

LONDON, UK  
AMBIKA P3

DECK

# PARAÍSO

Latin American Art Fair



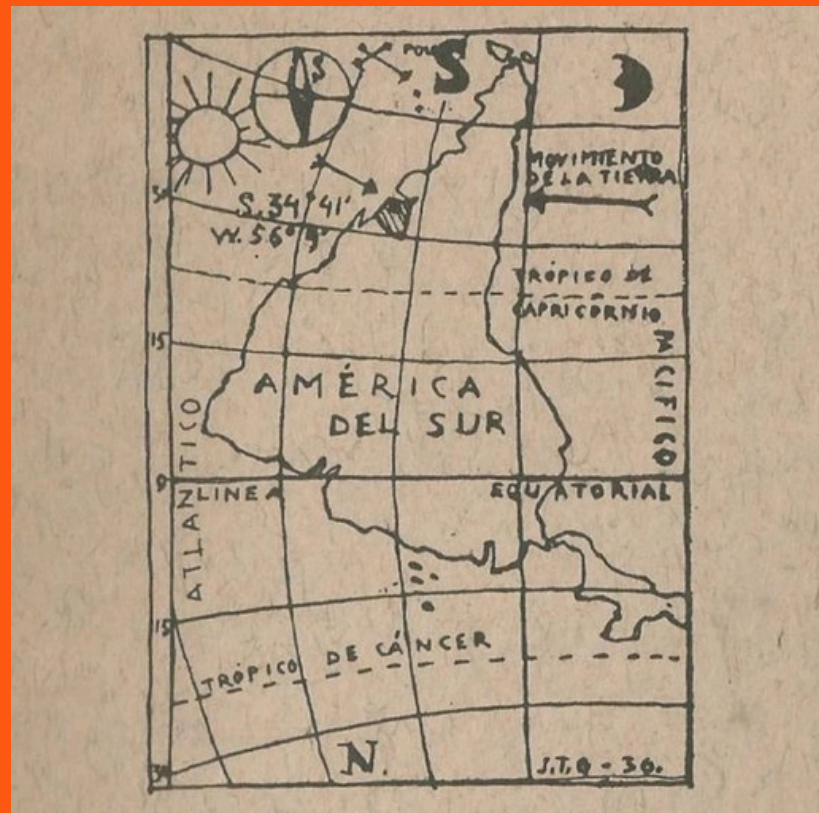
**15-18 OCTOBER**  
**2026**

[WWW.PARAISOFAIR.COM](http://WWW.PARAISOFAIR.COM)

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# ABOUT PARAÍSO



Paraiso is a new Latin American Art fair celebrated from 15 to 18 October 2026.

at Ambika P3 parallel and in close proximity to Frieze London, a week when the city transforms into a global vernissage.



# PARAÍSO OVERVIEW



Paraiso brings together over 22 galleries from Latin America and Europe showcasing new art works and site specific installations by **leading Latin American artists as well as exclusive art works from the last hundred years.**

OCTOBER 2026

# GALLERY PROGRAM

The PARAÍSO Gallery Program will bring together 22 galleries presenting some of the most compelling voices in Latin American art. Participation will take place through a combination of open call and direct invitation, allowing the fair to engage both emerging and established galleries working at the forefront of the region's artistic landscape.

Gallery selection will be carried out by a committee of curators and art professionals, ensuring the highest level of quality and representation of Latin American art within the UK context. The program will highlight outstanding works spanning the last 100 years of artistic production, bringing together contemporary practices alongside key modern figures whose work has shaped the history of art in the region.

By placing historical perspectives in dialogue with contemporary artistic voices, PARAÍSO seeks to create a dynamic platform that connects the past and present of Latin American art, while introducing influential artists, some of whom have not yet received the visibility they deserve in markets such as the United Kingdom

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OCTOBER 2026

# GALLERY APPLICATIONS

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We are inviting galleries representing Latin American artists to apply for our first edition from 15 – 18 October, 2026 at Ambika P3 in London. Galleries may choose to feature contemporary art projects and/or present art from the last one hundred years.

We seek to create new encounters and narratives fostered by gallery concepts rather than creating artificial sections.

Art proposals are primarily assessed based on their artistic merit, which encompasses the perceived quality, value, innovation, and potential impact of the proposed project. Admission decisions for Paraíso are made by the fair director, Javier Calderón, with additional support from curators, artists, and expert Latin American art advisors.

**For questions and enquiries regarding Paraíso, please contact the team at [contact@paraisofair.com](mailto:contact@paraisofair.com)**

**Application to Paraíso is free on this edition.**

# PARAÍSO

# KEY DATES

WEEK 1-2

1

OPEN APPLICATIONS

March 2026- 19 April 2026

2

DEADLINE FOR SUBMISSION

19 April 2026

WEEK 3-4

3

SELECTED PROPOSALS ANNOUNCEMENT

May 2026

WEEK 5-7

4

INSTALLATION DATES

13-14 October 2026

WEEK 8-9

5

VIP PREVIEW

15 October 2026

WEEK 10

6

GENERAL PUBLIC ENTRANCE

16-18 October 2026

7

DEINSTALLATION

19 October 2026

# COSTS FOR GALLERIES

SPACE 1-£2,400  
 SPACE 2-£1,600  
 SPACE 3-£1,800  
 SPACE 4-£1,800  
 SPACE 5- £2,800  
 SPACE 6- £2,800  
 SPACE 7 -£2,800  
 SPACE 8 -£2,800  
 SPACE 9-£2,500  
 SPACE 10-£2,500  
 SPACE 11-£2,500  
 SPACE 12-£2,500

SPACE 13 -£2,000  
 SPACE 14-£1,200  
 SPACE 15 -£2,600  
 SPACE 16-£2,300  
 SPACE 17-£2,300  
 SPACE 18-£1,600  
 SPACE 19-£3,800  
 SPACE 20-£2,500  
 SPACE 21-£2,500  
 SPACE 22-£2,500  
 SPACE 23-£2,500  
 SPACE 24-£2,500  
 SPACE 25-£2,200

