



For Immediate Release
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San Francisco Art Fair 2024: A New Chapter for Bay Area's Longest Running Fair

San Francisco, CA - This year, [San Francisco Art Fair](#), emerging from the legacy of Art Market San Francisco, announces its much-anticipated return to Fort Mason's Festival Pavilion from **April 25th to 28th, 2024**. This update is not merely a change of title; it underscores the fair's ongoing commitment to further champion the broader Bay Area art community, including galleries, artists, collectors, and consumers, while further positioning San Francisco's influence on a local, national and international scale.

In its 12th edition, led by **Fair Director Kelly Freeman** and **Creative Director Nato Thompson**, the fair promises to embody San Francisco's dynamic and inclusive ethos. Featuring 85 top galleries from the local and international scene, impressive installations, and engaging talks, it aims to celebrate the city's long standing artistic heritage and forward-thinking innovation.

On the gallery front, the fair is set to feature an impressive lineup of exhibitors, combining beloved Bay Area institutions with global art powerhouses. Returning favorites such as **Anglim/Trimble, Jack Fisher Gallery, Municipal Bonds, Marrow Gallery, Electric Works, Eleanor Harwood Gallery, Maybaum Gallery, Hang Art Gallery, CK Contemporary, Garvey/Simon, John Natsoulas Gallery, Andrea Schwartz Gallery, and Pamela Walsh Gallery**, will share the space with other renowned galleries from all over North America showcasing a diverse range of artistic voices and visions. These will include Canada's **Newzones**, Seattle's **J.Rinehart Gallery**, New York's **Harman Projects** and **Muriel Guépin Gallery**, Los Angeles' **Timothy Yarger Fine Art**, St. Louis' **Duane Reed Gallery**, and New Orleans' **Ferrara Showman Gallery**.

Additionally, San Francisco Art Fair is thrilled to welcome a selection exhibitors to the fair, including **Jonathan Carver Moore, Schlomer Haus Gallery, Heron Arts, Yiwei Gallery, Staircase, Personal Space, Good Mother Gallery, House of Seiko, The Trophy Room LA, and RoundCollab**, further enriching the fair's tradition of spotlighting emerging talent alongside established names. More gallery partners will be announced soon.

Complementing the visual feast offered by the exhibiting galleries, the San Francisco Art Fair's programming has been meticulously curated to foster thought-provoking discussions and showcase innovative installations that reflect the spirit of the Bay Area. This variety in programming demonstrates

the fair's dedication to addressing key societal and environmental themes, reinforcing its role in fostering deep connections and conversations in the art community and beyond.

Among the talks series highlights are:

- **"San Francisco Arts Today,"** curated by visual artist **Cheryl Derricotte**, and moderated by **San Francisco Examiner art critic Max Blue**, will address the power of San Francisco's art scene in the face of national media narratives that have attempted to challenge its vitality in recent years while showcasing initiatives that support local artists and foster a thriving arts community. This panel features key figures from institutions that have invested directly in local artists, including **Timothy Anglin Burgard, Distinguished Senior Curator at the Fine Arts Museums of San Francisco**; and **Shana Lopes, Assistant Curator of Photography at SFMOMA**, and **Key Jo Lee, Chief of Curatorial Affairs and Public Programs, MoAD**.
- An artist conversation with artist **Michael Rakowitz**, presented by **KADIST**. Rakowitz, an Iraqi-American artist based in Chicago, is celebrated for his conceptual art that often transcends traditional gallery contexts. His work, deeply rooted in his Iraqi-Jewish heritage, offers a poignant critique of colonization and its enduring impacts.
- In the realm of digital innovation, **"Aesthetic Technologies: Asian and Asian American Art in the Digital Age,"** presented by the **Asian Art Museum**, will include the museum's **Director of Experience Garance Marneur** and curators **Padma Dorje Maitland** and **Cheng Xu** for a conversation exploring a new approach the museum has taken - renewing its commitment to contemporary Asian and Asian American art while developing fresh modes of interactive engagement with the historical artworks in its world-class collection. The discussion will also examine the artificial divide between contemporary and traditional storytelling in the museum experience.
- **"Imaging Reality: Artificial Intelligence and the Future of the Picture,"** presented by **Gray Area**, convenes artists and technologists for a deep dive into how artificial intelligence is revolutionizing art creation. This panel, featuring **Yvonne Fang** (artist and UI/UX designer), **Miguel Novelo** (artist), **Nicole Fitzgerald** (Co-Founder, Alpaca), and moderated by **Hannah Scott** (Research Manager, Gray Area), will explore the advancements in AI tools from creative software plug-ins to text-to-image generators that are integrating into the artistic workflow. The discussion will address the impact of these technologies on art and visual culture, questioning the uniqueness of AI tools, their effect on image creation, the artist's role in this new paradigm, and the anticipated shifts in global visual culture.
- **"The Art of Collecting,"** will feature art advisors **Charlie Manzo of Winston Art Group** and **Laura Grigsby of Laura Grigsby Art Consulting**, and collector **Bhuvan Sahney**, with moderation by **San Francisco Magazine Publisher Autumn O'Keefe**, all discussing the ins and outs of starting a collection, building on a current collection, and navigating the art world landscape.

