

SOFA

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SOFA NEW YORK 2010 FACT SHEET – NEW FAIR DATES!

The 13th Annual International Sculpture Objects & Functional Art Fair: **SOFA NEW YORK 2010** is slated for April 16 – 19, 2010 at the Park Avenue Armory. The Opening Night Preview Gala will be held Thursday, April 15, and **NEW THIS YEAR!** the fair will run through Monday, April 19, 2010. SOFA Fairs in New York, Chicago and Santa Fe, NM are premier gallery-presented art fairs focusing on three-dimensional, contemporary artworks. With a strong education emphasis, SOFA Fairs include an acclaimed **Lecture Series**, free with paid admission. A **VIP Program** includes exclusive events tailored to high-profile gallery clients and collector/museum groups.

Location

Park Avenue Armory
<http://www.armoryonpark.org>
Park Avenue at 67th Street
New York, NY 10021



The Armory is handicap accessible from Lexington Avenue only. Please call 800.563.7632 in advance of your arrival to arrange for security to meet you at this entrance.

Photography is not permitted. Cameras must be checked at coat check for a fee.

Backpacks, large purses, bulky coats and oversized items must be checked at coat check for a fee.

Children under the age of 12 are free with an adult. Stroller entrance to the show is regulated by security depending on crowd size.

Dates & Hours

Friday, April 16	11 am – 7 pm
Saturday, April 17	11 am – 7 pm
Sunday, April 18	Noon – 6 pm
Monday, April 19	11 am – 5 pm

Tickets (prices include catalog, quantity permitting)

General Admission	\$25
Four-Day Admission	\$40

Tickets available online soon or at the door. Cash and credit cards (American Express, MasterCard & VISA) accepted.

Opening Night Preview Gala: Thursday, April 15

VIP Cardholders: 5:30 - 9 pm

Public Preview: 7- 9 pm, Tickets: \$100 Available online and at the door beginning at 5:30 pm

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.

Lecture Series

Friday, April 16, 2010

Noted artists, curators and collectors present illustrated lectures in the Tiffany Room at the Armory. Admission is included with a valid SOFA ticket unless noted otherwise. Schedule available soon on www.sofaexpo.com.

Catalog

Contains essays, gallery information, and lists represented artists with hundreds of color images of artwork. The catalog is included with admission, quantity permitting, and for sale at SOFA NEW YORK for \$15. After the show, the catalog and available back editions may be purchased online here: <http://www.sofaexpstore.com/>.

Special Exhibits/ Events

A schedule of Special Events including book signings and in-booth talks will be available at www.sofaexpo.com soon.

Show Maps

Maps are available at ticket sales counters during the show or online, right before the show.

Dining at SOFA

The café inside the show will offer spirits, sandwiches and light supper during show hours.

Getting There

Subway: #6 to 68th Street/ Hunter College via NYC Transit.

Bus: Lexington Street M101, 102, or 103

Confirm travel routes on MTA website (<http://www.mta.info/index.html>) or call MTA at 718.330.3322.

View map and more directions here: http://www.armoryonpark.org/projects_events/visitor_information/

Parking

Limited metered street parking is available. View a list of parking lots here:

http://www.armoryonpark.org/projects_events/visitor_information/

Hotel Info

Visit www.sofaexpo.com or email info@sofaexpo.com

Contact SOFA

E: info@sofaexpo.com

T: 800.563.SOFA (7632) or 773.506.8860

F: 773.345.0774

www.sofaexpo.com

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