



**For Immediate Release**  
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## **San Francisco Art Fair's 12th Edition Celebrates Transformation and Growth in Bay Area's Art Scene**

**San Francisco, CA** – This year's **San Francisco Art Fair**, previously known as Art Market San Francisco, marked a significant evolution with its new name and an enhanced dedication to enriching the local and global art landscape. Held from **April 25th to 28th at Fort Mason's Festival Pavilion**, the event drew an impressive turnout of 22,000 visitors, engaging with a mix of over 85 modern and contemporary galleries from both the Bay Area and around the world.

The fair opened with an enthusiastic gathering of thousands of collectors, curators, and arts aficionados, celebrating the vibrant arts scene of the Bay Area. **Artistic Director Nato Thompson**, working closely with **Fair Director Kelly Freeman**, curated a series of dynamic installations that set a lively tone from the opening night, maintaining high energy and artistic immersion for all patrons throughout the weekend.

Among the standout features of the fair were key installations such as **"Cult of Culture" presented by Saint Joseph's Arts Foundation**, offering insights into a complex world of art and performance; **"Behemoth II, 2024" by Michael Rakowitz**, a critical exploration of monument legacy and community liberation; and two installations by **Amy Nathan presented by CULT Aimee Friberg**, which were highlights for their innovative approach and engaging themes.

The fair also hosted a series of packed talks, with **"Imaging Reality: Artificial Intelligence and the Future of the Picture"** presented on Saturday by San Francisco-based nonprofit cultural incubator Gray Area drawing unprecedented attendance. This panel, highly relevant to the Bay Area's tech-driven culture, explored the transformative impact of AI on art and visual culture. Another full house was **"San Francisco Arts Today,"** put together by **Cheryl Dericotte** in response to the narrative of San Francisco's "doom loop," which included a panel of esteemed local curators shining a light on how the city continues to be a fertile ground for artistic innovation and community engagement. These enriching talks underscored the fair's role as a catalyst for dialogue and connection, bridging the gap between art and audience with immersive experiences and insightful discussions. The enthusiasm at these sessions highlighted the community's deep connection to contemporary art issues and trends.

The fair's success was significantly bolstered by strong support from key sponsors including RBC, Volvo, and Hendrick's Gin. Artsy continued as the fair's online partner, while Cadogan Tate provided essential logistics support. The Alton, American Fine Art Magazine, and American Art Collector also contributed greatly, enhancing the event's visibility and reach within the art community.

**Galleries, artists, and buyers alike recognized the resounding accomplishments of this year's San Francisco Art Fair:**

**From Matthew Weldon Showman, FERRARA SHOWMAN GALLERY:** “I am returning on such a high from what was the most well-attended, productive, and successful fair in San Francisco for us to-date. Having exhibited annually since 2014, this decade of growth of the fair paired with the wise rebranding as San Francisco Art Fair has certainly proven itself. There was a high level of interest in advance of the fair, and constant strong attendance throughout the entire run of the show, without a moment of down-time - I simply could not be more impressed. This proves that San Francisco Art Fair is not only continuing the legacy of established collections in San Francisco, but also educating about the importance of collecting contemporary art, catalyzing new collections, and has a reach well beyond the region the event takes place in.”

**From Steve Zavattero, San Francisco Art Dealers Association:** “The San Francisco Art Dealers Association (SFADA) was once again well represented at the San Francisco Art Fair – we had 14 Member galleries exhibiting, and another 16 represented in our curated group exhibition. I checked in often with our Members and many reported good sales and constant, engaged art lovers to their booths. We were pleased with the rebrand and the dedication of the fair's management team to providing a dynamic experience for both gallerists and visitors throughout the weekend. SFADA looks forward to continuing – and expanding – the robust partnership we have fostered with the San Francisco Art Fair in the years to come.”

**Eleanor Harwood, Eleanor Harwood Gallery:** “We had a spectacular year exhibiting at the San Francisco Art Fair. The energy was vibrant, with lots of really great Bay Area dealers participating in the fair. This is the strongest year yet. I’m excited to see the fair’s growth.”

**Lindsay Albert + Ivana Colendich, staircase gallery:** "Participating in the San Francisco Art Fair expanded our collaboration with artists, curators, writers, and galleries. We went in enthusiastically — but didn’t know what to expect as a newly established gallery — and discovered that there is a place for greater experimentation in the Bay Area arts landscape. staircase is now on the map."

**From Vanessa Indies, Good Mother Gallery:** “The San Francisco Art Fair provided an excellent opportunity for us to connect with local collectors, gallerists, curators, and artists. It allowed us to showcase emerging artists and enhance their visibility within the San Francisco art scene.”

**From Ji Young, Gallery Playlist:** “Thank you so much for welcoming our gallery from South Korea to the art fair. It was truly heartwarming to meet such wonderful people here. Everyone we met was truly remarkable, and we were delighted to have the opportunity to connect with them. Being able to showcase the work of young Korean artists was a great opportunity, and we're already looking forward to participating again next year.”

