professional exhibitions annually**

Successfully organized industrial exhibitions overseas in countries like **India, Malaysia, and Thailand**

Expanding Global Reach as a Key Operator of International Convention Centers

- KINTEX (100,000m², since 2004)
- Yashobhoomi Exhibition Center, India (300,000m², since 2023)
- PWCC Exhibition Center, Malaysia (30,000m², scheduled to open in 2025)
- Jamsil MICE Complex, Korea (120,000m², scheduled to open in 2031)

With this global network, KINTEX continues to grow as a central hub for global exhibitions, trade, and culture.



KINTEX



Yashobhoomi



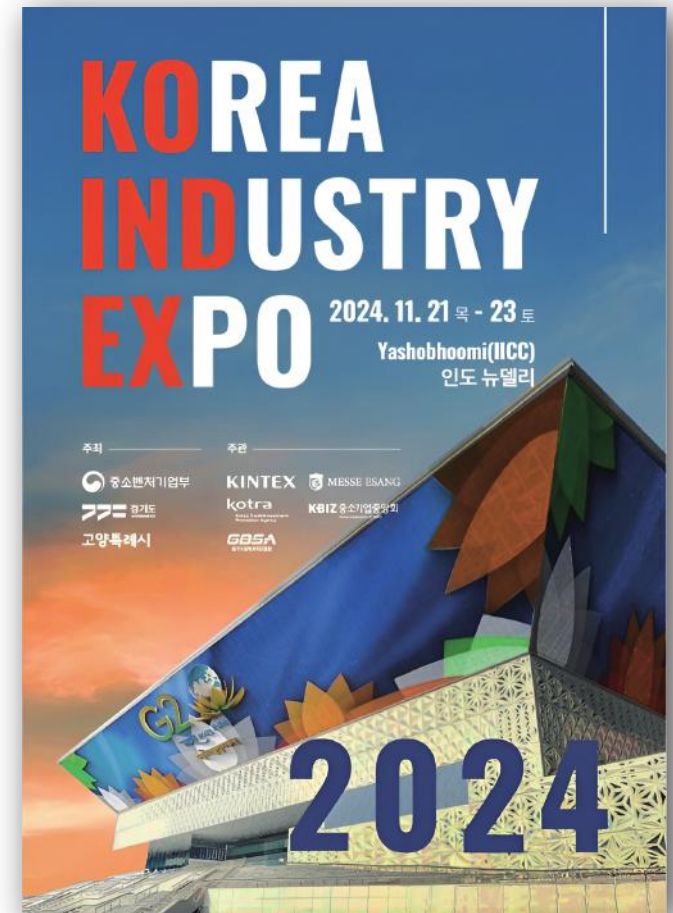
PWCC



Jamsil MICE

Representative Case of the Indian Market

2024 Korea Industry Expo [KOREA INDUSTRY EXPO(KoIndex)]



KoIndex 2024 Poster

Event Name	2024 Korea Industry Expo (KoIndex with G -Fair)
Event Objective	Promoting Korea-India business and cultural exchange while serving as an international expansion platform for Korean SMEs
Exhibition Area	22,000m ²
Event Size	233 Companies / 503 Booths
Total Visitors	14,000+
Event Results	Export Consultation Amount : USD 417 Million Contract Amount : USD 119 Million



02

BUSINESS POTENTIAL

WHY INDIA?



A New Engine of Global Growth

- Population of 1.4 billion – the world's largest
- 2024 GDP growth (IMF): India 6.8% (vs. China 4.6%)
- By 2030, projected to become the world's 3rd largest economy, after the U.S. and China
- Strategic location for expansion into Middle East and Africa

A Rising Center of the Asian Art Market

- Rapid growth in the high-end art and cultural sector, led by Delhi
- India's contemporary art market shows an average annual growth rate of 12%
- Growth in art fairs since the launch of India Art Fair in 2008
 - Ex) e.g. 2022 Art Mumbai, 2025 India Art Fair
- 2024 India Art Fair: 108 total booths, 12 international galleries
- Sharp increase in total art sales:

Ex) USD 16 million (2020–21) → USD 24.3 million (2023)

Global Brands Expanding in India

- Growing demand for luxury cars and lifestyle brands
- Active investment and brand expansion by :
 - Apple, Louis Vuitton, BMW, and others

DELHI

- Capital city and the center of business, industry, and politics
- Most populous city: 34,666,000 people
- Second highest city GDP after Mumbai
- Leading growth in art and cultural markets, especially in Delhi

YASHOBHOOMI

- The largest convention center in South West Asia (300,000m²)
- Located near New Delhi
- Less than 10 km from Indira Gandhi International Airport and Aerocity (luxury hotel district)
- Dwarka Express (Airport Express Metro) and Delhi-Jaipur Railway provide excellent public transportation access
- Optimal location for hosting international events



Partnership

Combining ART ASIA's Global Expertise with KINTEX's Infrastructure

ART ASIA brings proven expertise from years of organizing international art fairs.

KINTEX offers world-class exhibition facilities, providing an ideal environment for large-scale events.

