



**WOMEN IN ART FAIR LAUNCHES ITS  
FIRST EDITION  
LONDON | 11-14 OCTOBER 2023**



*Abigail Norris, Mother Tongue, 2022. Exhibitor, 'Unnatural Women', the East Gallery exhibition at Women in Art Fair 2023. Photo Credit @gabrielmansfield*

**A new art fair celebrating women's contribution to art and presenting both leading and emerging women artists opens at Mall Galleries 11-14 October 2023**

[womeninartfair.com](http://womeninartfair.com) | [@womeninartfairofficial](https://www.instagram.com/womeninartfairofficial)

Women in Art Fair is a new initiative dedicated to redressing the gender imbalance in the art industry. The inaugural fair takes place this October at Mall Galleries, London.

WIAF's mission is to create a positive global platform from which female artists, curators and gallerists are given an opportunity to show their work, and contribute to the developing exchange of ideas around gender, sexuality and culture.

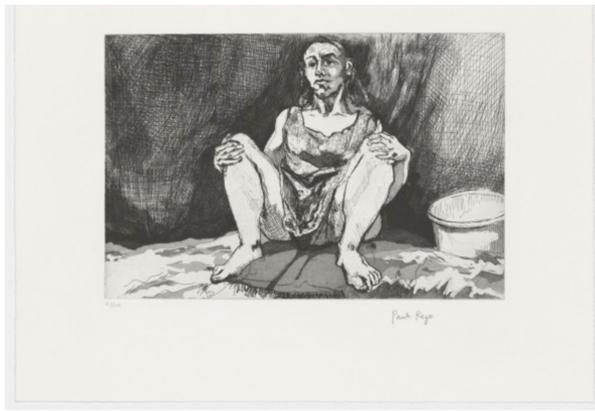
WIAF will occupy all three spaces at Mall Galleries (totaling 450sqm). The **West Gallery** will house a booth-style art fair, the **East Gallery** a curated exhibition, and the **North Gallery** an exhibition of work by artists selected via an Open Call.

The East Gallery exhibition, titled *Unnatural Women* focuses on work by female artists that explores our ambivalent relationship with 'the natural world'. A mix of figurative and semi-abstract painting, sculpture, 3D and print, the show combines 'traditional female' craft such as textiles with 'traditional male' craft including technological work, to make visitors question our understanding of wilderness and landscape. Curated by artist and editor **Rowena Easton**, the show features celebrated names such as **Paula Rego** and **Jean Cooke** alongside established and mid-career artists such as **Marcelle Hanselaar**, **Alice Kettle**, **Abigail Norris** and **Geraldine Swayne**.

Curator Rowena Easton says: "I'm interested in humankind's ambivalent relationship with nature. I want to explore how we understand and construct wilderness and landscape, particularly how women are placed and understand themselves, and their bodily nature, in relation to the natural world. 'Natural beauty', 'natural birth', 'unnatural instincts', 'wild child', (*You Make Me Feel Like A Natural Woman*, even... all those topiarized notions of unmanageable womanhood are disrupted by this group of *Unnatural Women*."

[See Unnatural Women Press Release](#)





Paula Rego, *Untitled, 2000/2019* Etching on Somerset paper cut ref: TH169 Paper: 34.1 x 43.1 cm Image: 20.0 x 29.9 cm. Published by the artist in 2019 from a plate drawn in 2000 in an edition of 100

Courtesy Julian Page

**List of Galleries at Women in Art Fair: [Blackbird Rook](#), [John Marchant Gallery](#), [Women in Art Gallery](#), [Virginia Visual Arts](#), [Cynthia Corbett](#), [Theresa Roberts - Arts Jamaica](#), [Moorcroft](#).**

#### The Women in Art Fair Team

##### Jacqueline Harvey, Director

WIAF is directed by author, educator, journalist, broadcaster and award-winning business woman, **Jacqueline Harvey**. A graduate of Goldsmiths, University of London, with a degree in Philosophy and Sociology, Jacqueline's extensive career includes working for nine years as Managing Director of Art Strategies, a Mayfair gallery which championed inclusivity and diversity through a successful exhibition, education and international fair programme. She has worked at many art fairs, including START, London Art Fair, Masterpiece, Art Basel and Art Bahrain. In addition to her career in the arts, Jacqueline has written books on health and wellbeing and is regularly interviewed on the BBC and in the national press. She has her own weekly programme on Women's Radio.

