

PHOTOFAIRS attracts key collectors and curators to their inaugural US edition in San Francisco

- 4 days, 11,000 visitors, and **strong sales** launch PHOTOFAIRS | San Francisco
- Photographic works by emerging and internationally recognized artists, many never before seen in the Bay Area, drew key **collectors and curators** to PHOTOFAIRS inaugural edition
- **Distinguished artists** in attendance included: Jim Campbell, John Chiara, Christine Elfman, Paul Graham, Alejandro Guijarro, Todd Hido, Mona Kuhn, Chris McCaw, Sean McFarland, Klea McKenna, Jacqueline Norheim, Meghann Riepenhoff, Kate Stone, Rodrigo Valenzuela and Noah Wilson
- Artworks were available starting at \$750 - \$450,000 (USD). Highlights included: **Paul Fusco's** full suite of the **RFK Funeral Train** presented by **Danziger Gallery** (New York) and solo presentation of **Rodrigo Valenzuela's** moving and still image work (Upfor, Portland / Klowden Mann, Los Angeles). Sales highlights include three works of **Wang Nindge**, one of China's most exciting photographers, were placed in local collections by leading **Shanghai gallery M97**; **Moshen Gallery (Tehran)** placed limited edition portfolio of **female Iranian artist Azadeh Akhlaghi's** artwork with major Bay Area university museum



The fair's success confirms San Francisco's identity as an international destination for the collection of fine art photography.

– Alexander Montague-Spary, Artistic Director, PHOTOFAIRS –

San Francisco, CA, January 31, 2017: PHOTOFAIRS drew 11,000 visitors, collectors, and curators to their inaugural opening at Fort Mason's Festival Pavilion, situated on the San Francisco Bay, overlooking the Marin Headlands. Complementing the Bay Area's already strong photographic legacy, PHOTOFAIRS | San Francisco's international selection of galleries and artists, representing 14 countries and 22 cities worldwide, created an atmosphere of strong sales and lively conversations throughout the 4-day event amongst visitors to the Bay Area's only fair exclusively focused on the photographic arts.

Drawing on the international reach of the majority of participating galleries, PHOTOFAIRS boutique curation brought together vintage and blue-chip works alongside cutting-edge contemporary photography, creating an excellent environment in which to discover and collect new works of art. "There was a great response to the Chinese artists

we brought to the fair and collectors saw the value, creativity, and artistry of their work," **Steven Harris, M97 Gallery (Shanghai)**. "For me, this is a sign of real understanding and appreciation of the photographic arts." Noted **Bryce Wolkowitz Gallery (New York)**, "We felt the fair was extremely successful - placing works with an entirely new clientele, including multiple photographs by Sohei Nishino, in addition to works by Robert Currie and Yorgo Alexopoulos. We see great promise for the fair moving forward!"

In addition to the works for sale, collectors experienced a breadth of quality contemporary cutting-edge photography emphasized across many of the fair's public talks, installations by LEAP and XITEK, and the acclaimed *Insights* exhibition offering unique (non-editioned) works for private sale, and co-curated by **Alexander Montague-Sparey**, Artistic Director, PHOTOFAIRS and **Allie Haeusslein**, Associate Director, Pier 24 Photography, San Francisco. "I am honored to have been able to participate in the inaugural edition of PHOTOFAIRS | San Francisco as co-curator of Insights," states Haeusslein. "The outpouring of support from local collectors, curators, and photographers in attendance is a strong testament to the strength of our community here in the Bay Area."

PHOTOFAIRS | San Francisco's inaugural Collectors Preview on Thursday, January 26th began with private collector tours of the galleries, followed by an invitation-only preview reception where guests enjoyed drinks provided by **Banshee Wines**, décor by **Birch + Tailor** and casual edibles by renowned Russian Hill restaurant **Stone's Throw**. "With this inaugural edition of PHOTOFAIRS | San Francisco, we welcomed new buyers and seasoned collectors alike, from a variety of influential Bay Area communities," Sarah Shepard, PHOTOFAIRS' San Francisco-based manager. "The response to the scope and quality of the photography presented by both the national and international participating galleries, many of whom brought new works and artists never before exhibited on the West Coast, was overwhelmingly positive." Silicon Valley tech entrepreneur and new collector, Ruzwana Bashir, Founder of Peek.com, notes, "This is just what San Francisco needs: an inviting environment to experience and engage with a distinctive, global selection of galleries and expertly curated collectable photography."

Among the distinguished guests in attendance throughout the fair's inaugural weekend were: **Lt. Governor Gavin Newsom, Nion McEvoy, Peter MacGill, Bonnie Raitt, Kelly Sultan, Ed and Deanna Templeton, Trevor Traina, Julian Cox**, Fine Arts Museums of San Francisco, **Jim Ganz**, Fine Arts Museums of San Francisco, **Virginia Heckert**, J. Paul Getty, **Sandra Phillips**, SFMOMA, **Erin O'Toole**, SFMOMA, **Corey Keller**, SFMOMA, **Deborah and Andy Rappaport**, Minnesota Street Project, **Jordan Kurland**, NoisePop, **Rose Andreisma**, Unseen, and **Gordon Knox**, SFAI President.

Distinguished artists included: **Jim Campbell, John Chiara, Christine Elfman, Paul Graham, Alejandro Guijarro, Todd Hido, Mona Kuhn, Chris McCaw, Sean McFarland, Klea McKenna, Jacqueline Norheim, Meghann Riepenhoff, Kate Stone, Rodrigo Valenzuela** and **Noah Wilson**.

