

# For Immediate Release

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# Produced by The **ArtFair** Company

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# THE ART FAIR COMPANY ANNOUNCES SOFA CHICAGO 2012 OFFICIAL SPONSORS

American Airlines, Audi, Chubb Personal Insurance and Duvel to sponsor the 19th annual SOFA CHICAGO 2012 at Navy Pier's Festival Hall Nov. 2 – 4, 2012

Chicago Public Radio, Michigan Avenue and Time Out Chicago to serve as media sponsors.



SOFA CHICAGO 2011

CHICAGO — The Art Fair Company proudly announces the official sponsors of **SOFA CHICAGO 2012**, coming to Navy Pier's Festival Hall (600 E. Grand Avenue), Friday, Nov. 2 – Sunday, Nov. 4.

For the eighth straight year, SOFA CHICAGO will be sponsored in part by **Chubb Personal Insurance**, one of the world's preeminent insurers of fine homes, art, antiques, jewelry, automobiles, yachts and other prized possessions.

"SOFA CHICAGO is an important event for Chubb Personal Insurance. Many of the collectors at SOFA collect a wide range of valuables—jewelry, fine and decorative art and antiques. Chubb understands the importance of these investments and has the products and services to help protect them and their owners anywhere in the world," says Joanna McNamara, Strategic Development Manager for Chubb Personal Insurance.



Chubb Personal Insurance at SOFA CHICAGO 2011

Chubb Personal Insurance will again host a private reception during Opening Night Preview in the **SOFA CHICAGO CHUBB VIP** Lounge at Navy Pier's Festival Hall Thursday, November 1. Chubb will also sponsor the SOFA CHICAGO lecture *Craft and New Technology: A Continuum of Creativity* presented by Haystack Mountain School of Crafts on Friday, November 2 from 2:30-3:30 p.m.

**Audi**, one of the most respected makers of luxury cars, will sponsor SOFA CHICAGO's extensive VIP programming including lectures in the Audi Conversation Space and other off-site VIP events. Audi will also sponsor SOFA CHICAGO's quattro café, where SOFA attendees can enjoy spirits, sandwiches and light fare. Audi's newest model, the A8, will be displayed at various locations throughout the fair for SOFA attendees to view on-site.

"Audi is delighted to sponsor SOFA CHICAGO and join the great works of art and design to present its own masterpiece, the Audi A8. We are excited to present the VIP Program and quattro café as well as offer attendees the chance to experience the epitome of automobile design and craftsmanship by checking out our latest A8 model," says Audi's Area General Manager Scott Zuercher.

**Duvel**, the original Strong Ale from Belgium, will also be partnering with SOFA CHICAGO for the first time—serving as this year's official beer sponsor. (Duvel's signature beer and glasses will be provided during the Opening Night Preview as well as at the Quattro Café during the duration of the fair). "Sponsoring SOFA CHICAGO 2012 is an amazing opportunity to combine the beauty and complexity of Duvel Golden Ale with world-class art and functional design. Duvel is extremely proud to be a part of the great city of Chicago, its artists, and SOFA CHICAGO 2012," says Duvel spokesperson Andrew Berlanstein.

American Airlines will once again serve as the official airline of SOFA CHICAGO 2012.

The official media sponsors of SOFA CHICAGO 2012 are Chicago's premier luxury lifestyle publication, **Michigan Avenue** magazine, along with **Time Out Chicago** and **Chicago Public Radio**.













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## Calendar Listing

The Art Fair Company presents the 19th annual SOFA CHICAGO 2012 at Navy Pier's Festival Hall (600 E. Grand Avenue, Chicago, Ill. 60611) Nov. 2 – 4. This popular three-day art event features sculpture objects and functional art, masterworks of contemporary and modern arts and design, non-traditional and visionary art, plus special art exhibits and an art lecture series. One general admission ticket of \$15 admits visitors to the fair, related lecture series, special exhibits and events. \$25 three-day passes and discounted student, senior and group tickets are also available. Hours are Friday, Nov. 2 and Saturday, Nov. 3, 11 a.m. to 7 p.m.; and Sunday, Nov. 4, noon to 6 p.m. Preview tickets are \$50. For tickets or more information visit sofaexpo.com.

Opening Night Preview is Thursday, Nov. 1, 5 to 7 p.m. for VIP passholders only. Public Preview is from 7 to 9 p.m. Tickets are \$50 and may be purchased in advance at sofaexpo.com or at the door. The Opening Night Preview is much anticipated by collectors, museum curators, art advisers, interior designers and architects, artists and cognoscenti, because it offers first viewing and the best selection of outstanding masterworks, as well as the opportunity to meet and mingle with leading members of the art and design communities. The public is invited to enjoy, study and acquire top quality art examples at this year's Public Preview. Wine and light hors d'oeuvres are included.

## **About The Art Fair Company**

In 2009 Michael Franks, former Chief Operating Officer of dmg world media, along with Mark Lyman, former Vice-President of dmg world media's Art & Antiques Fairs and SOFA Founding Director, purchased the internationally renowned Sculpture Objects & Functional Art Fairs from dmg world media, creating a new jointly owned firm, The Art Fair Company, Inc. The Art Fair Company, Inc. and their art fairs, visit theartfaircompany.com.