Jacqueline Harvey says: *"The world has been through incredible changes in recent years and women, as artists, have continued to create and help maintain stability in these volatile times. We need to celebrate the journey we have been on and look at the new paths and opportunities we are going to create for future generations."*

##### Committee

##### Virginia Damtsa

The co-founder of iconic gallery Riflemaker, Virginia Damtsa is a well-known art dealer, gallerist, curator and artists' agent.

Virginia says: *"My role has always been to empower creativity and the visionaries of tomorrow. At Women in Art Fair, I would like to empower the female artists of tomorrow."*

##### Katrina Aleksa Ryemill

Katrina Aleksa Ryemill is an art advisor and co-founder of The Association of Women in the Arts (AWITA).

Katrina says: *"The Women in Art Fair is a fantastic platform to showcase some of the amazingly talented female artists active today. Whilst there has never been a shortage of talented women artists there has, sadly, been an historical lack of discussion and exposure compared to the attention that the art industry have given male artists. Any fair that is set up to provide a platform for any under represented group to shine should always be celebrated - and most importantly, enjoyed! I am hugely honoured to have been asked to be part of the committee of choosing works shown at the fair this year."*

##### Cynthia Corbett

Cynthia Corbett is Director of The Cynthia Corbett Gallery and Founder of The Young Master's Art Prize.

##### Susan J Mumford

Susan J Mumford is Founder and CEO of the Association of Women Art Dealers (AWAD) and a sector-supporting entrepreneur for the art market.



Olivia Bullock, 2023, gouache on paper. Part of 'Unnatural Women', the East Gallery exhibition at Women in Art Fair 2023

-ENDS-

#### NOTES TO EDITORS

##### Women in Art Fair

11-14 October 2023  
Mall Galleries, The Mall, London SW1  
[www.womeninartfair.com](http://www.womeninartfair.com)  
[@womeninartfair](https://twitter.com/womeninartfair)

##### Opening Hours

Wednesday 11 October – 10am – 6pm  
Thursday 12 October – 10am – 7pm  
Friday 13 October – 10am – 6pm  
Saturday 14 October – 10am – 4pm

**Tickets:** <https://womeninartfair.com/tickets/>

##### WIAF PARTNERS

The Fair is grateful to Arts Council England and The Chartwell Group for sponsorship. Women in Art Fair is partnered with the Association of Women Art Dealers (AWAD), Association of Women in the Arts (AWITA), Business Library (British Library), The Twenty Two, The Arts Club London, Aesthetica Magazine and ROSA Magazine.

##### The Mall Galleries

The Mall, London SW1  
Managed by the [Federation of British Artists](http://www.federationofbritishartists.com), Mall Galleries is located in the cultural heart of London's thriving arts and heritage district on The Mall, between Buckingham Palace and Trafalgar Square. Behind the elegant facade is over 450sqm of fully equipped exhibition space of unparalleled scale for its location. For over fifty years, it has served as a national focal point for figurative art; hosting exhibitions by eminent Royal art societies and welcoming a range of activities from art fairs, auctions, solo, group exhibitions and more.

##### GALLERIES

The final list of participating galleries will be released in September. Women in Art Fair encourages diversity and international galleries. All expressions of interest should be sent to [info@womeninartfair.com](mailto:info@womeninartfair.com)

##### OPEN CALL TO ARTISTS

In addition to a curated exhibition, an open call show will be held in the North Gallery. Applications closed at midnight on 21 August. The winners have been privately notified and a press release will be released shortly.

##### PRESS CONTACTS:

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**PRESS IMAGES:** <https://bit.ly/WIAFPressImages>



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