Private VIP tours of Bay Area Museums included, **San Francisco Museum of Modern Art's new Pritzker Center for Photography**, featuring *diane arbus: in the beginning* and *Japanese Photography from Postwar to Now*; **de Young Museum** exhibition tour of *Danny Lyon: Message to the Future*, led by Julian Cox, Founding Curator of Photography and Chief Curator; a private viewing of the **Ed Ruscha Archive** at the **Legion of Honor** with Karin Breuer, Curator in Charge of the **Achenbach Foundation for Graphic Arts** and Julian Cox. Further VIP events included visits to **Pier 24 Photography** to see the exhibition *Collected* with an introduction by Associate Director, Allie Haeusslein; a behind-the-scenes tour with Wattis Institute curators at **CCA Wattis Institute for Contemporary Art**; an intimate talk with *Insights* artist **Christine Elfman** at Gallery Wendi Norris. **Artist studio visits** included a visit to contemporary artist **Jim Campbell's** studio, as well as visits to **Sean McFarland, Erica Deeman** and **Klea McKenna** studios at **Minnesota Street Project**, plus a private collection visit at the home of Contemporary African Art collectors **Diane** and **Charles Frankel**. Children were entertained during select weekend hours with **Urban Photo Safari**, enabling parents to view the fair's offerings as their children learned about photography.

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Cultural and Corporate Partners

PHOTOFAIRS would like to thank its partners who are each committed to supporting the artistic medium of photography and investment in the art.

Thank you to Wine Partner **Banshee Wines**, VIP Furniture Partner **Birch + Tailor**, Private Jet Partner **Surf Air** and Art Partner **XITEK**. Additional partners included **Minnesota Street Project Art Services, Smith Andersen North, DECASO, Four Barrel** and restaurant **Stone's Throw**. Additional thanks to **Audi on demand, Belvoir Fruit Farms, Depict, HEROSHOP, Lyft, Saint-Geron, SELECT** and **The Leica Store San Francisco Gallery**.

The fair's numerous Cultural Partners included: **Aperture; Asian Art Museum; Berkeley Art Museum and Pacific Film Archive; Chinese Cultural Center of San Francisco; CCA Wattis Institute for Contemporary Arts; Contemporary Jewish Museum; di Rosa; Filter Photo; Fine Arts Museums of San Francisco - de Young & Legion of Honor; Houston Center for Photography; Museum of the African Diaspora; Museum of Contemporary Photography, Chicago; Photographic Center Northwest; Private Collections; RayKo Photo Center; Root Division; SF Camerawork; San Francisco Art Dealers Association; San Francisco Art Institute; San Jose Museum of Art; SOMArts, UCR ARTS block and Yerba Buena Center for the Arts.**

Media partners of the fair included: **7x7.com, Aesthetica, artprice.com, ArtReview, ArtReview Asia, KQED Public Broadcasting, Mutual Art, Modern Luxury - San Francisco Magazine and Silicon Valley Magazine, Musée, Ran Dian, San Francisco Arts Quarterly, So It Goes, and Whitewall.** The official Online Partner of the fair was **Artsy.**

PHOTOFAIRS | San Francisco 2017 - Galleries

The participating galleries were located in two sectors, *Main* and *Platform*, and represented 14 countries and 22 cities worldwide. The *Main* sector drew together ambitious presentations from national and international galleries, featuring established and emerging artists from around the world. The *Platform* sector presented galleries participating in their first United States-based art fair, engaging visitors with new artistic discoveries.

Main Galleries

andriess eyck galerie (Amsterdam)	Klowden Mann (Culver City)
Bryce Wolkowitz Gallery (New York)	M97 Gallery (Shanghai)
CAMERA WORK (Berlin)	Magnum Photos (London, Paris & New York)
Casemore Kirkeby (San Francisco)	Mohsen Gallery (Tehran)
CHOI & LAGER Gallery (Cologne & Seoul)	Peter Fetterman (Santa Monica)
Danziger Gallery (New York)	Photo12 Galerie (Santa Monica & Paris)
De Soto Gallery (Venice Beach)	Ratio 3 (San Francisco)
DIVISON Gallery (Montreal & Toronto)	Robert Koch Gallery (San Francisco)
Edwynn Houk Gallery (New York & Zurich)	Robert Mann Gallery (New York)
EUQINOMprojects (San Francisco)	The Little Black Gallery (London)
Fahey/Klein Gallery (Los Angeles)	Themes + Projects (San Francisco)
Flowers Gallery (London, New York & Hong Kong)	Three Shadows +3 Gallery (Beijing & Xiamen)
Galerie DUMONTEIL (Paris, Shanghai & New York)	Tristan Hoare (London)
Galerie & Edition Stephan Witschi (Zurich)	Vanguard Gallery (Shanghai)
In The Gallery (Copenhagen)	Upfor (Portland)

Platform Galleries

East Wing (Dubai)	Pan-View Gallery (Zhengzhou)
ELIPSIS PROJECTS (London & Istanbul)	Rubber Factory (New York)

PHOTOFAIRS next editions

Following San Francisco, PHOTOFAIRS will return to Shanghai for its fourth edition at the Shanghai Exhibition Centre. Running from September 8-10, 2017, the fair will continue to expand the market for the collection of photography in China and across Asia Pacific. The second edition of PHOTOFAIRS | San Francisco will take place January 26-28, 2018.

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PHOTOFAIRS | San Francisco

January 26-28, 2018

Festival Pavilion, Fort Mason Center

www.photofairs.com

PHOTOFAIRS | Shanghai

September 8-10, 2017

Shanghai Exhibition Center

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