

PHOTOFAIRS SAN FRANCISCO

Second Edition of PHOTOFAIRS | San Francisco Opening Night Event to Benefit Photography Program at SFMOMA

- February 23-25, 2018 at Festival Pavilion, Fort Mason
- For all inquiries and images email media@worldphoto.org
- www.photofairs.org / #PHOTOFAIRS / @Photo_Fairs

San Francisco, September 21, 2017: PHOTOFAIRS today announces that the opening night of its 2018 San Francisco edition will benefit the photography program at the San Francisco Museum of Modern Art (SFMOMA). PHOTOFAIRS | San Francisco launched to critical acclaim earlier this year and is a cutting-edge contemporary art fair dedicated to the photographic medium.

PHOTOFAIRS | San Francisco's opening night will take place on Thursday February 22, 2018 at the iconic Fort Mason Center situated on the San Francisco Bay. It will raise funds to add photographic works to SFMOMA's permanent collection.

The fair will open to collectors, curators and the public from February 23-25 and will offer contemporary photography and moving image by emerging and internationally recognized artists, many never seen before in the Bay Area.

Speaking while attending PHOTOFAIRS | San Francisco's sister fair in Shanghai, **Clément Chéroux, senior curator of photography for SFMOMA** comments, *"PHOTOFAIRS | Shanghai was my first trip to the city and I was very impressed with the energy and enthusiasm around photography there. The next generation of Chinese photographers is very promising and we will continue to follow the work of these young artists. The fair allowed me to make many connections with new artists, galleries and institutions."*

To this, **PHOTOFAIRS' Artistic Director Alexander Montague-Spary** adds: *"PHOTOFAIRS is honored to partner with SFMOMA, home of the largest space permanently dedicated to the display, study and interpretation of photography at any art museum in the United States. With this partnership and our selection of international galleries who participate in our Shanghai and San Francisco editions, we can continue to lead the conversation around collectible contemporary photography in the Asia Pacific region."*

Sarah Shepard, Fair Director of PHOTOFAIRS | San Francisco, adds: *"The partnership with SFMOMA creates for us a meaningful relationship with an institution dedicated to supporting photography and community. Our cutting-edge exhibitions and talks program will further contextualize the medium with the help of leading dealers, curators and collectors alike."*

Returning galleries already confirmed for PHOTOFAIRS | San Francisco's 2018 edition include: **Bryce Wolkowitz Gallery** (New York), **CAMERA WORK** (Berlin), **East Wing Gallery** (Doha), **Edwynn Houk Gallery** (New York & Zurich), **In The Gallery** (Copenhagen), **PACE Gallery** (New York, Palo Alto, London, Paris, Seoul and Beijing), **Robert Mann Gallery** (New York) and **Upfor** (Portland).

New galleries confirmed for the fair include: **Christine Park Gallery** (London, New York), **KLV projects** (Vienna), **Randmakers Gallery** (Amsterdam), **Ravestijn Gallery** (Amsterdam) and **Robert Klein Gallery** (Boston).

The 2017 edition of PHOTOFAIRS | San Francisco brought together 34 leading galleries and attracted over 11,000 collectors and curators. The full gallery list and public program will be announced later this year.

For further information, images or interviews please contact:

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PHOTOFAIRS | San Francisco

February 23-25-28, 2018

Festival Pavilion, Fort Mason Center

www.photofairs.org

PHOTOFAIRS | Shanghai

September 21-23, 2018

Shanghai Exhibition Centre

www.photofairs.org
