



FOR IMMEDIATE RELEASE

**Media Inquiries**

Matt Miller  
773.327.3830 x 104  
[mattm@carolfoxassociates.com](mailto:mattm@carolfoxassociates.com)

Online Press Room:  
[sofaexpo.com/press/](http://sofaexpo.com/press/)

The Art Fair Company Presents:  
**17<sup>th</sup> SOFA CHICAGO 2010**  
**Alongside The Intuit Show of Folk and Outsider Art**  
**November 5 - 7, 2010 at Navy Pier Festival Hall**  
**Opening Night Preview: Thursday, November 4.**

**Location:**

Navy Pier Festival Hall, Entrance 2, 600 E. Grand Ave., Chicago, IL 60611

**Dates:**

Friday, November 5 – Sunday, November 7, 2010

**Hours:**

Friday and Saturday, November 5 - 6, 11 a.m. to 8 p.m., Sunday, November 7, noon to 6 p.m.

**Opening Night Preview: One preview ticket admits to both Openings!**

Thursday, November 4, Festival Hall, Navy Pier. First Choice Preview: 5 - 7 p.m. for VIP Cardholders only. Public Preview: 7 - 9 p.m.; Tickets for the Public Preview are \$50 and will be available online in advance or at the door beginning at 6:00 p.m.

**Tickets: One general admission ticket admits to both fairs!**

Available online in advance or at the door: \$15 for one day and \$25 for a three-day pass. Student and seniors (with ID) & Group (10 or more persons ordered in advance) tickets available for \$12. SOFA Chicago catalogs may be purchased at the fair for \$15 or online for \$20 (includes shipping) after the show at [www.sofaexpstore.com](http://www.sofaexpstore.com).

**Special Exhibits:**

Special Exhibits at SOFA CHICAGO feature international artists and organizations including the Anne and Jacques Baruch Collection of Polish and Czech fiber art; Collectors of Wood Art, and the Archie Bray Foundation for the Ceramic Arts. Also the Corning Museum of Glass' Hot Glass Roadshow returns with on-going hot glass blowing presentations by artists represented by SOFA CHICAGO galleries. Free with paid admission. Visit [sofaexpo.com](http://sofaexpo.com) for descriptions.

**Lecture Series:**

Will take place at the fair Friday, November 5 – Saturday, November 6 and is free with paid admission. Presentations by renowned artists, collectors and arts professionals are planned. Visit [sofaexpo.com](http://sofaexpo.com) for descriptions and schedule.

**VIP Program:**

SOFA CHICAGO will partner with key regional museums, arts organizations and area collectors on exciting VIP programming for upper-level SOFA CHICAGO gallery clients and museum/collector groups, including special events and exclusive home and curator-led museum tours.

**Press Registration:**

Members of the press who register in the Press Room at [www.sofaexpo.com/press](http://www.sofaexpo.com/press) or present valid press credentials at the Press Desk are welcome on Opening Night and throughout the Fair. Visit the Press Room for downloadable press releases and high-resolution press images.

For general information and tickets, visit [www.sofaexpo.com](http://www.sofaexpo.com), call The Art Fair Company at 773.506.8860 or email [info@theartfaircompany.com](mailto:info@theartfaircompany.com).

THE  
**ArtFair**  
C O M P A N Y

4401 NORTH RAVENSWOOD,  
#301, CHICAGO, IL 60640-5871

t. 773.506.8860  
f. 773.345.0774  
[SOFAEXPO.com](http://SOFAEXPO.com)

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