



**FOR IMMEDIATE RELEASE**  
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**SOFA WEST: SANTA FE'S JUNE 10  
OPENING NIGHT PREVIEW AND RECEPTION TO BENEFIT  
NEW MEXICO MUSEUM OF ART'S INAUGURAL DESIGN COLLECTION**

**Preview Launches New Mexico Museum of Art/SOFA WEST Weekend of Art Benefit**

**Santa Fe, NM**—SOFA WEST: SANTA FE, the latest addition to the prestigious SOFA (Sculpture Objects & Functional Art) fairs of New York and Chicago, kicks off its Santa Fe debut with an Opening Night Preview and Reception to benefit the New Mexico Museum of Art's inaugural Design Collection.

The New Mexico Museum of Art/SOFA WEST Opening Night Preview and Reception takes place on Wednesday, June 10, at 5:30 p.m. at the Santa Fe Community Convention Center, 201 West Marcy Street in downtown Santa Fe. This opening event will give guests the opportunity to be the first to view and purchase top-quality, three-dimensional artworks presented for sale by an elite lineup of 35 national and international dealers.

The event also launches the New Mexico Museum of Art/SOFA WEST Weekend of Art Benefit featuring three days of special SOFA WEST-inspired events. Highlights include tours of private Santa Fe homes and art collections, curator-led museum exhibition and collections tours, a special dinner with featured SOFA WEST artists, and complimentary admission to the June 11-14 SOFA WEST fair with exclusive VIP programming.

Proceeds from the New Mexico Museum of Art/SOFA WEST Weekend of Art Benefit will support the New Mexico Museum of Art's inaugural Design Collection. All New Mexico Museum of Art/SOFA WEST Weekend of Art Benefit tickets are tax deductible and offer the following benefits:

**ORO \$500**

- **Wednesday June 10:** Opening Night Preview and Reception, 5:30 p.m.
- **Wednesday, June 10:** New Mexico Museum of Art Courtyard Dinner with SOFA WEST artists, 8 p.m.
- **Thursday, June 11:** Private tour of two important Santa Fe homes/art collections, 9 – 11:30 a.m.
- **Thursday, June 11:** Private Curator-led tour at New Mexico Museum of Art of *Intertwined: Contemporary Baskets from the Sara and David Lieberman Collection*, 4 – 5:30 p.m.
- **Saturday, June 13:** Private tour of important Santa Fe home/art collection, 2 – 4:30 p.m. Includes refreshments at Bishop's Lodge with a New Mexico historian (Transportation provided)
- **Friday, June 12:** Brunch and behind-the-scenes tour of Museum Hill (Museum of Indian Arts and Culture and Museum of International Folk Art), 9:30 a.m. – 1 p.m. (Transportation provided)
- Complimentary admission to SOFA WEST and access to SOFA's exclusive VIP programming throughout the Fair

### **PLATA \$250**

- **Wednesday June 10:** Opening Night Preview and Reception, 5:30 p.m.
- **Wednesday, June 10:** New Mexico Museum of Art Courtyard Dinner with SOFA WEST artists, 8 p.m.
- **Thursday, June 11:** Private Curator-led tour at New Mexico Museum of Art of *Intertwined: Contemporary Baskets from the Sara and David Lieberman Collection*, 4 – 5:30 p.m.
- Complimentary admission to SOFA WEST and access to SOFA’s exclusive VIP programming throughout the Fair

### **TURQUESA \$150**

- **Wednesday June 10:** Opening Night Preview and Reception, 5:30 p.m.
- Complimentary admission to SOFA WEST and access to SOFA’s exclusive VIP programming throughout the Fair

While the New Mexico Museum of Art currently houses a small core collection of historic and contemporary design objects—including metalwork, textiles, pottery, furniture, and glass—the museum has never consistently collected in this area. The increased awareness that SOFA WEST will bring to Santa Fe of the beauty and functionality of fine three-dimensional art and design makes it a perfect time for the museum to focus on this area, says New Mexico Museum of Art Chief Curator Tim Rodgers.

