



FOR IMMEDIATE RELEASE

Media Inquiries

Marilyn White Public Relations:

Marilyn White: (973) 783-3649

MWhitePR@aol.com

Online Press Room:

sofaexpo.com/press/

The Art Fair Company Presents:

15th Annual SOFA NEW YORK 2012

April 20-23, 2012 at the Park Avenue Armory
67th & Park Avenue, New York

The 15th Annual International Sculpture Objects & Functional Art Fair: **SOFA NEW YORK 2012** is slated for April 20-23, 2012 at the Park Avenue Armory. The Opening Night Preview Gala will be held Thursday, April 19. SOFA Fairs in New York, Chicago and Santa Fe, NM are premier gallery-presented art fairs focusing on three-dimensional, contemporary artworks. SOFA Fairs include an acclaimed **Lecture Series with prominent scholars, artists, and curators**, included with paid admission and a **VIP Program** of exclusive events tailored to high-profile gallery clients and collector/museum groups.

Location

Park Avenue Armory
www.armoryonpark.org
Park Avenue at 67th Street
New York, NY 10065



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 20	11 am – 7 pm
Saturday, April 21	11 am – 6 pm
Sunday, April 22	11 am – 6 pm
Monday, April 23	11 am – 5 pm

Tickets

(prices include catalog, quantity permitting)

General Admission \$25

Four-Day Admission \$40

Tickets available at www.sofaexpo.com or at the door.

Cash and credit cards (AMEX, MasterCard & VISA) accepted.

Opening Night Preview

Thursday evening, April 19
Park Avenue Armory

5:00 – 7:00 pm by VIP invitation only

7:00 – 9:00 pm Public Preview tickets \$100

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 6:00 pm. To purchase dinner tickets call 212.299.7712.

Lecture Series

Friday, April 20 – Saturday, April 21

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 will be available on www.sofaexpo.com

The
Art Fair
Company

372 West Ontario St., Suite #303,
CHICAGO, IL 60654

t. 312.587.7632

f. 773.345.0774

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 here:
www.sofaexpostore.com

Special Exhibits/ Events

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

Show Maps

Maps are available at ticket sales counters during 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 312.587.7632

F: 773.345.0774

www.sofaexpo.com

#