

SOFA

FOR IMMEDIATE RELEASE
February 1, 2010

SOFA NEW YORK: FLYING HIGH UNDER THE RADAR THURSDAY OPENING SET FOR ART FAIR APRIL 16 – 19, 2010 AT PARK AVENUE ARMORY

Opening Night: Thursday, April 15
Fair to Run Through Monday, April 19

New York, February 1, 2010: Long heralded as the nation's premier fair for outstanding contemporary decorative arts and design, the 13th International Sculpture Objects & Functional Art Fair in New York City will open on the evening of **Thursday, April 15 and run through Monday, April 19, 2010 at the Park Avenue Armory.** Mark Lyman, Founder/Director of SOFA and President, The Art Fair Company says, "The move to a Thursday opening and extended fair-run through Monday was recommended by our dealer committee in response to collector, curators and dealers needs. Judging from the remarkable success of our 16th SOFA CHICAGO held last November, we anticipate vigorous sales at SOFA NEW YORK." **Donna Schneier of Donna Schneier Fine Arts**, Palm Beach, succinctly expressed the sentiments of dealers at the Chicago fair—"The fear is gone." Lyman adds, "Collectors are giving themselves permission to buy again—at all price levels. And because contemporary decorative arts and design has flown a bit under the radar, the area has yet to be marked by a heavy preponderance of speculative buying and flipping. Bounce-back sales at SOFA fairs reflect the continuing stability of this market."



SOFA NEW YORK 2009



Guest in the Ornamantum booth
at SOFA NEW YORK 2009

SOFA NEW YORK 2010 Opening Night this year will be Thursday, April 15. Lyman will repeat the successful format of an invitation-only tier beginning at 5:30 pm, with the vernissage open to the public from 7 – 9 pm by ticket purchase. Opening Night attendees may also support **New York's Museum of Arts and Design (MAD)** by purchasing a ticket to attend a private dinner in the Armory's Tiffany Room beginning at 8:30 pm. **Lecture Series** presentations are planned and will take place in the Armory's Tiffany Room on Friday, April 16. Also planned for the fair is an expanded **VIP Program** for upper-level collectors and gallery clients.

Among the premier dealers participating in SOFA NEW YORK 2010 to date are: **Clare Beck at Adrian Sassoon, Joanna Bird Pottery, Katie Jones and Contemporary Applied Arts** from London; **Heller Gallery, Joan B. Mirviss, Scott Jacobson Gallery** (formerly Leo Kaplan Modern), and **Lyons Wier Gallery** from New York. Veteran dealer **Thea Burger** of New York, returns to SOFA NEW YORK to present seminal modernist ceramics by the late **Ruth Duckworth**. Leading the way in contemporary and mid-century modern furniture and art are **Moderne Gallery**, from Philadelphia and secondary market dealer, **Donna Schneier Fine Arts** of Palm Beach. Top dealers in textiles are **browngrotta arts** of Wilton, CT and bamboo specialist **Tai Gallery/Textile Arts** of Santa Fe. Art jewelry gallerists include **Charon Kransen, Ltd.**, of New York, **Ornamantum** of Hudson, NY and **Valentin Magro New York**. Also of special mention are long-time SOFA venerables: **Ferrin Gallery** of Pittsfield, MA; **Jane Sauer Gallery** of



Michael Eden
A Rebours, 2009
Clare Beck at Adrian Sassoon
London, UK

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Santa Fe, **Snyderman-Works** of Philadelphia, and **Duane Reed Gallery** of St. Louis.



Kishi Eiko
*Rectangular, leaning form
with colored clay inlays, 2007*
Joan B. Mirviss, Ltd.
New York, NY

Lyman is excited by the new dealers comprising 25% of the galleries accepted so far for the fair, including galleries from Belgium, Brazil and Tokyo. New and noteworthy are **cross mackenzie gallery** of Washington, DC and **Schantz Galleries** of Stockbridge, MA, a solo debut for Jim Schantz, Holsten Galleries gallery director for 27 years, who recently purchased the Berkshires gallery.

Lyman concludes, "We are looking forward to a successful SOFA NEW YORK and second annual **SOFA WEST: SANTA FE**, July 8 - 11, 2010, Opening Night, July 7, at the Santa Fe Convention Center in the city's historic downtown."

The Santa Fe fair has moved from June to July to be part of Santa Fe's high summer season, with the world-acclaimed Santa Fe Opera, and popular Folk Art Market in full swing.

Downloadable high-resolution press images are available in the Press Room at www.sofaexpo.com/epress/.

NEW DATES! SOFA NEW YORK 2010 will be presented April 16 – 19th at the Park Avenue Armory, Park Ave. at 67th.

Opening Night, Thursday, April 15: Invitation-only 5:30 – 7 pm; Public Preview 7 – 9 pm, Tickets: \$100.00. Opening Night attendees may also support New York's Museum of Arts and Design (MAD) by purchasing a ticket to attend a private dinner in the Armory's Tiffany Room beginning at 8:30 pm. To purchase dinner tickets call Stephanie Lang at 212.299.7729. Exposition hours: Friday, April 16: 11 – 7 pm; Saturday, April 17: 11 – 7 pm; Sunday, April 18: noon – 6 pm; Monday, April 19: 11 – 5 pm. Tickets are \$25 for a single day of general admission and \$40 for a four-day pass; both include catalog. For general information, visit www.sofaexpo.com; call 800-563-SOFA (7632) or 773-506-8860; or email info@sofaexpo.com.



Ruudt Peters
Ornamentum
Hudson, NY

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