**2024 GALLERIES:**

1202 Contemporary - Gilroy, CA  
Able Fine Art - New York, NY  
AC Contemporary Art - Buenos Aires, Argentina | Miami, FL  
Alessandro Berni Gallery - Rome, Italy  
Alma Collections - Mexico City, Mexico | East Bay, CA  
Andra Norris Gallery Burlingame, CA  
Andrea Schwartz Gallery - San Francisco, CA

Anglim/Trimble - San Francisco, CA  
ART MORA - Ridgefield Park, NJ  
Art Plus Gallery - San Jose, CA | Seoul, South Korea  
Ayesha Kapoor Art x Arushi Arts - Los Angeles, CA | New Delhi, India  
Billis Williams Gallery - Los Angeles, CA  
Bruce Lurie Gallery - Pacific Palisades, CA | Park City, UT  
Chiaroscuro Gallery - Santa Fe, NM  
Chloe Gallery - San Francisco, CA  
Christopher-Clark Fine Art - San Francisco, CA  
CK Contemporary - San Francisco, CA  
Cura Contemporary - Morgan Hill, CA  
Desert Valley Gallery - Las Vegas, NV  
Duane Reed Gallery - St. Louis, MO  
Eleanor Harwood Gallery - San Francisco, CA  
Electric Works - San Francisco, CA  
FERRARA SHOWMAN GALLERY - New Orleans, LA  
Focus Fine Arts - New York, NY  
Fotovat Atelier - Isfahan, Iran  
Furbershaworks - Menlo Park, CA  
Galleria Ca' D'Oro - Miami, FL | New York, NY | Rome, Italy  
Gallery 300 - Sonoma County, CA  
Gallery Century - Oakland, CA  
GALLERY PLAYLIST - Busan, South Korea  
Gallery Sausalito - Sausalito, CA  
Gebert Contemporary - Santa Fe, NM  
Gefen Gallery - San Francisco, CA  
Good Mother Gallery - Los Angeles, CA | Oakland, CA  
Hall Spassov - Bellevue, WA  
HANG - San Francisco, CA  
Harman Projects - New York, NY  
Heron Arts - San Francisco, CA  
HOFA Gallery - London, UK  
House of Seiko - Los Angeles, CA | San Francisco, CA  
IMAGO Art Gallery - Lugano, Switzerland  
J. Rinehart Gallery - Seattle, WA  
Jack Fischer Gallery - San Francisco, CA  
John Natsoulas Gallery - Davis, CA  
Jonathan Carver Moore - San Francisco, CA  
K + Y contemporary art - Paris, France  
K. Imperial Fine Art - San Francisco, CA  
Laura Stokes Gallery - Modesto, CA  
M Herrington Gallery - Los Angeles, CA | Sun Valley, ID  
Marloe Gallery - Brooklyn, NY  
Marrow Gallery - San Francisco, CA

Maybaum Gallery - San Francisco, CA  
Metal Haus Gallery - San Francisco, CA  
Montague Gallery - San Francisco, CA  
Municipal Bonds - San Francisco, CA  
Muriel Guépin Gallery - New York, NY  
Nancy Toomey Fine Art - San Francisco, CA  
Newzones Gallery - Calgary, Canada  
Nicolas Auvray Gallery - Greenwich, CT | New York, NY  
Okay Spark - Norfolk, VA | San Francisco, CA  
Palma Arte - Piacenza, Italy  
Pamela Walsh Gallery - Palo Alto, CA  
Peace Waters - San Diego, CA  
Perseus Gallery - New York, NY | Miami, FL  
Personal Space - Vallejo, CA  
Portfolio Fine Art - San Francisco, CA  
Quantum Contemporary Art - London, UK  
Rebecca Hossack Art Gallery - London, UK | Miami, FL  
Reisig and Taylor Contemporary - Los Angeles, CA  
ROUNDCOLLAB - San Francisco, CA  
Schlomer Haus Gallery - San Francisco, CA  
Spence Gallery - Toronto, Canada  
staircase - San Francisco, CA  
Stephanie Breitbart Fine Arts - San Francisco, CA | Menlo Park, CA  
Studio 84 West - Ojai, CA  
Studio Shop Gallery - Burlingame, CA  
TDL Gallery presents Dan Life - Los Angeles, CA  
The Tolman Collection of Tokyo - New York, NY | Tokyo, Japan  
The Trophy Room LA - Los Angeles, CA  
Timothy Yarger Fine Art & YARGER PROJECTS - New York, NY | Los Angeles, CA  
TINT Gallery - San Francisco, CA  
Wood Symphony Gallery - Los Angeles, CA  
Yiwei Gallery - Venice, CA

**2024 CULTURAL PARTNERS:**

Art + Climate Action  
ArtSpan  
ArtTable  
Asian Art Museum  
Asian Pacific Islander Cultural Center  
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  
First Exposures  
Gray Area  
ICA San Jose  
Immersive Arts Alliance  
Marin Museum of Contemporary Art  
Minnesota Street Project  
Montalvo Arts Center  
Museo Italo Americano  
Museum of Craft and Design  
Museum of the African Diaspora  
Museum of Sonoma County  
NIAD Art Center  
Northern California Women's Caucus for Art  
Oakland Art Murmur Petaluma Arts Center  
Queer Cultural Center  
San Francisco Art Dealers Association  
Saffron Communities  
Saint Joseph's Arts Foundation  
San Jose Museum of Quilts & Textiles  
SFArtsEd  
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

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American Fine Art Magazine  
American Art Collector

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AMP is a creative events firm that designs, builds, promotes and produces important cultural experiences worldwide. Since 2011, AMP has produced art fairs that focus on a high quality and engaging fair experience by connecting collectors with galleries in the most optimal settings. AMP's current portfolio contains four major art fairs: San Francisco Art Fair, Seattle Art Fair, Art on Paper, and Atlanta Art Fair.

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