



Professional Artist Promotional Service

Contemporary Art Asia offers a selection of optional professional services designed to support participating artists in extending the impact of their exhibition beyond the gallery walls. Each service is independently priced, allowing artists to select according to their individual needs and goals. Whether you are building your professional portfolio, seeking curatorial recognition, or expanding your reach to international and China-based audiences, these services are designed to provide lasting value for your artistic career.

Service List

Service	Fee
Professional Artist and Exhibition Photography	£100
Two Curatorial Critiques and Reference Letters	£250
Featured Artist Page on CAA Website	£50
Artist Interview and Video Recording	£100
Social Media Package	£50
OXO LED Screen Advertising	£100
Exhibition Catalogue	£60
CAA X Artists Limited Giclée Prints	£180

*Select 4 or more services and receive 10% off your total. Discount applied at the time of invoicing.



Professional Artist and Exhibition Photography

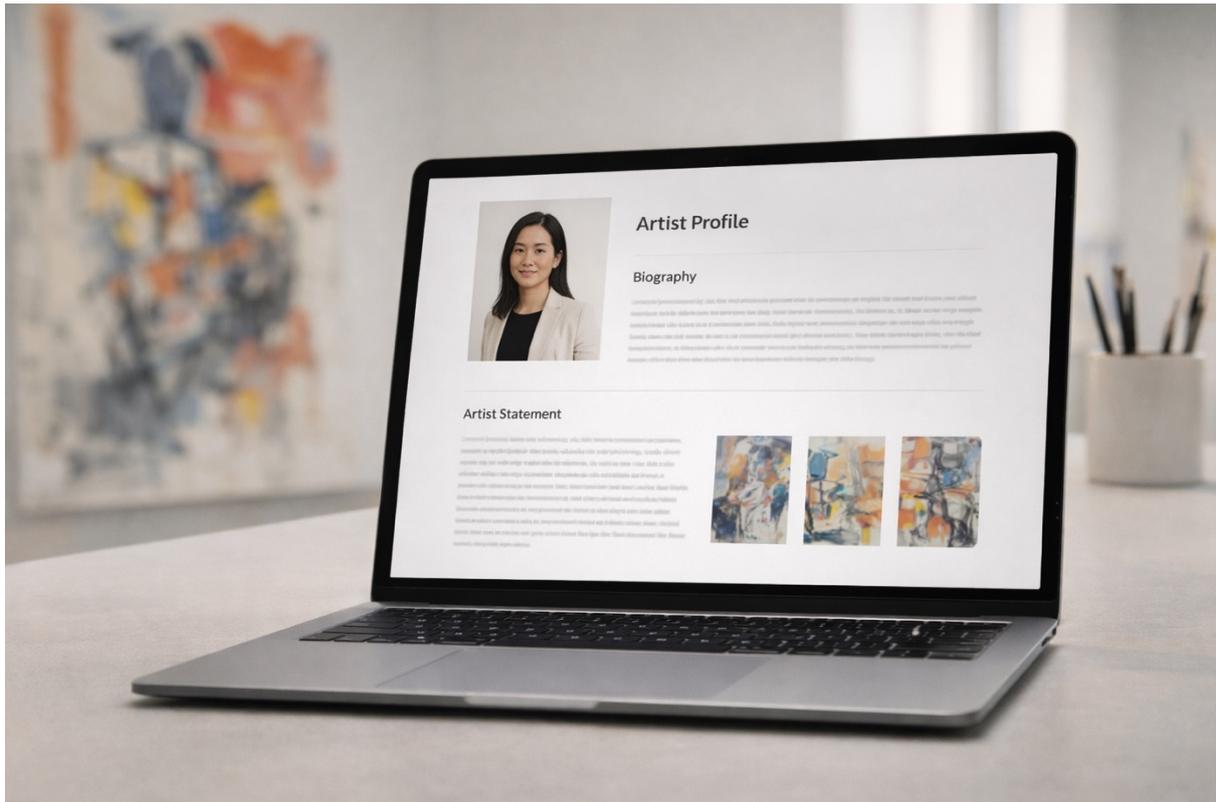
This service provides professional photographic documentation of the artist and their exhibited works, producing five high-resolution images for lasting use beyond the exhibition. The package includes a selection of artist portraits, close-up detail shots of individual works, and contextual installation views capturing the work within the gallery space. All images are delivered in print-ready and digital formats, with full usage rights granted to the artist for portfolio submissions, grant and residency applications, press materials, and self-promotion across all platforms.



