

Michael Hoppen
Director, Michael
Hoppen Gallery

Michael Hoppen (*pictured*) opened his gallery devoted to photographic art in 1993 in Chelsea after 20 years as a photographer himself. Hoppen's selection for his booth at this year's Pavilion of Art and Design (PAD) fair is arranged around the idea of the horizon. Founded by Patrick Perrin, the PAD started in Paris in 1996 and its London edition is in its eighth year. A satellite fair to the main Frieze event in Regent's Park, PAD has got a collegial feel and a smaller selection of galleries. And a great bar.

Do you theme your booth for PAD?

We always try to come up with some kind of theme – or “glue” – that we can work around and give the booth some kind of cohesion. We plan the booth then very carefully with a hanging plan, which normally changes once we arrive!

What's the vibe at PAD?

PAD is a very unusual fair. It's small, which we and our clients love, and also very private. For us it is an amazing atmosphere with very intelligent and serious collectors visiting all through the week.

What are you taking to the fair this year?

We are taking an eclectic mix of pictures that speak about horizons and views, so a departure for us. We never like to repeat ourselves with the same material at fairs.

Is photography a safe bet at a fair?

Nothing is a safe bet! That's what makes it exciting. — RB

