

For Immediate Release

ART
MARKET
SAN FRANCISCO

April 27 - May 01, 2016

Art Market San Francisco 2016

Season Six Features

Preview Parties, Installations and Enhanced Visitor Experiences



Dave Eggers, *Pedicab*, Jules Maeght Gallery

San Francisco, CA., April 2016 - ***Art Market San Francisco*** returns to Fort Mason Festival Pavilion this **April 27 - May 1**, marking its sixth year as the Bay Area's leading modern and contemporary art fair. Celebrating a network of strong community non-profit and corporate partnerships, and a significant selection of artworks from a global array of galleries, *Art Market San Francisco* has firmly established itself as an anticipated annual Bay Area art event.

Further enhancing visitor experiences this year, *Art Market San Francisco* is thrilled to present a diverse schedule of programming, installations, performances and events, featuring participation from the region's top museums, curators, collectors, galleries, and artists.

Art Market San Francisco's panel programs, benefit and preview events, and collector tours begin Wednesday, April 27 and conclude Sunday, May 1.

Highlights include:

- *Art Market* opens season six with a benefit preview party, produced with creative oversight from **Ken Fulk Inc.**, for longtime partner the **Fine Arts Museums of San Francisco**. Proceeds from the dedicated evening, hosted by Honorary Chairs: FAMSF Trustee, **Jack Calhoun & Trent Norris**, benefit the museum's New Acquisitions Fund.
(Wednesday, April 27, 6pm–9pm)
- Experience 14 'On-Site' installations located at the *Art Market* Front Entrance, on the Main Floor and in the Central Lounge. Encounter **Guy Overfelt's *Free Bird: The Never Ending Joy Ride, 1998-2016***, catch one of five scheduled ***Walking the Bomb*** performances by **Stephen Whisler**, survey a presentation of **Bay Area graffiti writer, MQ** presented by Guerrero Gallery at the Front entrance, or pedal your way to pleasure on *Pedicab*, an **interactive sculpture by Dave Eggers** designed to push the limits of how an audience experiences visual art. (ON-SITE is an invitational program that works with participating galleries and cultural organizations to enrich the art fair experience.)
- **Ed Ruscha and the Great American West**: Karin Breuer, Curator in Charge, Achenbach Foundation for Graphic Arts, will discuss organizing the upcoming exhibition, *Ed Ruscha and the Great American West* (July 16–October 9, 2016) at the de Young Museum, which will include paintings, prints, drawings, photographs, and artist books. Through her presentation, Breuer will explore Ruscha's fascination with the evolving landscape and character of the American west in symbolic, ironic, and evocative renditions.
(Saturday, April 30, 12:00pm – 1:00pm)
- **Painting With Words: Images, Text, and Everything in Between**
"I like the idea of a word becoming a picture, almost leaving its body, then coming back and becoming a word again... I see myself working with two things that don't even ask to understand each other." – Ed Ruscha
Inspired by the exhibition *Ed Ruscha and the Great American West* coming to the de Young Museum (July 16–October 9, 2016), this panel will explore the idea of how art containing text is not just "pictures of words," but can be a sophisticated visual construct built from formal pictorial elements including letters and wording. Speakers will approach the dichotomy of pure aesthetic convention and deeper conceptual meaning, and how these two worlds interact.
(Saturday, April 30, 2:00pm – 3:00pm)

Art Market San Francisco is also pleased to collaborate with this year's partners:

- **The Battery**, San Francisco's exclusive multi-disciplinary social club, will return for a second year to curate **Art Market's VIP Lounge** and to lead a series of **collector tours** during the fair.

- ***San Francisco Cottages and Gardens*** returns as Design and Media Sponsor, working with sponsors **Baker, Perrier, *The Wall Street Journal*** and **The Lincoln Motor Company**.

Art Market San Francisco is also pleased to welcome a remarkable group of **Cultural Partners** including Alliance Health Project / Art for AIDS, ArtPoint, ArtSpan, ArtTable, Arthena, Asian Art Museum, Berkeley Art Museum & Pacific Film Archive, Bolinas Museum, Bonhams, CADRE Laboratory for New Media, City of San Jose Office of Cultural Affairs, Crocker Art Museum, The Crucible, Di Rosa, Marin Museum of Contemporary Art, The Mexican Museum, Museum of the African Diaspora, Museum of Craft and Design, NIAD Art Center, Richmond Art Center, Root Division, San Francisco Art Dealers Association, San Francisco Art Institute, San Jose ICA, San Jose Museum of Art, ScholarMatch, SF Noir, SOMArts, Tang Art Advisory, Works / San Jose, Yerba Buena Center for the Arts, ZERO1: The Art & Technology Network.

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For more information, images, interviews or press passes, please contact:

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For a Complete List of the 2015 Participating Galleries visit:

<http://artmarketsf.com/galleries/>

Benefit Preview Reception:

Wednesday, April 27, 2016 – 6pm to 9pm

Benefitting the Fine Arts Museums of San Francisco's New Art Acquisitions Fund

Honorary Chairs: FAMSF Trustee, Jack Calhoun & Trent Norris

Art Party:

Thursday, April 28, 2016 – 6pm to 10pm

General Hours:

Friday, April 29, 2016 - 11am to 7pm

Saturday, April 30, 2016 - 11am to 7pm

Sunday, May 01, 2016 – 12pm to 6pm

Website:

<http://www.artmarketsf.com>

Tickets: <http://artmarketsf.com/tickets>

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About Art Market San Francisco:

Art Market San Francisco, the Bay Area's premier contemporary and modern art fair, will feature established galleries from around the globe bringing some of the world's most

intriguing artists and galleries to San Francisco. In showcasing historically important work alongside relevant contemporary pieces and projects, *Art Market San Francisco* creates an ideal context for the discovery, exploration, and acquisition of art.

About Art Market Productions:

Art Market Productions is a Williamsburg, Brooklyn based production firm owned and operated by Max Fishko and Jeffrey Wainhouse. Working in concert with a talented and passionate network of dealers, curators, and arts professionals, Art Market Productions is proud to present forward thinking, progressive, and successful events across the country.

For more information visit: www.artmarketproductions.com

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