Two Curatorial Critiques and Reference Letters

Participating artists will receive two Professional Critiques and Reference Letters, both issued on CAA letterhead. The first is provided by Min Zhang, Founder and Director of Contemporary Art Asia and Member of The Museums Association (TMA, UK). The second is provided by a CAA Selection Panel Member, either a Senior Curator from an accredited public gallery in the UK, or a Curator from an established European gallery.

Both letters offer a detailed critique of the exhibited work, including technical execution, conceptual framework, and constructive suggestions for future development. Artists may use these letters in support of grant, residency, academic programme, and arts funding applications, as supplementary professional references for career development purposes.



Featured Artist Page on CAA Website

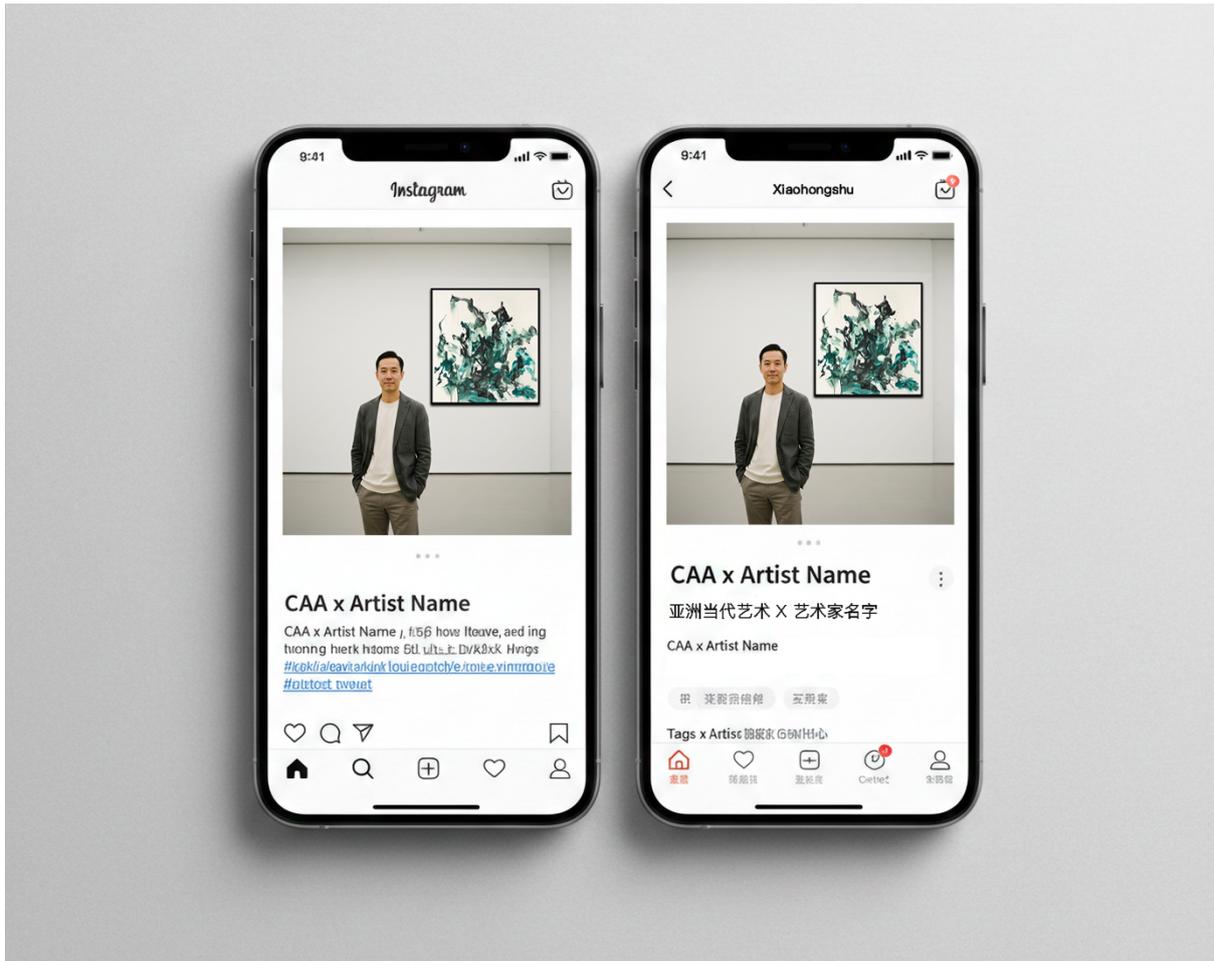
This service provides a dedicated artist page on the CAA website, with 12 months of featured placement following the exhibition. The page includes the artist's biography, practice statement, contact information, and up to 10 artworks with individual titles and descriptions, creating a professional online presence that extends the artist's visibility well beyond the exhibition period. The page is accessible to an international audience including collectors, curators, and arts professionals, and is optimised for both English and Chinese-speaking audiences through CAA's bilingual platform.