- **"Civic Approaches to Environmental Resilience in Art,"** presented by **The City of San Jose Office of Economic Development and Cultural Affairs**, will exemplify the intersection of art and environmental advocacy, demonstrating how the arts can play a crucial role in promoting environmental awareness and resilience.

Noteworthy among the special projects and installations - some corresponding directly with the talks series - include:

- **Michael Rakowitz's "Behemoth II"** presented by **KADIST**, is sure to be a centerpiece. This inflatable monument, intriguingly veiled by a tarp, promises not just to be a visual spectacle but also to ignite discussions on the nature of monuments and memory in contemporary society.
- **"We Didn't Get the Memo,"** an exhibition curated by **Cheryl Derricotte**, brings together a vibrant collection of works by Bay Area artists. This showcase counters the narrative of San Francisco's "doom loop" portrayed in the media as of late, by spotlighting the undiminished creativity and resilience of Bay Area artists.
- Adding an international dimension to the fair's diverse line-up, Brazilian artist **Ruy César Campos** presents **"South Atlantic Nodal Techno-Imaginaries,"** a multimedia installation that examines the tangible impacts of global connectivity. Through a performance adorned in fiber-optic cables, Campos explores the intersection of digital infrastructure and physical landscapes.
- **"The Creative as Mapmaker: The Black Atlantic in the Bay Area"**, a group exhibition of **Black (Space) Residency** alumni, curated by **Hannah Waiters**. The group exhibition's title refers to the idea that every place, with or without an atlas, is like a myth - experiencing these links allows us to return to bodies beyond. The research-driven artists in the exhibition seek to reimagine cartography and new tools for conceptual mapping strategies to reach around the world, teaching us to locate ourselves in the local world.
- **Saint Joseph's Arts Foundation** and its founding entity, **Ken Fulk Inc** will curate the entry exhibition to San Francisco Art Fair. Based out of a carefully restored National Historic Landmark neo-Romanesque church in San Francisco, Saint Joseph's Arts Foundation is an unconventional setting for an arts hub dedicated to elevating the shared human experience through the cultivation of art and design, conversation and creativity.
- Inclusion of **SFADA's** group exhibition booth, curated by **John Lindsey of The Great Highway**, showcasing SFADA member galleries not otherwise exhibiting at San Francisco Art Fair.

With much more to be announced soon, San Francisco Art Fair is ready to step into its new chapter. This 12th edition not only promises a wide array of artistic excellence but also aims to foster a deeper connection with the community, reflecting the fair's ongoing commitment to enriching San Francisco's vibrant art scene.

San Francisco Art Fair 2024 is being held, in part, thanks to official sponsors: [RBC](#), [Volvo](#), and [Hendrick's Gin](#), as well as online partner [Artsy](#), official shipping partner [Cadogan Tate](#), official hotel partner [The Alton](#), and media sponsors [American Fine Art Magazine](#) and [American Art Collector](#).

2024 CULTURAL PARTNERS:

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ArtSpan
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Association of Women Art Dealers
Berkeley Art Center
California College of the Arts
City of San Jose Office of Economic Development and Cultural Affairs
Contemporary Jewish Museum
Craft Contemporary
Creativity Explored
De Saisset Museum
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Gray Area
ICA San Jose
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SF Arts Commission
SFJAZZ
Sotheby's Preferred
Southern Exposure
The Battery
The Cultivist
Union Square Alliance
Works/San José

Yerba Buena Center for the Arts

HOURS, LOCATION & TICKETING

Learn more about San Francisco Art Fair 2024 at: <https://sanfranciscoartfair.com/>

Opening Preview: Thursday, April 25th
6:00pm – 9:00pm

Public Fair Hours: Friday, April 26th | 11:00am – 7:00pm
Saturday, April 27th | 11:00am – 7:00pm
Sunday, April 28th | 11:00pm – 6:00pm

Fort Mason Center - Festival Pavilion
2 Marina Blvd.
San Francisco, CA 94123

Tickets are available at: <https://sanfranciscoartfair.com/visit/>

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For more information about San Francisco Art Fair and AMP, please visit <https://amp.events/>.