

SOFA

FOR IMMEDIATE RELEASE
July 20, 2010

The Art Fair Company Presents
17th Annual SOFA CHICAGO 2010 &
NEW! The Intuit Show of Folk and Outsider Art Under One Roof!

Both Fairs: November 5-7, 2010, Festival Hall, Navy Pier
Opening Night Preview: Thursday, Nov. 4

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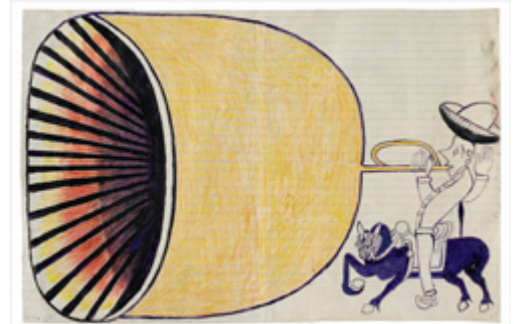
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CHICAGO — The Chicago-based The Art Fair Company announced it will produce two art fairs under one roof at Chicago's historic Navy Pier Friday, Nov. 5 – Sunday, Nov. 7, 2010. For the first time, The Intuit Show of Folk and Outsider Art will share center stage in Festival Hall with Chicago's much-anticipated art fair mainstay, the 17th Annual International Sculpture Objects & Functional Art Fair: SOFA CHICAGO 2010. One general admission ticket of \$15.00 admits visitors to both fairs and their related lecture series, special exhibits and events. Both fairs kick-off with a joint Opening Night Preview in Festival Hall on Thursday, Nov. 4. The public is cordially invited to attend from 7 - 9 pm for the affordable ticket price of \$50.00.



Martín Ramírez
Untitled (Horse and Rider with Large Bugle) c. 1960-63
Mixed media on pieced paper
14 1/2 x 17"

Ricco/Maresca Gallery, New York, NY



Dale Chihuly
Silvered Venetian
with Cobalt and
Violet Flowers
24 x 18 x 20"

Litvak Gallery, Tel Aviv,
Israel

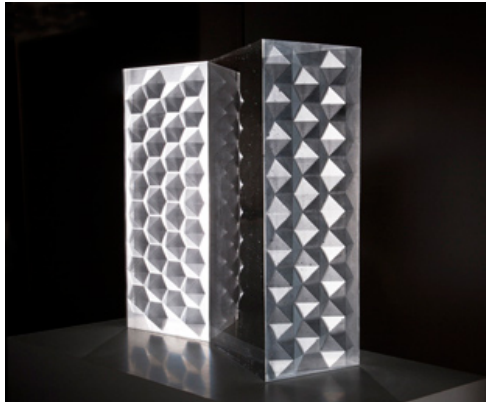


Mark Lyman, President of The Art Fair Company, producer of numerous art fairs in the U.S., says, "We are delighted to partner with Intuit, Chicago's respected Center for Intuitive and Outsider Art to produce The Intuit Show of Folk and Outsider Art alongside SOFA CHICAGO. The Intuit Fair will bring together leading dealers and galleries presenting self-taught art, outsider art, art brut, ethnographic art, non-traditional folk art and visionary art. The Art Fair Company has always been about bridging different segments of the art market, and the Intuit Fair will complement and further broaden the range of artwork on offer." Intuit Show exhibitors of note confirmed to date include: American Primitive Gallery (New York), Carl Hammer Gallery (Chicago), Hill Gallery (Birmingham, Mich.), Judy A Saslow Gallery (Chicago), Just Folk (Summerland, Calif.), Ricco/Maresca (New York) and Russell Bowman Fine Art (Chicago). Lyman adds, "We expect twenty galleries to participate this year and look forward to growing the fair in future years."

On track with last year, SOFA CHICAGO 2010, the City's longest continually running art fair, will feature 80 art galleries and dealers from 10 countries. New and noteworthy galleries include: David Richard Contemporary (Santa Fe, N.M.), Floating World Gallery (Chicago), Ippodo Gallery (New York), New Glass Art and Photography (Berlin, Germany), Medellin 174 (Mexico City, Mexico) and Suppan Contemporary (Vienna, Austria). Premier returning galleries include: Blue Rain Gallery (Santa Fe, N.M.), Bullseye Gallery (Portland, Ore.), browngrotta arts (Wilton, Conn.), Charon Kransen Arts (New York), del Mano Gallery (Los Angeles), Dai Ichi Arts (New York), Habatat Galleries (Royal Oak, MI), Heller Gallery (New York), Jane Sauer Gallery (Santa Fe, N.M.), Litvak Gallery (Tel Aviv, Israel), Maurine Littleton Gallery (Washington, D.C.), Ornamentum (Hudson, N.Y.), Schantz Galleries (Stockbridge, M.A.), TAI Gallery (Santa Fe, N.M) and Wexler Gallery (Philadelphia).



Minnie Evans
 "Untitled" c. Late 1950's
 Crayon and graphite on paper
 11 3/4 x 9 inches
 Russell Bowman Art Advisory, Chicago IL



Vladimira Klumpar
Rhythm in Crystal, 2010
 kiln cast cut crystal; cut and polished
 29 x 32 x 8"
 Heller Gallery, New York NY



Lyman concludes, "Collectors and visitors alike will be intrigued by the side-by-side fairs, each with their own lecture series, special on-site happenings, and VIP programming for informed gallery clients. It promises to be an exciting weekend of discovery and collecting for Chicago's impassioned art audience and for the crowd of national and international attendees."

SOFA CHICAGO and Intuit Show hours are as follows: Opening Night Preview is Thursday, Nov. 4 from 7 to 9 p.m. Tickets are \$50. General admission fair hours are Friday, Nov. 5 and Saturday, Nov. 6 from 11 a.m. to 8 p.m., and Sunday, Nov. 7 from noon to 6 p.m. Tickets are \$15 for single day general admission (admits to both fairs) and \$25 for a three-day pass. Discounted student, senior and group tickets are available. Preview and fair tickets will be available online soon and at the door. For more information, visit www.sofaexpo.com and www.outsiderfolkartfair.com. Media Contacts:

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