

For Immediate Release

ART
MARKET
SAN FRANCISCO

April 29 – May 03, 2015

**Exceptional Programming, After-Parties & Interactive Platforms
Enhance Visitor Experiences
at
Art Market San Francisco 2015**



Wayne White, Art is Supposed to Hypnotize You or Something, 2014, Joshua Liner Gallery

**Architectural Conservation to Street Art,
Robotically Poured Cocktails to Robert Motherwell,
and a little DoReMi too.**

San Francisco, CA., April 2015 – **Art Market San Francisco** returns to Fort Mason Festival Pavilion this **April 29 - May 3**, marking its fifth edition as the Bay Area's leading modern and contemporary art fair. After numerous years of relationship building within the Bay Area, resulting in a community-wide network of partnerships, the fair has shaped into a citywide celebrated event. This year, *Art Market San Francisco* is thrilled to present a stimulating schedule of events featuring participation from the region's top museums, curators, collectors, and institutions.

Art Market San Francisco's cutting-edge panel programs, interactive platforms, installations, benefit events, collector tours, and after-parties begin Wednesday, April 29 and conclude Sunday, May 3.

Highlights include:

- Kickoff benefit event for longtime partner the **Fine Arts Museums of San Francisco**. Proceeds from the dedicated evening, produced with creative oversight from **Ken Fulk Inc.**, benefit the museum's New Acquisitions Fund. *(Wednesday, April 29, 6pm–9pm)*
- Survey your surroundings as you climb up into Stephen Whisler's **interactive art installation *Observer*** located on the *Art Market* Promenade or embrace your **hedonistic habits** with a Guy Overfelt **Picasso Bong**. *(ON-SITE is an invitational program that works with participating galleries and cultural organizations to enrich the art fair experience.)*
- Sheltering Art III: **David Ireland's 500 Capp Street**, a conversation with Mark Jensen (Jensen Architects), David Wessel (ARG Conservation Services) and Carlie Wilmans (500 Capp Street Foundation) about the architectural conservation, restoration and new design work currently underway at Ireland's home, a landmark site-specific work of art in San Francisco's Mission district. *(Friday, May 1, 1pm)*
- Captivate non-art fans and turn them into art lovers after listening to panelists from Museum Hack, Sartle.com, and SFMOMA's Interpretive Media department present their approaches at **Art and Accessibility** *(Saturday, May 2, 2:00pm)*
- Curatorial presentation with Emma Acker, who will delve into highpoints of the Fine Arts Museums of San Francisco's upcoming **Robert Motherwell** exhibition. *(Saturday, May 2, 12:30pm)*
- **Tondo**, an art-centric social media platform, will have an active presence on the fair floor, inviting visitors to shape a web-based conversation with their art experience, perceptions, and favorites. *(Throughout the entirety of the fair)*
- **Support local non-profit arts organizations** and bid on four works of art donated by participating *Art Market* galleries at **The San Francisco Foundation Charity Auction**. This year's proceeds directly benefit Illuminate the Arts, Museum of African Diaspora, Museum of Craft and Design, and Root Division. *(Online bidding begins April 20 and concludes on-site May 3)*
- **Saturday's after-party** in the **DoReMi Art and Design district**. Don't miss Kal Spelletich's **robots pouring cocktails**, plus an exciting evening of DJ'd music by artist-musicians Scott Hewicker, **Paul Kos**, Alicia McCarthy, and Spelletich. *(Saturday, May 2, 7pm-10pm: DoReMi district: Catharine Clark Gallery, Brian Gross Fine Art, George Lawson Gallery, and jack fischer gallery)*
- **Street art** collectors, artists and enthusiasts don't miss Joshua Reynolds, FAMSF ArtPoint Vice Chair's presentation 'From Street to Market: How Street Art Can Retain Its Message'. *(Sunday, May 3, 4:40pm)*

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 Lounge Sponsor **Dzine** and sponsors **Perrier** and ***The Wall Street Journal***
- ***Art Market San Francisco*** welcomes a remarkable group of **Cultural Partners** including ArtTable, Asian Art Museum, The Bay Lights, Berkeley Art Museum & Film Archive, Bolinas Museum, Bonhams, CADRE Laboratory for New Media, Cantor Arts Center, City of San Jose Office of Cultural Affairs, Creativity Explored, Crocker Art Museum, Di Rosa, First Exposures, Headlands Center for the Arts, Illuminate the Arts, Marin Museum of Contemporary Art, The Mexican Museum, Museum of the African Diaspora, NIAD Art Center, Private Collections, Richmond Art Center, Root Division, San Francisco Art Institute, San Francisco Museum of Craft and Design, San Jose Museum of Art, SF Noir, SOMArts, Stanford Arts Institute, THE THING Quarterly, Tondo, Works / San Jose, Yerba Buena Center for the Arts, ZERO1: The Art & Technology Network.

###

For a Complete List of the 2015 Participating Galleries visit:

<http://artmarketsf.com/galleries1/>

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

Kelly Freeman, Art Market Productions

kelly@artmarketproductions.com, (212) 518-6912

Or

Wendy Norris, Norris Communications

wendy@norriscommunications.biz, (415) 307-3853

***Image Caption:** Wayne White; *Art is Supposed to Hypnotize You or Something*, 2014; Acrylic on inkjet print on canvas, 46.5 x 66.5 inches, Courtesy of Joshua Liner Gallery.

General Fair Hours:

Friday, May 01, 2015 - 11am to 7pm

Saturday, May 02, 2015 - 11am to 7pm

Sunday, May 03, 2015 - 12pm to 6pm

Tickets:

<http://artmarketsf.com/tickets>

Benefit Preview Reception

Wednesday, April 29, 2015 - 6pm to 9pm

** Proceeds fund the Fine Arts Museums of San Francisco's New Acquisitions Fund*

Art Party:

Thursday, April 30, 2015 - 6pm to 10pm

Website:

<http://www.artmarketsf.com>

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

art on
paper

ART
MARKET
SAN FRANCISCO

MARKET
ART + DESIGN

SEATTLE
ART FAIR

TEXAS
CONTEMPORARY

MIAMI
PROJECT