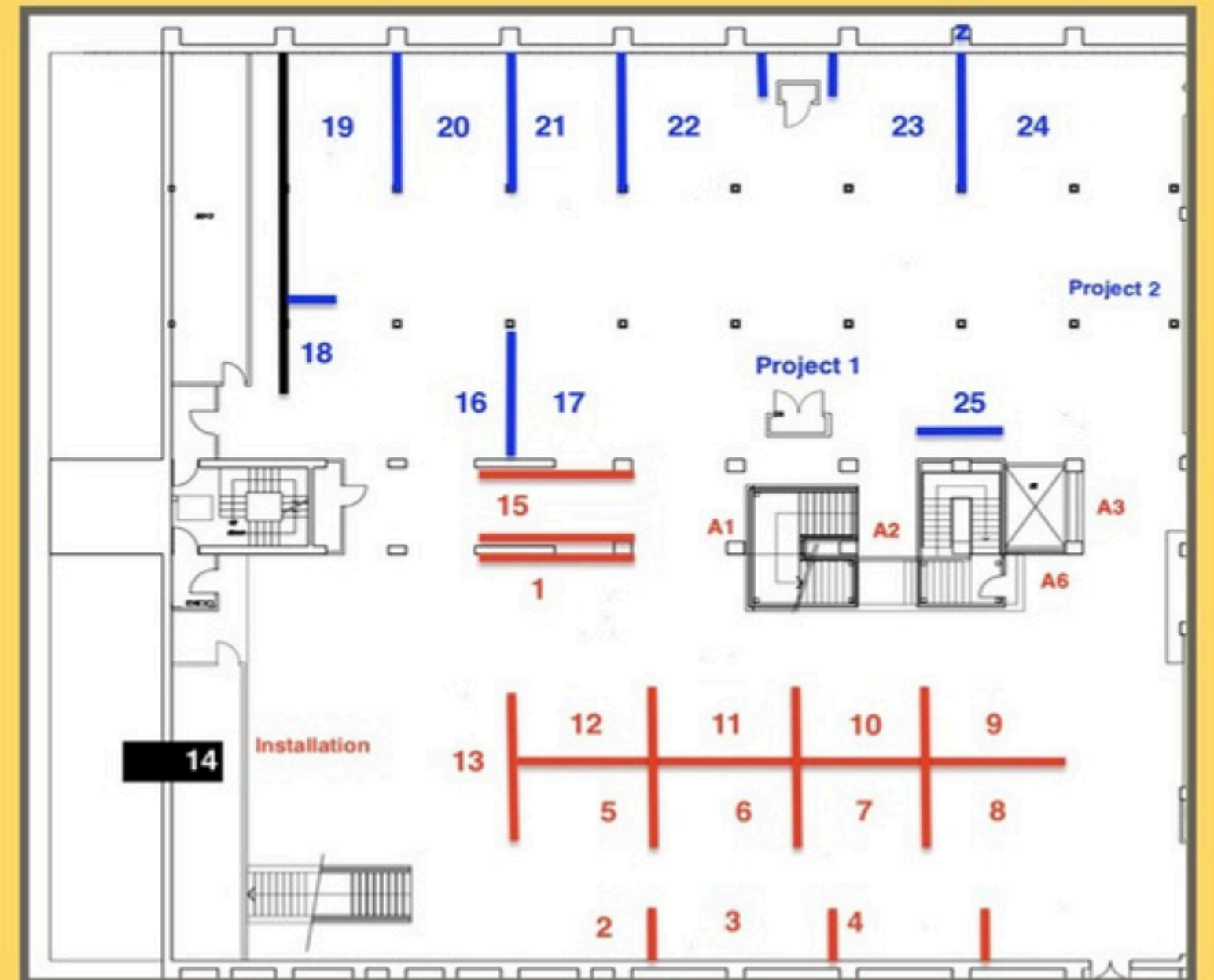
## PARAISO

Spaces for Galleries

[Explore space virtually here!](#)

Main space in red

Lower space in blue



## No 1

£2,400

9 meters long wall - 4 meters high



## No 2

£1,600

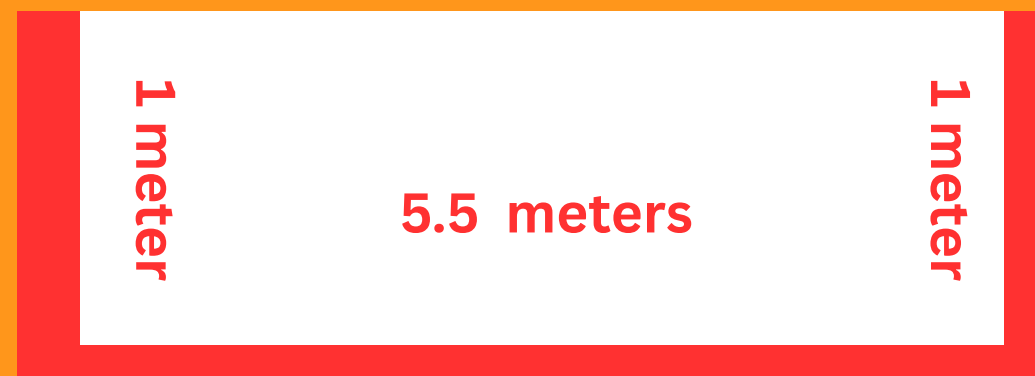
5 meters long wall - One meter wall on one side.



## No 3 & No 4

£1,800

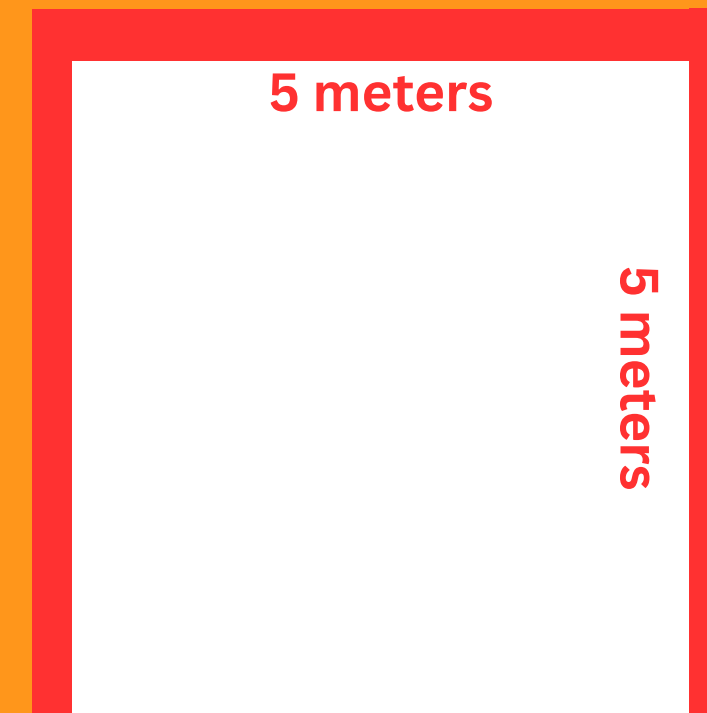
5 meters long wall - 2 one meter wall on each side.