Proven Experience in Collaboration

ART ASIA and AHAF have already collaborated successfully, and based on this experience, they are well equipped to host even larger international events.

A Platform Expanding Across Asia

While "ART ASIA DELHI" reflects its current location, ART ASIA is not tied to a single city.

With editions such as ART ASIA MUMBAI and ART ASIA TOKYO,

it aims to grow into a rotating platform for international art fairs across major cities in Asia.

Benefits

Business Expansion for KINTEX

Through their participation in the India art fair, KINTEX can accelerate their entry into the South Asian market and strengthen their position as a global exhibition hub.

Network Expansion for ART ASIA

ART ASIA will build new international partnerships through their India edition, expanding their platform to connect collectors and galleries from around the world.

Global Expansion of Asian Art Through the Indian Market

With India's vast geographic and demographic scale, ART ASIA in India provides a valuable opportunity to introduce diverse Asian art and content to the local cultural market, fostering long-term cultural exchange and future value creation.

Strengthening Brand Identity

ART ASIA and KINTEX will enhance their recognition in the global art fair market and further solidify their leadership within the Asian art scene.

Expand International Networking

With extensive experience hosting international art fairs, ART ASIA can leverage its strong global network of galleries, artists, and collectors to maximize the success of its India edition.

Special exhibitions by sponsors offer a unique experience beyond traditional art fairs. They encourage visitor engagement while enhancing brand visibility for sponsors. This approach builds a positive brand image among visitors and generates lasting interest.

Creating a New Cultural Platform

Beyond art sales, ART ASIA aims to transform the fair into a dynamic cultural event by involving diverse audiences and strengthening cultural programming.



03

SPECIAL EXHIBITIONS

Special Exhibitions : Korea-India Collaboration

Masterpiece Exhibition

This collaborative exhibition brings together leading masters from Korea and India, showcasing works that combine the artistic traditions of both countries with contemporary interpretations.

The exhibition is co-curated by Bum-mo YOON, former Director of the National Museum of Modern and Contemporary Art, Korea, and In-sang SONG, a long-time curator active in the Indian art scene.

Together, they explore various perspectives on artistic exchange within the broader context of Asian culture.

The exhibition offers a unique opportunity to experience the fusion of Eastern aesthetics and contemporary visual language.

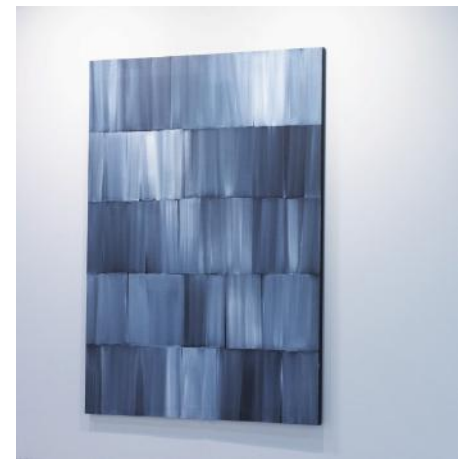
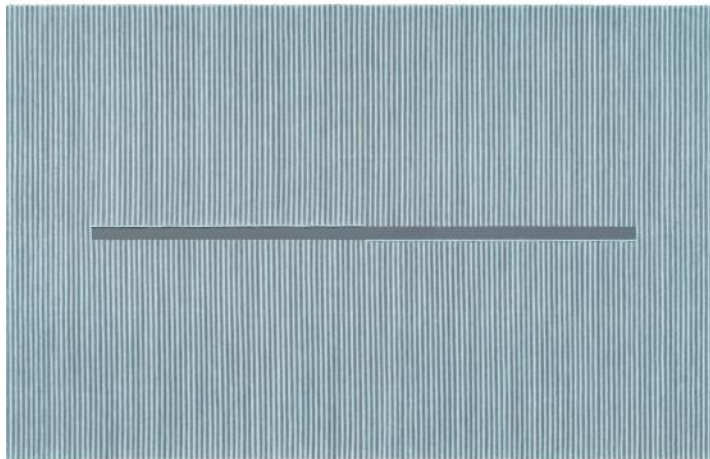


Image Source : Kiaf, ART ASIA

Special Exhibitions : Korea-India Collaboration

Printmaking Special Exhibition

This exhibition focuses on printmaking works that combine the artistic traditions and contemporary perspectives of Korea and India. By merging traditional printmaking techniques with modern visual elements, it highlights the unique creative achievements of both countries and explores new possibilities for contemporary print art.

The exhibition also offers an important opportunity to examine how visual cultures of Korea and India have intersected and evolved through the medium of printmaking.