Artist Interview and Video Recording

This service provides a 5 to 10 minute recorded interview with the artist, focusing on their practice and exhibited work. The video is professionally edited and published on CAA's YouTube channel, Instagram, and Chinese social media platforms including Xiaohongshu and Bilibili, extending the visibility of the artist and the exhibition to both international and China-based audiences.

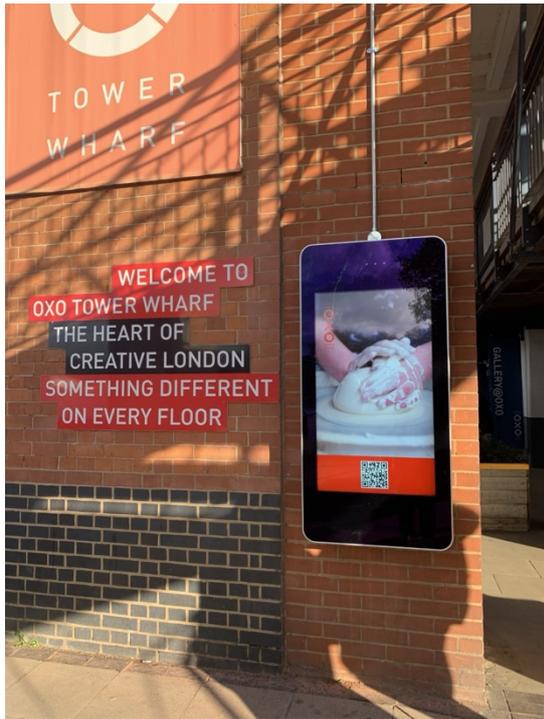
Artists who also purchase the Featured Artist Page service will have their interview video embedded directly within their dedicated artist page on the CAA website, creating a richer and more engaging online profile. If you have purchased both services, your video will remain accessible from your artist page for the full duration of your 12-month featured placement.



Social Media Package

This service provides artists with a dedicated bilingual social media feature, professionally produced by CAA and distributed across CAA's global channels.

The package includes one professionally written Instagram post and one Xiaohongshu post, both in the format of CAA x Artist Name. Content is tailored to each artist individually, introducing their practice and work within the context of the exhibition, and is distributed to CAA's English-speaking and Chinese-speaking audiences simultaneously.