## No 5, 6 & 7

£2,800

3 walls- 5 meters x 5 meter: 25 m<sup>2</sup>

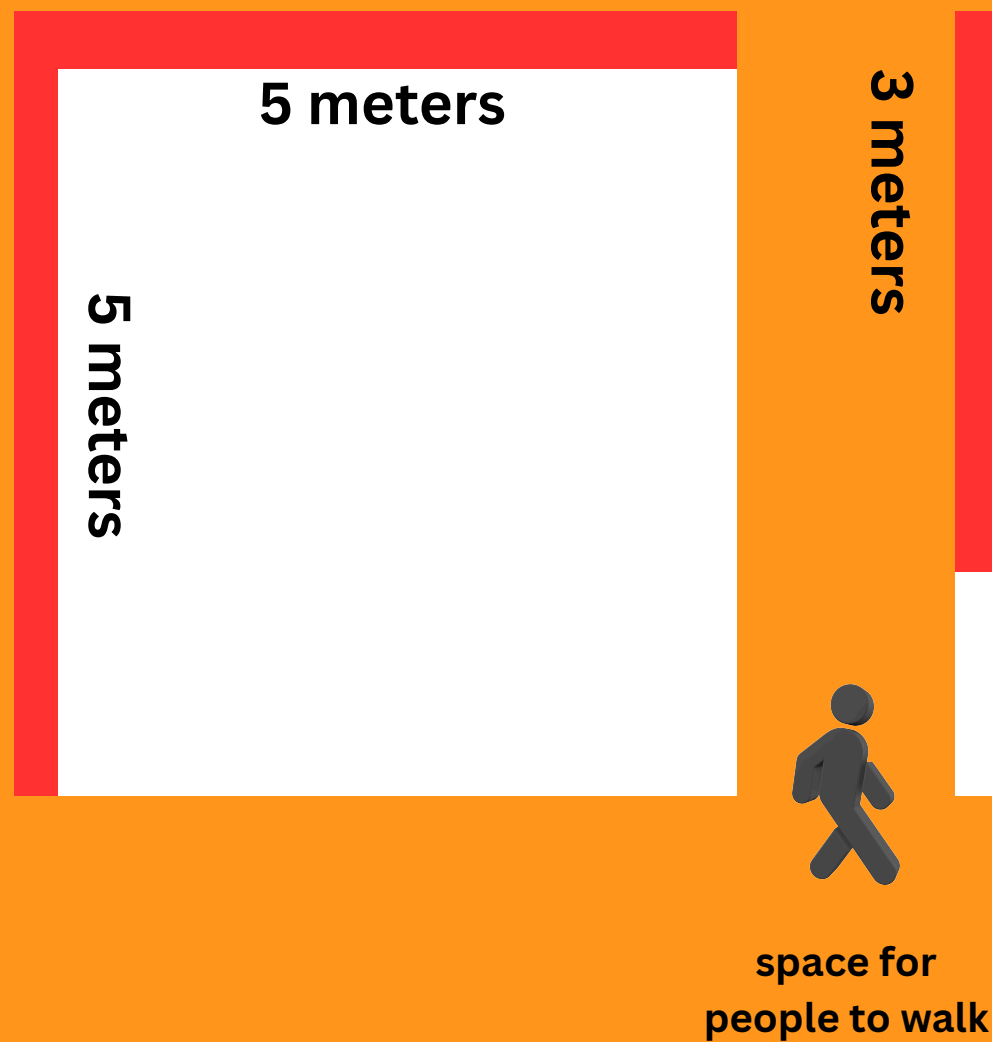


## No 8

£2,800

3 walls

2 walls. 5m x 5 m. 25 m<sup>2</sup>:  
Plus a separate wall 3 meters

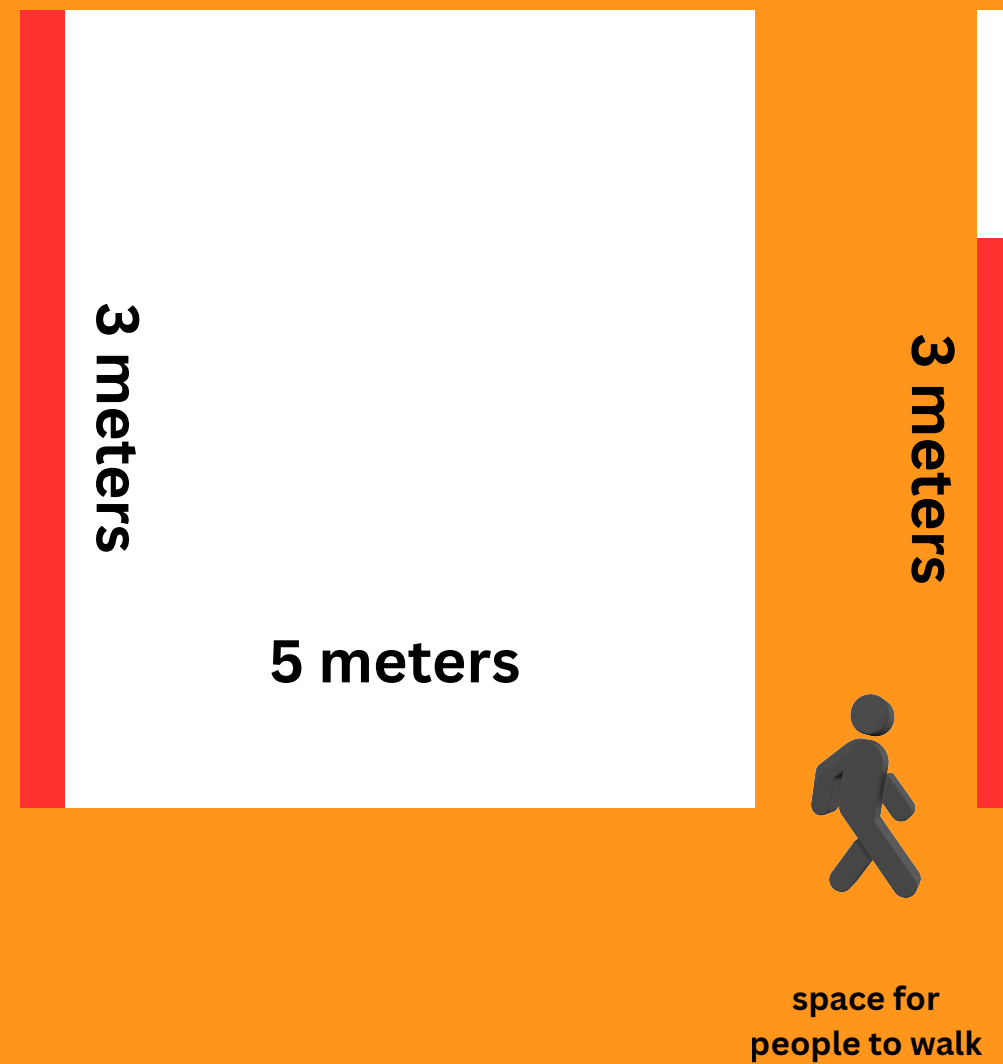


## No 9

£2,500

3 walls

2 walls. 5m x 3 m. 15 m<sup>2</sup>: Height 2.40.  
Plus a separate wall of 3 meters long  
and 3 meters high.

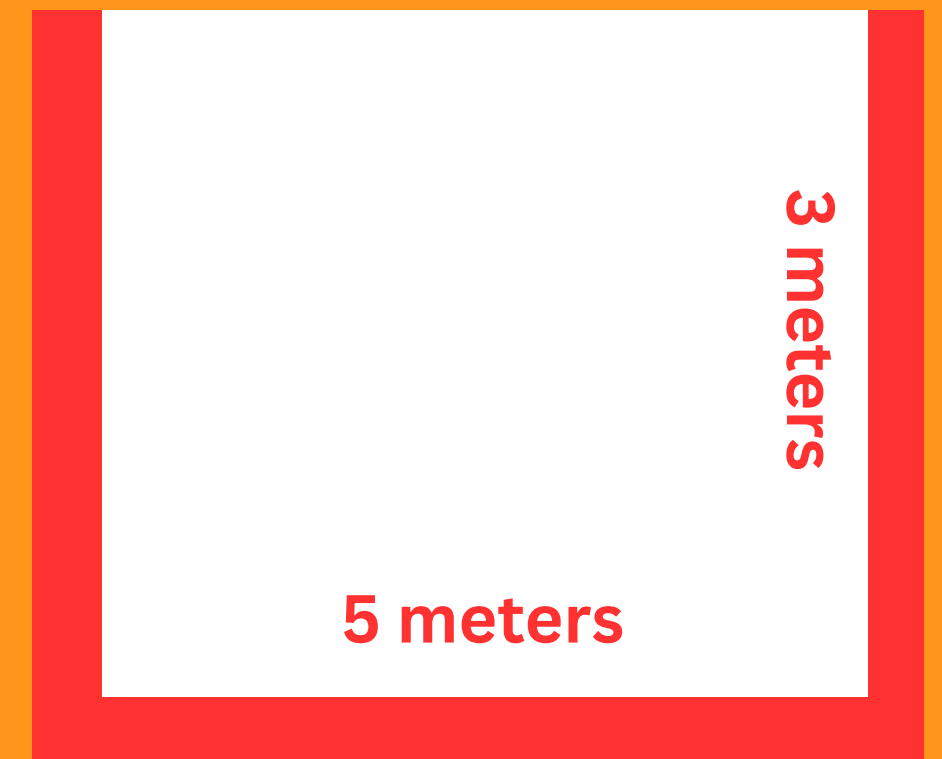


## No 10, 11 & 12

£2,500

3 walls

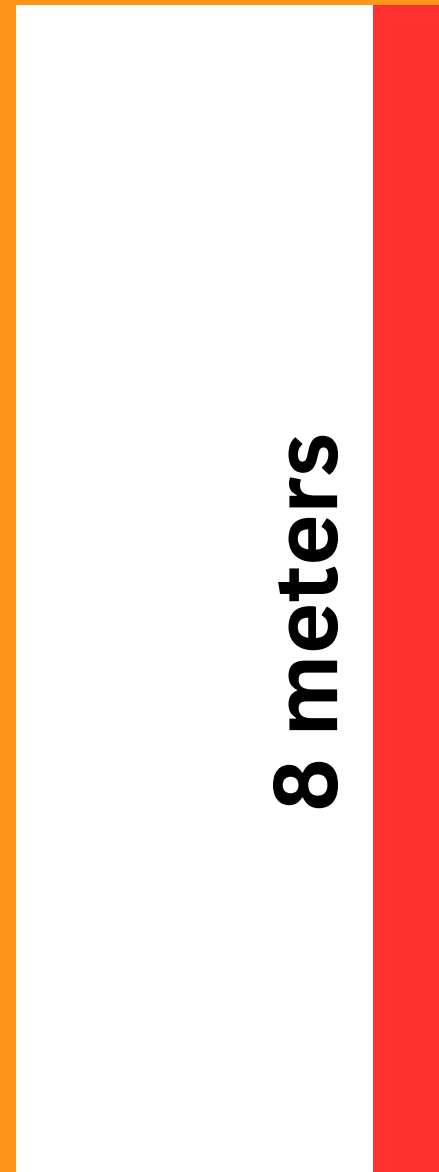
5 meters x 3 meters: 15 m<sup>2</sup>  
Height 2.40.



