Strong sales and ambitious presentations mark close of PHOTOFAIRS | San Francisco second edition

San Francisco, March 2, 2018: PHOTOFAIRS | San Francisco closed its second edition with strong sales, pointing to the keen market in the Bay Area for collectable cutting-edge photography and moving image. Our Fair ran February 23-25 at the Festival Pavilion in the Fort Mason Center. Our First Look opening night event (Thursday, 22 February) benefited the photography program at SFMOMA.

Adding to the rich photographic legacy of the city, PHOTOFAIRS | San Francisco was noted by its audience of leading collectors, curators and visitors for a polished & highly curated approach, and ambitious public programming. PHOTOFAIRS’ 40 leading galleries covered 15 countries and 26 cities. Many has a strong international focus and works by Pan-Asian artists featured heavily, uniquely drawing upon the content of the Fair’s sister edition in Shanghai

PHOTOFAIRS’ concentration on contemporary photography was rewarded with solid sales across all genres by local, national and international galleries alike. Placement into important private and institutional collections included works by artists new to the fair such as Noémie Goudal (France), Adam Katseff (USA) and Bill Jacobson (USA).

Describing our impact, PHOTOFAIRS’ Artistic Director Alexander Montague-Sparey comments: “PHOTOFAIRS | San Francisco successfully continued this year in its mission in widening the conversation around international collectable photography. The fair and its programming were very well received by seasoned and new collectors alike. San Francisco deserves a premier cutting-edge fair which celebrates photography in all its guises. It has yet again been an honor to bring this to a city so historically linked to the medium”.

30+ ARTISTS IN ATTENDANCE
We welcomed more than 30 artists across the fair, with many taking part in book signings and the talks program. Bay area artists in attendance included: Erica Deeman (Anthony Meier Fine Arts, San Francisco), Todd Hido (Casemore Kirkeby, San Francisco), Adam Katseff (Robert Koch Gallery, San Francisco), Matt Lipps (Jessica Silverman Gallery, San Francisco), John Chiara, David Maisel, Chris McCaw (all Haines Gallery, San Francisco), McNair Evans, Mona Kuhn, Klea Mckenna, Meghann Riepenhoff and Christina Seely (all EUQINOMprojects, San Francisco).


Artists Zeina Barakeh, Monet Clark and Fernanda D’Agostino, from the Fair’s Connected sector, were also in attendance.
Upon visiting PHOTOFAIRS | San Francisco, Allie Haeusslein, Associate Director, Pier 24 Photography, commented: “The 2018 edition offered an intimate atmosphere with a broad range of works by emerging, mid-career, and established artists. I was pleased to discover compelling, new work by familiar names and artists I was previously unfamiliar with. It was wonderful to see so many photographers, collectors, and colleagues in attendance—a testament to the relevance of PHOTOFAIRS | San Francisco. I look forward to watching the fair’s continued growth and evolution in the coming years.

DIVERSE PUBLIC PROGRAM
In addition to the galleries, we presented a lively and varied public program. This included the Insights: “Poetry of Silence” exhibition, SFMOMA “Chinese Photography Now!”, the Connected platform for moving image and the Conversations talks program.

Brazilian curator Thyago Nogueira, Instituto Moreira Salles, who participated in the Fair’s talk on collecting artists from Latin America comments: “I am glad the Fair is giving space to talks and curated projects. I was surprised to see everyone’s interest in Latin America. I hope this interest evolves in exploring an amazing and gigantic portion of the world with a live, rich and diverse art scene, much beyond the classical famous names.”

To this, Elizabeth Sullivan, President, Pace Palo Alto adds: “We were delighted to debut Hai Bo’s body of work “The Southern” as part of the Fair’s inaugural Spotlight platform. This was also a great way to preview artworks by Michal Rovner in advance of her first West Coast exhibition with Pace. We tremendously enjoy being able to introduce West Coast audiences to artists they may not previously be familiar with, across the diverse range of mediums that our gallery works with.”

2018 GALLERIES
PHOTOFAIRS | San Francisco offered contemporary photography and moving image by emerging and internationally recognized artists. Highlighted artists include: Booomoon (Flowers Gallery, London & New York), Yang Fudong (ShanghART Gallery, Beijing, Singapore & Shanghai), Jungjin Lee (Galerie Stephan Witschi, Zurich), Naoya Hakateyama (SAGE, Paris), Alec Soth (Weinstein Hammons Gallery, Minneapolis), Juergen Teller (Galerie Suzanne Tarasieve, Paris), Wolfgang Tillmans (SAGE, Paris), and Penelope Umbrico (Bruce Silverstein, New York). See notes to editors for full gallery list.

PHOTOFAIRS NEXT EDITIONS
The fifth edition of PHOTOFAIRS | Shanghai will be held at the Shanghai Exhibition Center from September 21-23, 2018. PHOTOFAIRS | San Francisco will return to the Festival Pavilion, Fort Mason Center from February 22-24, 2019.

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Notes to Editors
PHOTOFAIRS
PHOTOFAIRS is dedicated to presenting fine art photography and moving image from leading international galleries and their artists in dynamic and cutting-edge destinations around the world.

2018 gallery list
Debuting at the Fair was: abc Gallery (Budapest), Almanaque (Mexico City), GALLERY 1/1 (Seattle), Les filles du calvaire (Paris), Robert Klein Gallery (Boston), KLV Art Projects (Vienna), Robert Morat Galerie (Berlin), Scott Nichols Gallery (San Francisco), Christine Park Gallery (London & New York), Parrotta (Cologne), Rademakers Gallery (Amsterdam), The Ravestijn Gallery (Amsterdam), SAGE (Paris), ShanghART Gallery
(Beijing, Shanghai & Singapore), Bruce Silverstein (New York), Tang Feng Gallery (Miaoli City), Galerie Suzanne Tarasieve (Paris) and Weinstein Hammons Gallery (Minneapolis).

Returning galleries included: CAMERA WORK (Berlin), Casemore Kirkeby (San Francisco), De Soto Gallery (Los Angeles), East Wing (Doha), EUQINOMprojects (San Francisco), Peter Fetterman Gallery (Santa Monica), Flowers Gallery (London & New York), In The Gallery (Copenhagen), Edwynn Houk Gallery (New York & Zurich), Robert Koch Gallery (San Francisco), M97 Gallery (Shanghai), Robert Mann Gallery (New York), Pace Gallery (New York, Geneva, Palo Alto, London, Paris, Seoul & Beijing), Ratio 3 (San Francisco), Three Shadows +3 Gallery (Beijing & Xiamen), Upfor (Portland), Galerie Stephan Witschi (Zurich), and Bryce Wolkowitz Gallery (New York).

The Fair’s Books & Editions partners are The Lapis Press (Los Angeles) and Nazraeli Press (Paso Robles), and non-profits include Aperture (New York) and SF Camerawork (San Francisco).

2018 edition partners
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