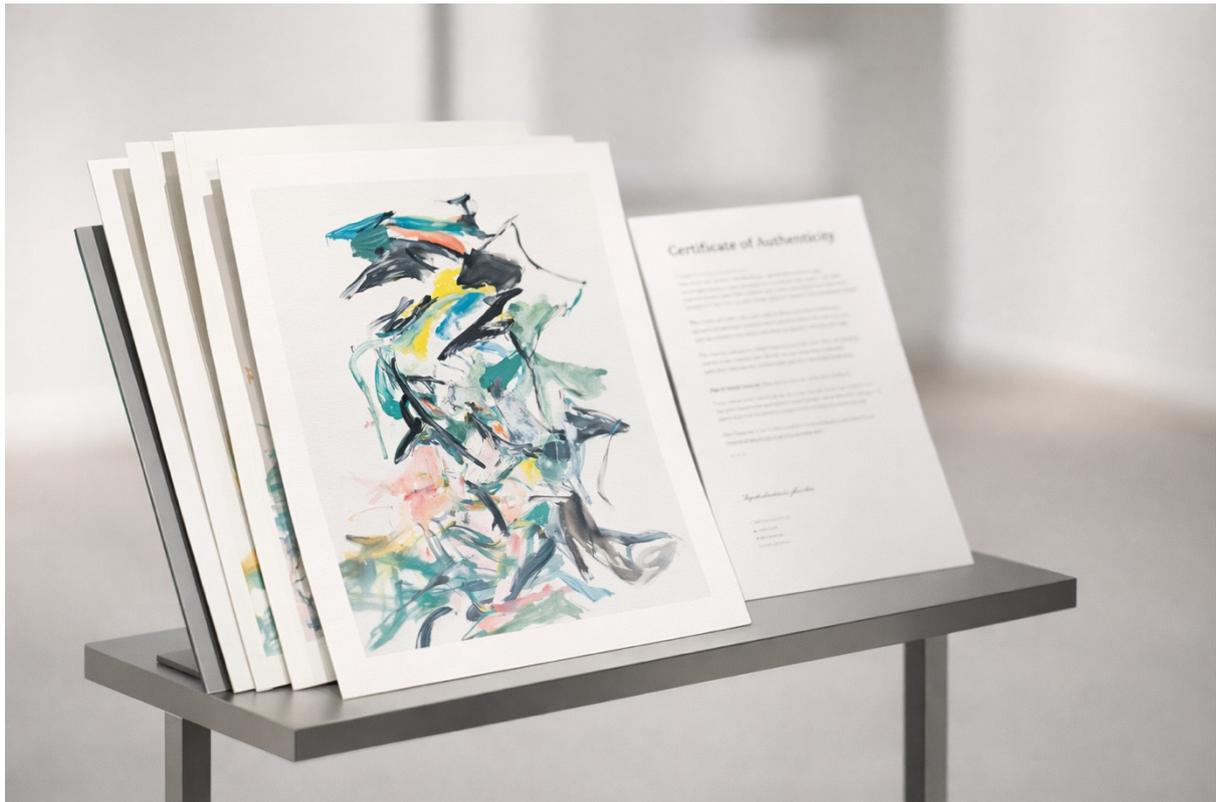
OXO LED Screen Advertising

This service features the artist and selected works across 11 LED advertising screens located along the South Bank riverside walkway, within the Oxo Tower Wharf building, and at other Coin Street locations. These screens are positioned in areas with exceptionally high footfall. Estimated reach is based on an average South Bank daily footfall of approximately 50,000 to 100,000 people, resulting in an estimated 350,000 to 700,000 impressions over one week of exposure.



Exhibition Catalogue

This service features the artist's portrait and exhibited works in the official CAA Exhibition Catalogue, including high-resolution images, detailed artwork descriptions, and an artist introduction. The catalogue serves as a lasting documentary record of the exhibition, and its digital edition will remain permanently accessible on the CAA website, providing ongoing exposure to an international audience of collectors, curators, and arts professionals. Artists will receive one complimentary printed copy. Additional printed copies are available by advance order at £50 per copy, suitable for portfolio use, grant applications, and professional documentation.



CAA X Artists Limited Giclée Prints

This service is designed for artists who wish to build an editioned body of work and prepare inventory for future sales. The package includes five A3 archival quality giclée prints produced under the CAA x Artist's Name edition, with professionally prepared digital files, signed and numbered editions, and a certificate of authenticity. Artists retain full ownership of all prints and have complete control over pricing. The prints will be displayed as part of the exhibition and listed on the CAA website, giving the edition visibility to an international audience of collectors and arts professionals. CAA will facilitate sales during the exhibition on the artist's behalf, with all proceeds going directly to the artist.