# No 13

£2,000

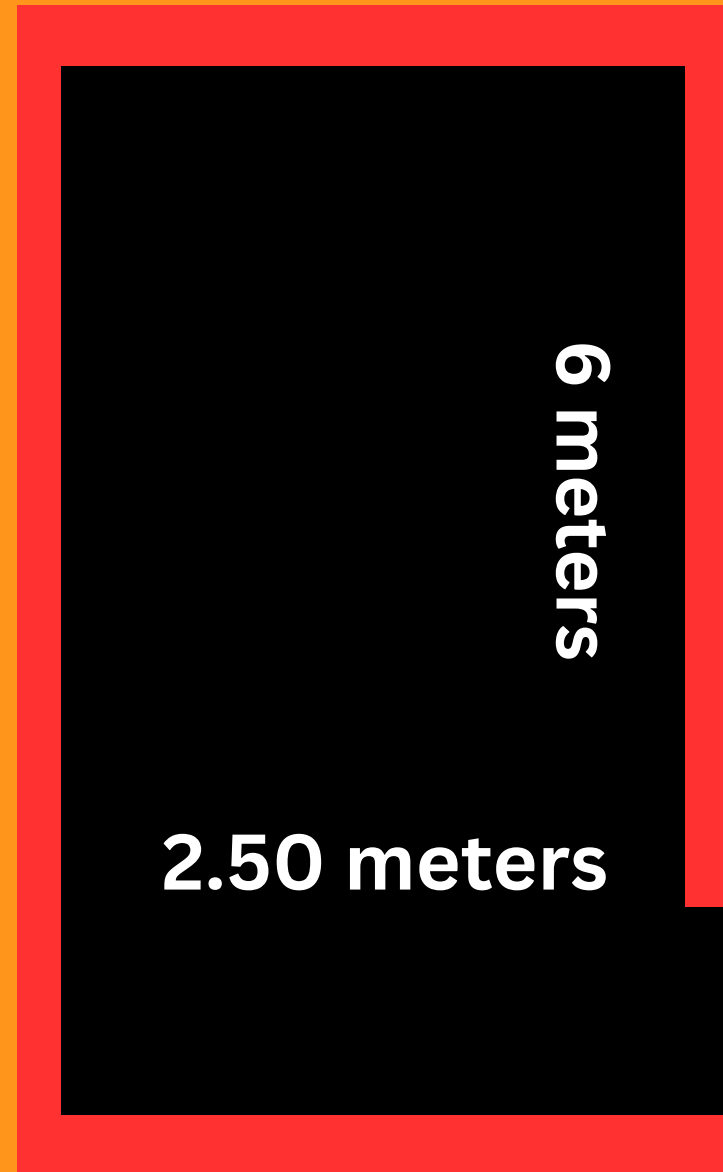
8 single meters wall. Height 2.40.



# No 14

£1,200

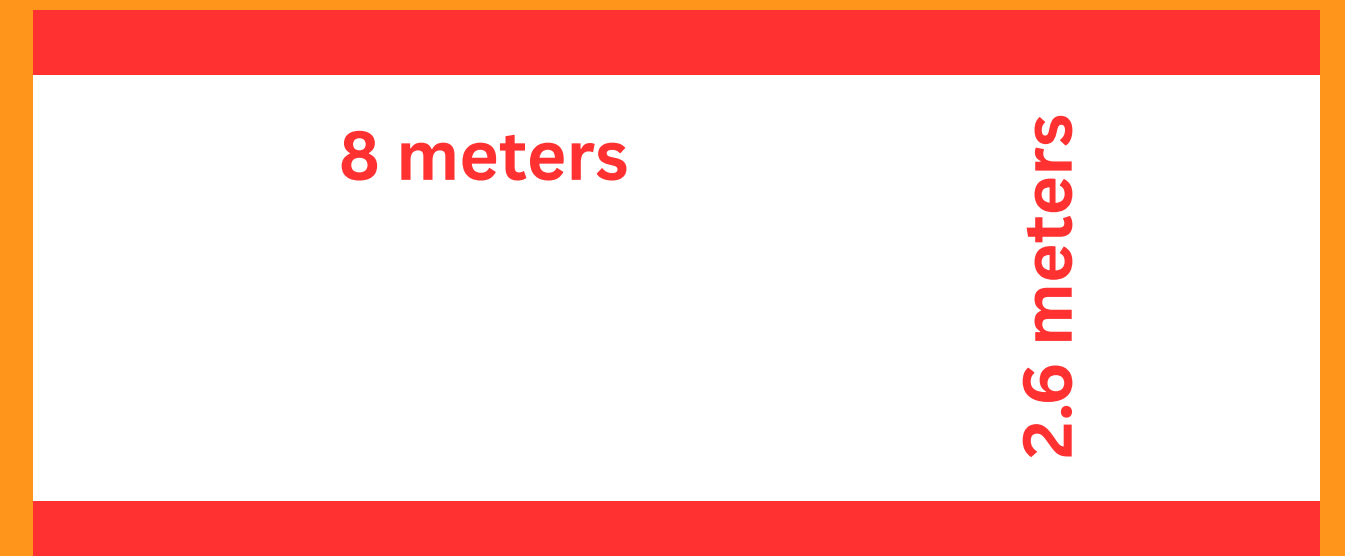
Dark Room 2.50 meters x 6 meters  
Good for video art, installations,  
etc.



# No 15

Price £2,600

2 walls facing each other  
8 meters long on each side with a  
gap space in the middle of 2.60  
meters.  
Height 4 meters

