

San Francisco Art Fair Celebrates Bay Area Arts Community with Successful 13th Edition at Fort Mason

San Francisco, CA (April 22, 2025) – Art Market Productions (AMP), a division of a21, concluded the 13th edition of **San Francisco Art Fair** on Sunday, April 20, with strong attendance from collectors, curators, and cultural leaders across the Bay Area and beyond. The fair welcomed more than **4,500 VIP guests** during Thursday evening’s Preview event and over **22,000 visitors** during its four-day run at the **Fort Mason Festival Pavilion**, solidifying its reputation as the **Bay Area’s longest-running contemporary art fair** and a cornerstone of West Coast cultural programming.

“This year’s fair affirmed what we’ve always known – that the Bay Area has a resilient and deeply engaged arts community,” said **Kelly Freeman**, Director of San Francisco Art Fair. “The enthusiasm in the Pavilion was electric – from the quality of the works presented to the meaningful conversations happening across booths and programming. We are proud to provide a platform that uplifts this creative ecosystem and invites important voices into the fold.”

The 2025 fair brought together **88 local, national, and international galleries and 45 cultural partners**, showcasing a diverse spectrum of contemporary art in San Francisco and the wider Bay Area. First-time exhibitors included notable names such as **Jessica Silverman**, **Anthony Meier**, **MADSEN**, and **Micki Meng**, who presented ambitious programs highlighting Bay Area artists like **Clare Rojas**, **Chelsea Ryoko Wong**, and **Saif Azzuz**. The 2025 fair saw the return of favorites such as **Altman Siegel**, **Catharine Clark Gallery**, and **pt.2 Gallery**. **pt.2 Gallery’s Brock Brake** also curated a new East Bay-focused section, which proved to be a highlight for attendees and collectors alike.

Sales ranged from works presented by local gallery **Micki Meng for \$500 USD** – paintings created by community figures like **ICA SF Director Ali Gass** and **SFMOMA Director Christopher Bedford** – to strong sales reported by **Jessica Silverman Gallery** selling almost a dozen pieces including a standout **\$45,000 USD painting by Bay Area artist Clare Rojas** (aka Peggy Honeywell), a multidisciplinary artist associated with the San Francisco Mission School. Reported sales trends reflect findings from the newly released **2025 Art Basel x UBS Art Market Report**, which noted **robust growth in artworks priced under \$5,000 USD** – up 13% in volume and 7% in value year-over-year. The fair’s **strong performance in this segment reinforces the importance of expanding the market to a wider audience** and nurturing new collectors. Solid local turnout and sales, especially by Bay Area and regional galleries, also signals the increasing **growing importance of regional art fairs** amid economic shifts and ongoing trade tensions.

In addition to gallery presentations, the fair featured a special public project by the San Francisco-based nonprofit **Creativity Explored**, drawing critical acclaim and crowds throughout the weekend. The fair’s programming spotlighted voices from across the Bay, with support from **prominent cultural partners**, including **Yerba Buena Center for the Arts**, **Asian Art Museum**, **NIAD Art Center**, **Berkeley Art Museum and Pacific Film Archive**, and **Saint Joseph’s Arts Foundation**, among others.

The fair also welcomed VIPs including leaders and **curators from ICA SF, California College of the Arts (CCA), Fine Arts Museums of San Francisco, Asian Art Museum, Museum of the African Diaspora (MoAD), Oakland Museum of California (OMCA)** and more, as well as major collectors from across California and the Pacific Northwest, including the SF-based **American actress Julia Roberts**. A private reception hosted at **The Jay, Autograph Collection**, featuring a DJ set by Izaak Schlossman of loveshadow and complimentary wine from The Donum Estate, was organized to raise awareness of **Further Triennial**, a new platform to celebrate visual art across Northern California that will launch in Spring 2027.

This year’s **2025 Theatre Programming** expanded the fair’s cultural dialogue with a dynamic lineup of talks, performances, and other events. Highlights included **“The Intersection of Art, Architecture, and Design”** presented by **Dwell Magazine**, featuring William Hanley in conversation with **Bay Area architect and curator Anand Sheth**, who designed this year’s theatre space; **“Investing in Black Art for the Home,”** a panel on curating cultural and financial value; and **“San Francisco Street Art,”** a conversation between **artist Erlin Adones Geffrard** and **OMCA curator René de Guzman**. Other standout sessions explored the relationship between **motherhood and artistic practice** and the **role of art in the East Bay’s evolving identity**. **Artist Marc Horowitz** brought a dose of humor with his lecture on absurdist art history, sell, while the **Museum of Craft and Design** hosted hands-on block printing workshops. A session on **Nexus SF/Bay Area Black Art Week** further emphasized the fair’s commitment to equity and regional engagement.

2025 Cultural Partners

3.9 Art Collective, The Alternative Art School, ArtSpan, ArtTable, Asian Art Museum, Association of Women Art Dealers, The Battery, Berkeley Art Center, Berkeley Art Museum and Pacific Film Archive, California Society of Printmakers, Chinese Culture Center of San Francisco, Chopsticks Alley, The Contemporary Jewish Museum, Creativity Explored, The Cultivist, De Saisset Museum, Djerassi Residents Artists Program, Edge on the Square, First Exposures, FOR-SITE, The Fowler Museum at UCLA, Gray Area, Immersive Arts Alliance, Institute of Contemporary Art San Jose, Los Angeles Art Association, The Mexican Museum, Monterey Museum of Art, Museo Italo Americano, Museum of the African Diaspora, Museum of Craft and Design, Museum of Sonoma County, NIAD Art Center, Northern California Women's Caucus for Art, Oakland Art Murmur, PhotoAlliance, Presidio Theatre Performing Arts Center, Root Division, San Francisco Arts Commission, SF Camerawork, Saint Joseph's Arts Foundation, San Jose Museum of Quilts & Textiles, Southern Exposure, Works/San José, Yerba Buena Center for the Arts.

NOTES TO EDITORS

About AMP

A division of a21, AMP (Art Market Productions) 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 experiences by connecting collectors with galleries and the local art communities. AMP's current portfolio includes San Francisco Art Fair (previously Art Market San Francisco, from April 17 – 20, 2025), Seattle Art Fair (July 17 – 20, 2025), Art on Paper (September 4 – 7, 2025), and Atlanta Art Fair (September 25 – 28, 2025). For more information about Art Market Productions (AMP), please visit amp.events.

About a21

a21, formerly known as Agency 21 Consulting, is a full-service experiential marketing agency, specializing in event operations, production, corporate sales, and brand activations for live experiences. a21 owns and operates 100+ events, in 35+ markets including New York City Wine & Food Festival, Palm Beach Food & Wine Festival, Pebble Beach Food & Wine Festival, South Beach Wine & Food Festival, Heritage Fire Tour, Whiskies of the World Tour, IWSC, Chefs Making Waves, and Atlanta Food & Wine Festival. For more information on a21, please visit: teama21.com.

For more information about Seattle Art Fair:

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