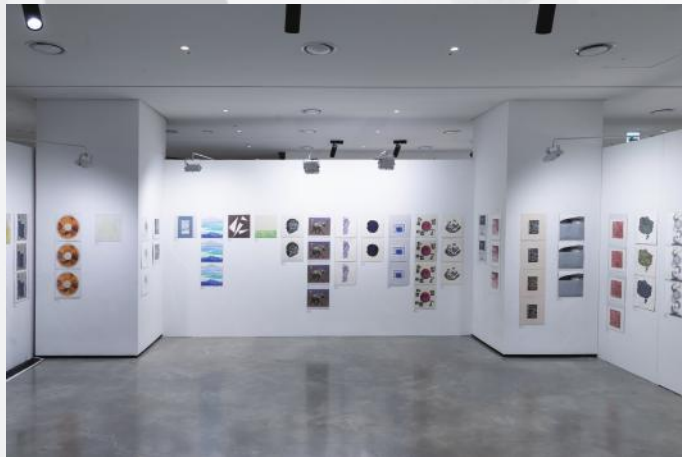


Image Source : ART ASIA

Special Exhibitions

Moon-Jar • Mother-of-Pearl Special Exhibition

This special exhibition presents contemporary reinterpretations of two iconic Korean craft forms: the moon jar and mother-of-pearl inlay. Through works that combine the moon jar's simple yet profound form with the intricate, decorative beauty of mother-of-pearl, the exhibition explores how traditional techniques can be carried forward and transformed in contemporary art. It highlights the aesthetic value of Korean craft traditions while also introducing experimental approaches that expand the boundary between craft and contemporary art.



Image Source : ART ASIA, Johun Gallery

Special Exhibitions : Korea-India Collaboration

Emerging Artists Special Exhibition

This collaborative exhibition features young artists from Korea and India, exploring the flow of contemporary art and experimenting with new visual languages.

From Korea, a number of internationally recognized emerging artists will present experimental and original works that challenge boundaries between tradition and modernity, East and West.

This exhibition will serve as an important opportunity for the next generation of artists to engage in creative exchange and explore new directions for the future of art.

Art Forum

This program is a special artist talk held with participating artists and art critics, offering a space to explore different ideas and perspectives in contemporary art.

The forum will provide critical insights into the exhibition and encourage in-depth discussions on current trends and the creative process of the artists.

Image Source : ART ASIA

Special Exhibitions

NEW MEDIA Special Exhibition

This special exhibition explores the innovative direction of contemporary art by highlighting the fusion of advanced technology and artistic expression.

It features works that incorporate various technological elements such as digital media, artificial intelligence, and virtual reality (VR). The exhibition investigates how art and technology come together to expand the boundaries of contemporary art, and presents experimental works that offer new perspectives beyond traditional artistic formats.

Media artist Jaehyung Lee, artist Sam MOON, and Donah LEE present unique works that explore the evolving dialogue between art and technology.

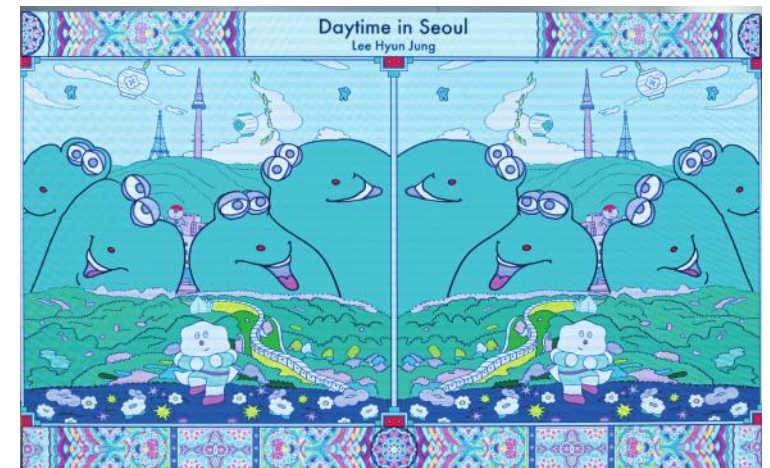


Image Source : ART ASIA, Kiasf 2024

Special Exhibitions

Sculpture Special Exhibition

This exhibition highlights contemporary sculptural works that go beyond the limits of two-dimensional painting, featuring diverse materials and experimental forms developed by each artist.

It explores unique sculptural languages and presents works that challenge and expand traditional definitions of sculpture.

Notably, the exhibition includes new works by artist **Jaehyo LEE**, known for his distinctive and innovative sculptural approach.

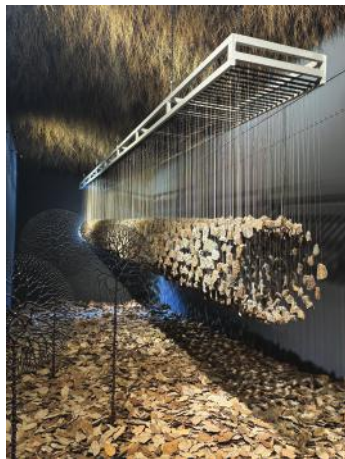


Image Source : Jaehyo LEE Gallery

Special Exhibitions

Photography Special Exhibition

This exhibition explores the artistic potential of photography beyond traditional painting formats, highlighting how photography can be used as a creative visual language.

It features works that capture diverse cultural backgrounds and landscapes from around the world, showing how photography has evolved from a tool of documentation into an independent art form.

Through this exhibition, visitors will be able to compare different cultural perspectives and experience photography in a new and meaningful way.



Image Source : ART ASIA

"Beyond Asian Art, Toward a Global Hub"



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