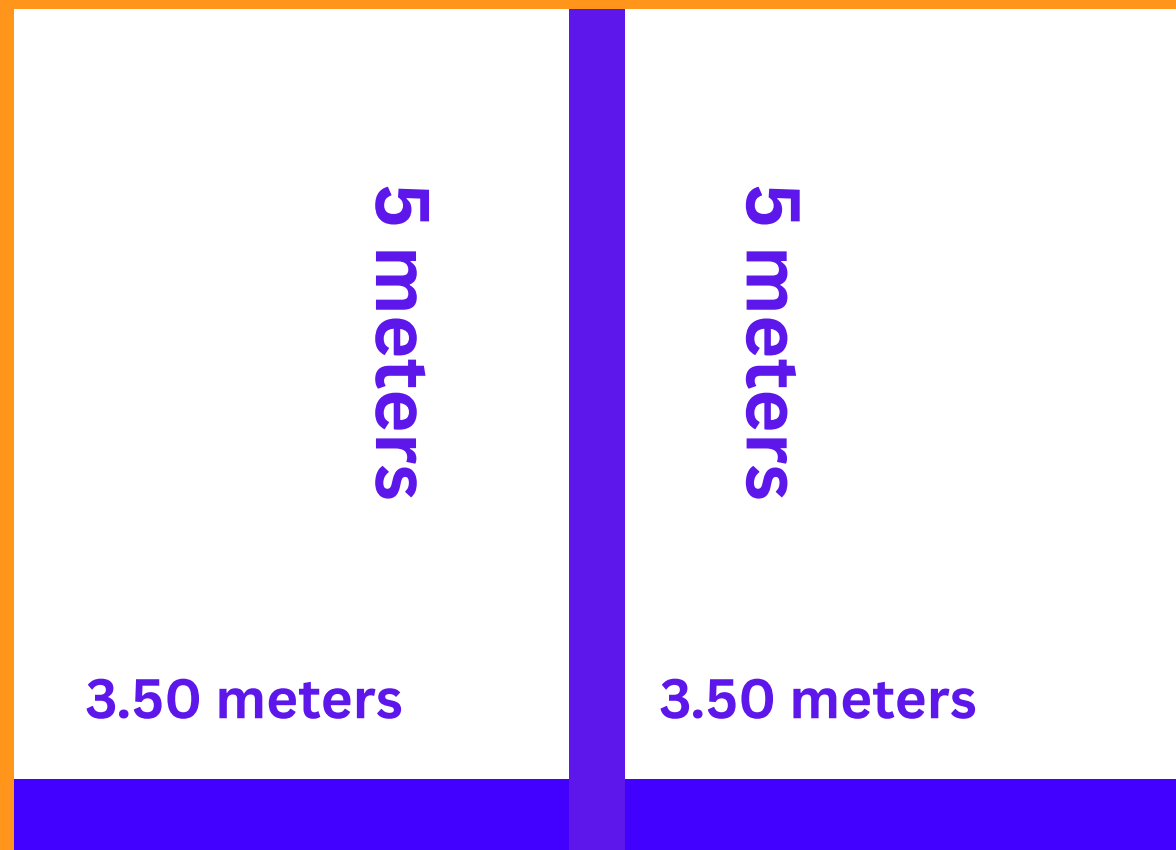


# No 16 - No 17

£2.300

2 walls

5 x 3.50

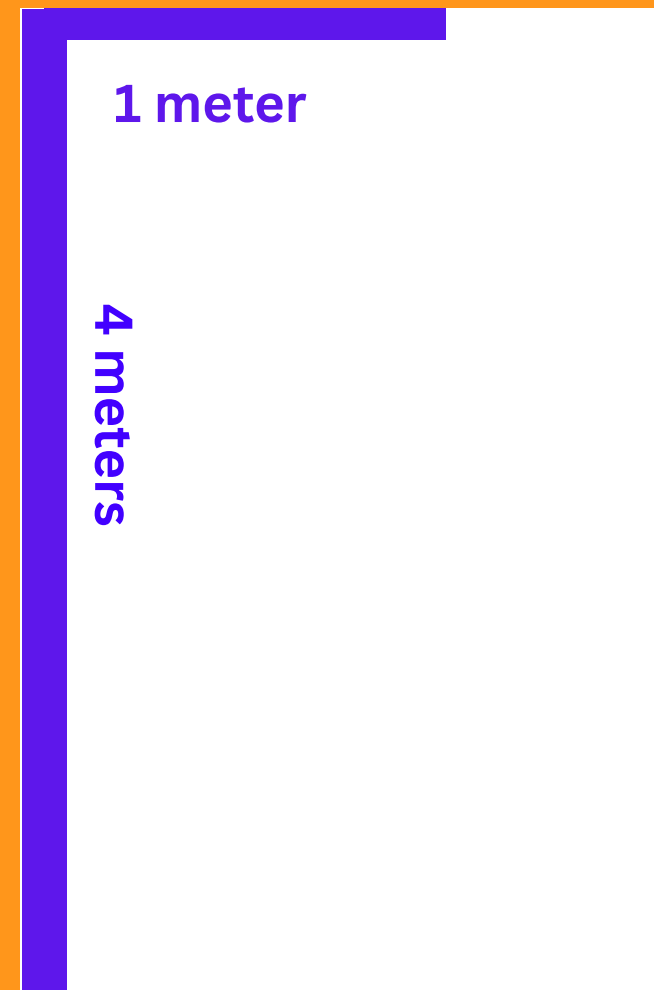


This section will have additional light to the one the space already has installed.

# No 18

£1.600

2 walls 4 meters x 1 meter. Floor space 10m<sup>2</sup>

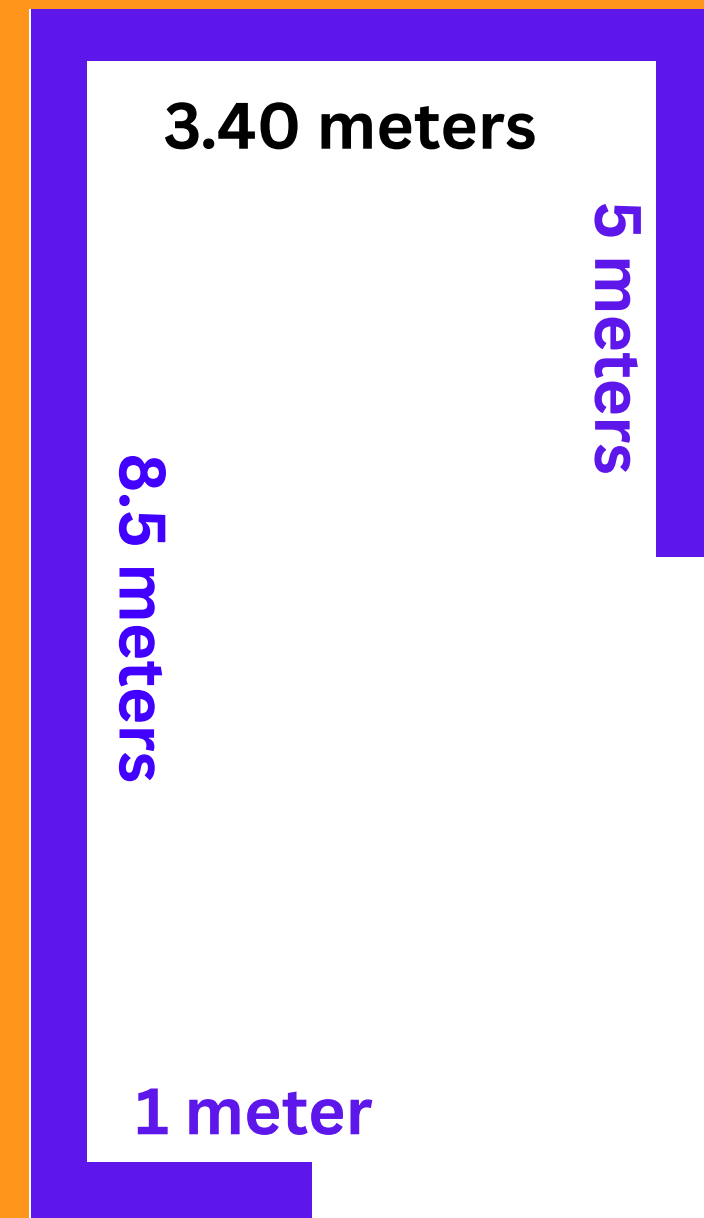


**Lower section**

# No 19

£3,800

4 walls. 1 wall 8.5 meters - 1 wall 3.40 meters - 1 wall 5 meters - 1 wall 1 meter  
(could be shared between two galleries). 29 m<sup>2</sup>