“This category deserves attention and preservation, and New Mexico design is not the collecting focus of any other museum,” Rodgers says. “Moreover, contemporary objects are highly collectible and we hope to acquire more examples in this area.”

### **SOFA IN SANTA FE**

With its June 11–14 debut in Santa Fe, SOFA WEST joins established SOFA expositions in Chicago and New York as the world’s foremost art fairs devoted to bridging fine art, contemporary decorative art and design. The critically acclaimed and long-standing SOFA fairs are noted for their exceptional presentation of artworks in handsome, custom-designed gallery exhibits. SOFA fairs also are known for a strong educational emphasis, and include lectures and special exhibits that explore the artworks shown at the fair by both established and emerging artists.

Among the participating dealers to date at SOFA WEST are Heller Gallery, Leo Kaplan Modern and Charon Kransen Arts of New York; Litvak Gallery of Tel Aviv; Galerie Besson of London, Galleri Udengaard of Denmark; Holsten Galleries of Stockbridge, Massachusetts; del Mano Gallery of Los Angeles; Elliott Brown Gallery of Seattle; William Zimmer Gallery of Mendocino, California and Bullseye Gallery of Portland, Oregon. A number of Santa Fe-based dealers will also take part, including Bellas Artes Gallery, CLARK+DELVECCHIO, Blue Rain Gallery, C Gallery, Jane Sauer Gallery and TAI Gallery.

Mark Lyman, Founder/Director of the International Sculpture Objects & Functional Art Fairs in Chicago and New York, says that Santa Fe’s designation as an UNESCO Creative City, as well as its new Pueblo Revival-style Convention Center, were major draws in bringing SOFA to Santa Fe.

“The new Convention Center lends itself perfectly to a gem of a boutique SOFA fair,” Lyman says. “We are working with the Museum of New Mexico Foundation, Santa Fe Gallery Association and area arts organizations to connect SOFA’s many out-of-town collectors to the thriving local arts scene. We believe that Santa Fe is primed and ready for SOFA and look forward to rewarding partnerships and many years of SOFA WEST: SANTA FE.”

**TICKET INFORMATION: NEW MEXICO MUSEUM OF ART/SOFA WEST WEEKEND OF ART BENEFIT**

Tickets to the New Mexico Museum of Art/SOFA WEST Weekend of Art Benefit are priced at \$150 (Turquesa), \$250 (Plata), and \$500 (Oro) and can be purchased at the Lensic Performing Arts Center Box Office, 211 W. San Francisco St., at 505-988-1234, or online at [www.ticketssantafe.com](http://www.ticketssantafe.com).

For information, call Barbara Ventrello at the Museum of New Mexico Foundation at 982-6366, ext. 112, or email [barbara@museumfoundation.org](mailto:barbara@museumfoundation.org).

**INFORMATION: SOFA WEST: SANTA FE**

SOFA WEST: Santa Fe will be held June 11 – 14 at the Santa Fe Community Convention Center, 201 West Marcy Street in downtown Santa Fe. SOFA WEST exposition hours are noon to 6 p.m. from Thursday to Sunday, June 11 – 14. Tickets are \$15 for a single day of general admission and \$25 for a four-day pass. SOFA WEST catalogs may be purchased at the fair, or for \$20 (includes shipping) after the show at [www.sofaexpo.com](http://www.sofaexpo.com).

For more information on SOFA WEST, visit: [www.sofaexpo.com](http://www.sofaexpo.com), call 800-563-SOFA (7632) or 773-506-8860; or email [info@sofaexpo.com](mailto:info@sofaexpo.com).

**MEDIA IMAGES:** High-resolution images for print and press releases are available for download in SOFA WEST: SANTA FE's Press Room at [www.sofaexpo.com](http://www.sofaexpo.com).

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