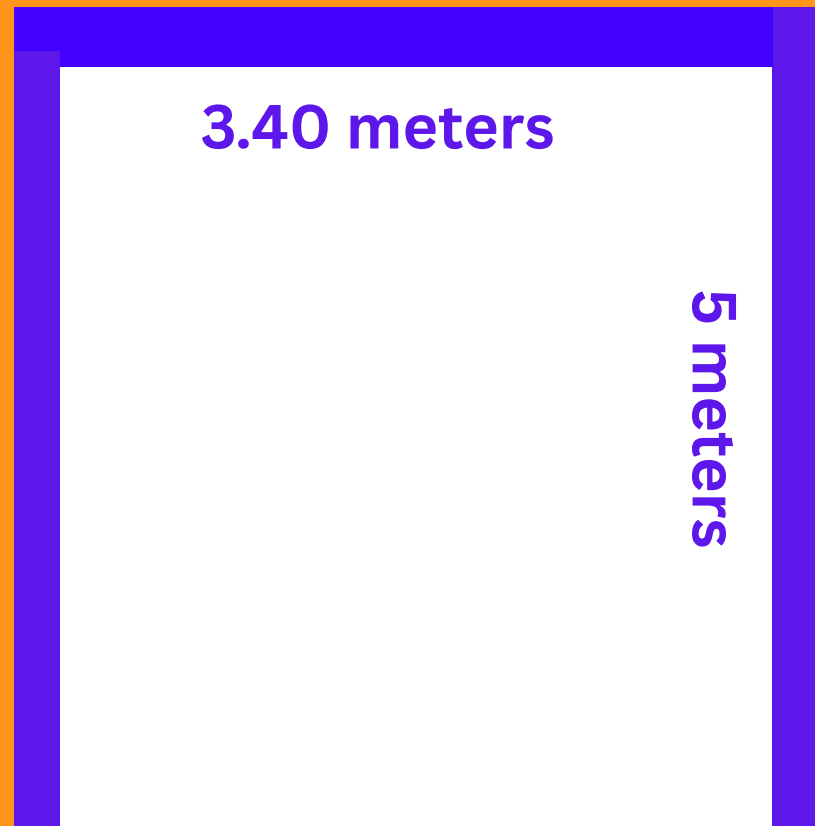


## No 20 & 21

£2,500

3 walls

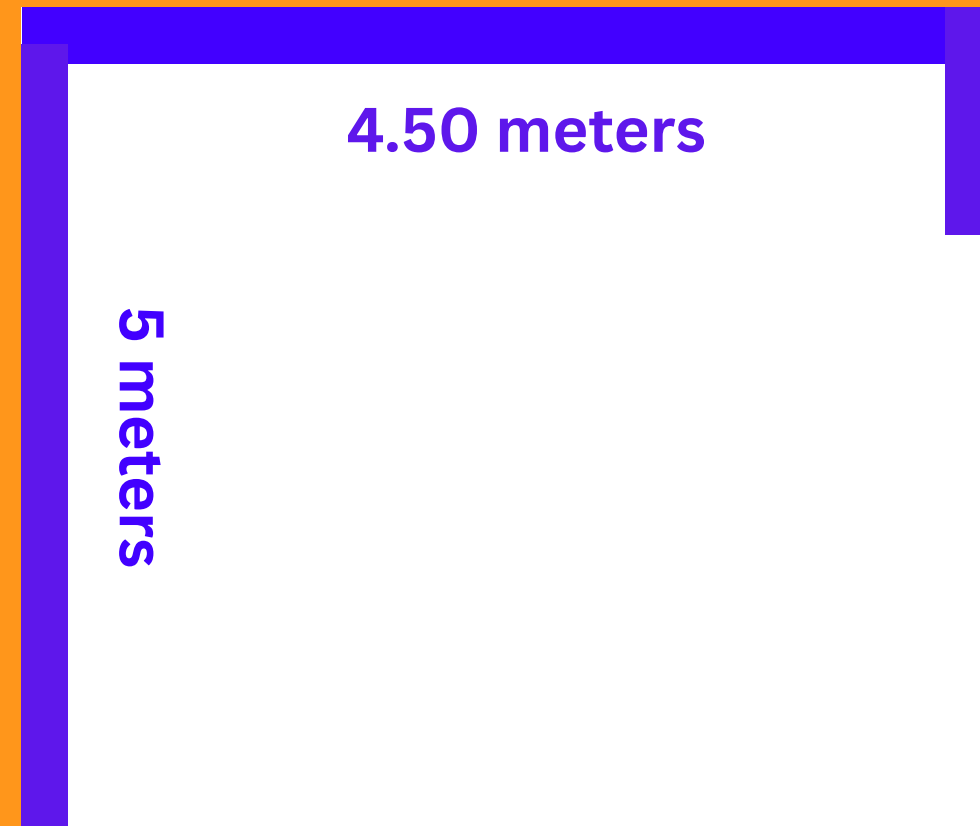
2 walls 5 meters - 1 wall 3.40 meters. 17m<sup>2</sup>



## No 22

£2,500

1 wall 5 meters - 1 wall 4.50 meters. (Additional small wall on one end). 23m

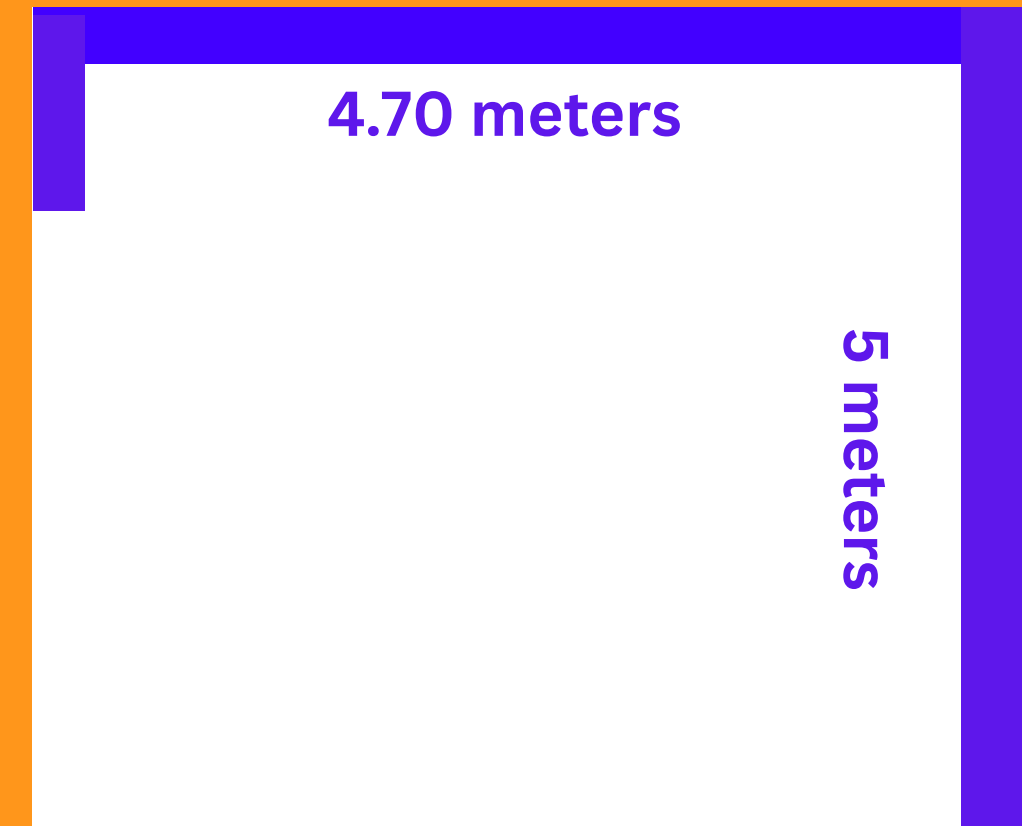


## No 23

£2,500

2 walls

1 wall 5 meters - 1 wall 4.70 meters. (Additional small wall on one end).



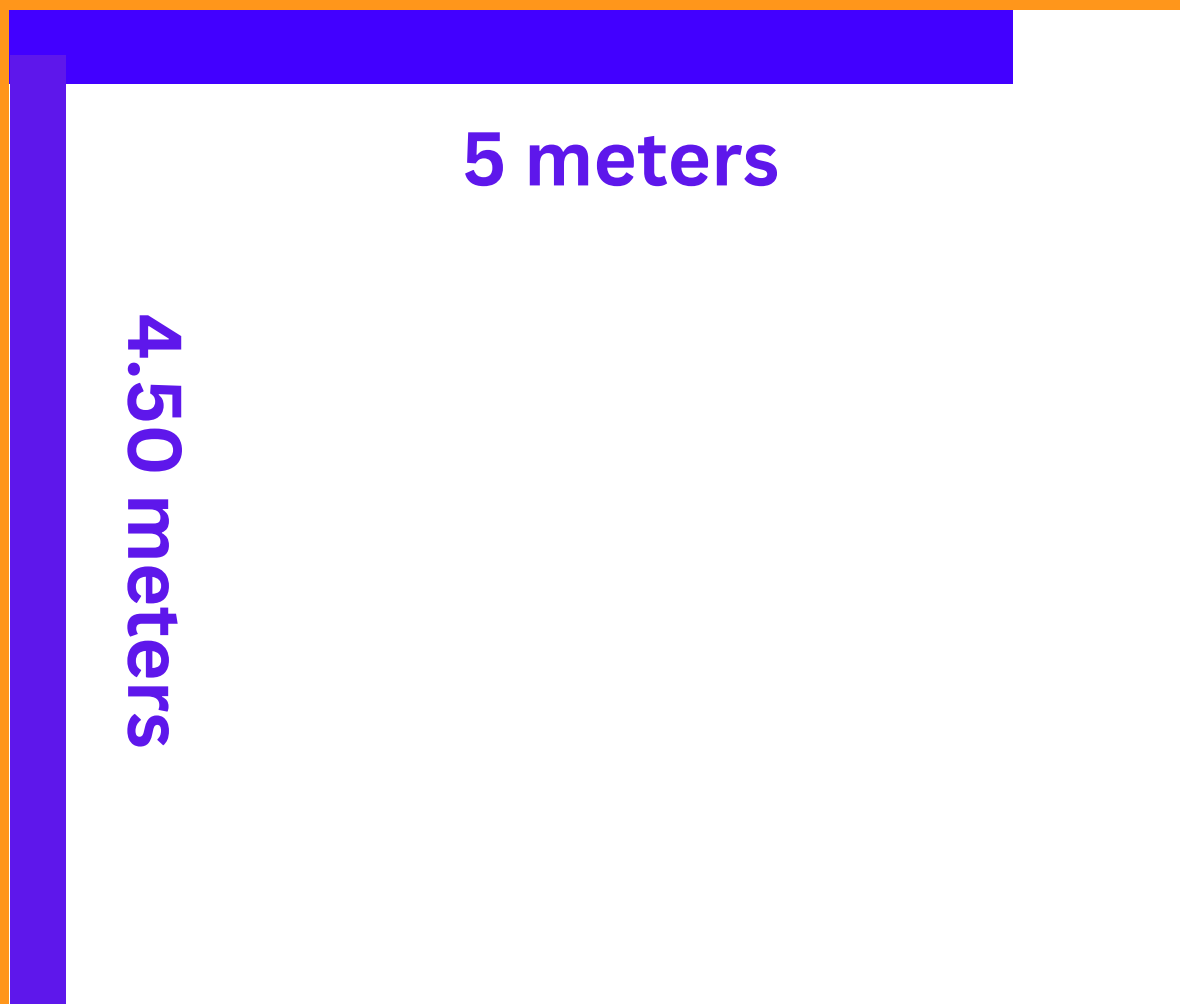
This section will have additional light to the one the space already has installed.

# No 24

£2.500

2 walls

1 wall 5 - 1 wall 5 meters. 23m<sup>2</sup>

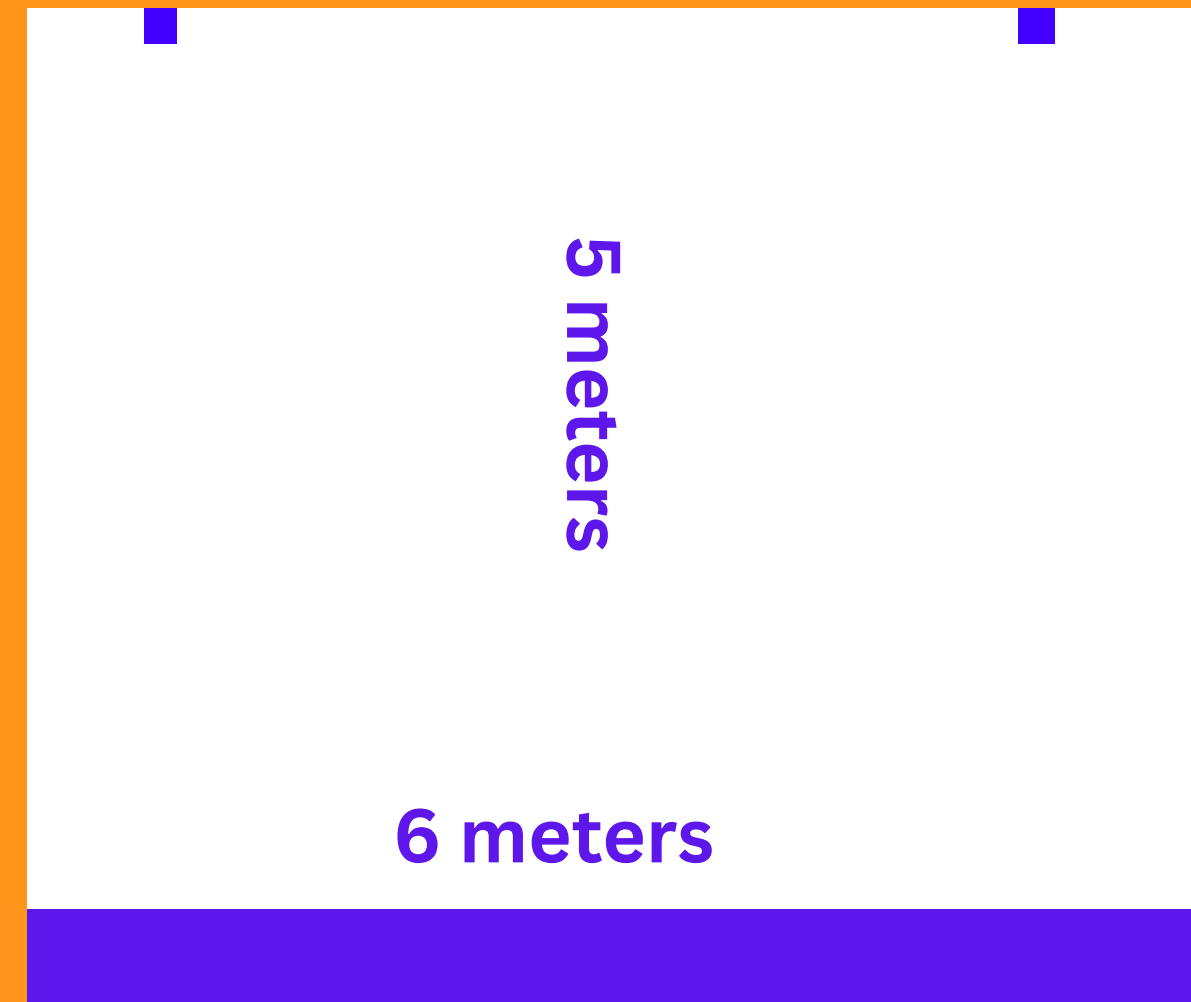


# No 25

£2.200

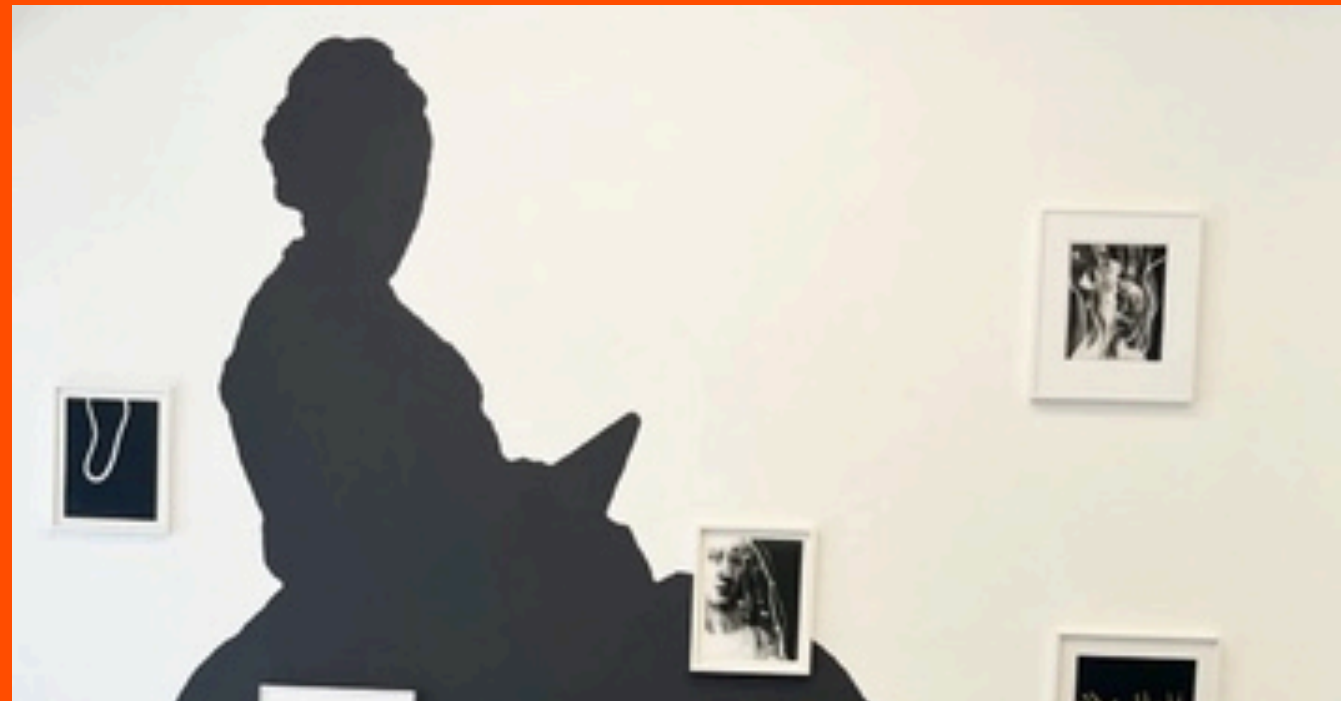
30 m<sup>2</sup>

1 wall 6 meters.



This section will have additional light to the one the space already has installed.

Lower space height  
Max height: 3.17  
Middle column: 2.63  
Back column: 2.87



We are here to support and advice as much as we can to get things you might need.

### **INCLUDED IN THE BOOTH RENTAL:**

Standard flooring.

booth signage.

channels.

Promotion featuring the gallery's information on Paraísos's website and social media

3 Exhibitor badges, 3 Artist badges, and 3 installation/dismantling badges.

Display of artworks on Paraísos's website

Free storage for small things..

### **NOT INCLUDED:**

Lighting; power outlets; electronic devices, furniture and chairs, additional lighting and

custom-designed walls; custom flooring; additional signage; electrical services, tools, plinths, etc.

### **ADDITIONAL RENTALS:**

Power outlet (£100); additional lights (£100 each)

Painted walls (£50 per meter, including white return).



PARAÍSO

# PROGRAMME

## Public Programme

Paraíso includes a public programme of live performances, talks with the most influential actors of the Latinamerican art scene in London, workshops, gastronomy and live music showcasing Latin American culture.

## Guest Country Programme

Each edition of PARAÍSO will feature a Guest Country Programme, inviting a Latin American country to take a special place within the fair through a curated presentation that highlights the richness and diversity of its artistic production.

For the inaugural edition, Mexico will be the invited country. Developed in collaboration with a guest curator, the programme will bring together a selection of galleries, artists and projects that reflect the depth and vitality of Mexico's artistic landscape.

# PARAÍSO

## EDITIONS & PUBLICATIONS

A section dedicated to non-profit spaces, projects and artists presenting limited editions, prints, art publications and works on paper.

## ARTIST'S INTERVENTIONS

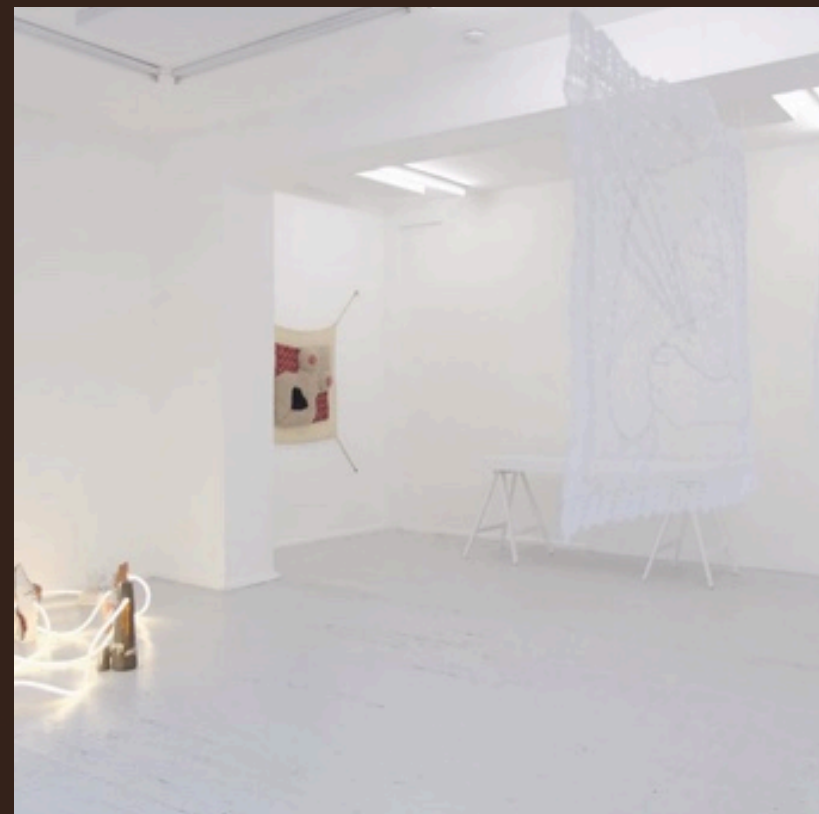
Artists in their early carrer will be presenting works in between spaces accross Ambika P3 space.

## AUDIENCE

**PARAÍSO expects more than 7,000 visitors over four days.**

The audience includes: International art collectors, museum directors and curators, gallery professionals, cultural entrepreneurs, art students and young collectors, members of the Latin American community in the UK

The fair also expects a strong presence of influential Latin American collectors and patrons.



# VENUE



## **Ambika P3 – University of Westminster**

35 Marylebone Road  
London NW1 5LS  
United Kingdom

## **Vehicle access / goods-in:**

4 Luxborough Street  
London W1U 5UW

PARAÍSO will take place at Ambika P3, a remarkable exhibition space located in the heart of Marylebone, in central London. Developed from a former concrete construction hall of the University of Westminster, the venue offers a striking post-industrial environment that has hosted numerous exhibitions, installations and cultural events over the past two decades.

Its proximity to Frieze London places the fair at the centre of the city's most important week for contemporary art, attracting international collectors, curators and cultural leaders.

Ambika P3 has become a recognised and distinctive space within London's cultural landscape, known for its scale, experimentation and its ability to host ambitious artistic projects.

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# PARAÍSO THANK YOU

[ CONTACT  
US ]

**WEBSITE:**

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