

SOFA

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Announcing the Second Annual SOFA WEST: SANTA FE NEW DATES!

July 8 - 11, 2010

Opening Night, Wednesday, July 7,

A Special Member Preview for the Museum of New Mexico Foundation and SOFA VIPs

CHICAGO. Mark Lyman, Founder/Director of SOFA and President of The Art Fair Company, producer of the SOFA Fairs in Chicago, New York and Santa Fe, announced that the second annual SOFA WEST will move from its former June dates to July 8-11, 2010 at the Santa Fe Community Convention Center. Lyman says, "These new dates will better position SOFA WEST in the international art fair calendar. And we are very excited to be joining Santa's Fe high summer season of art."

Lyman continues, "We are delighted to partner on this year's Opening Night with the Museum of New Mexico Foundation, which will invite its upper-level donors to an early Special Member Preview, offering them first opportunity to purchase." Over 2,000 guests attended SOFA WEST's inaugural Opening Night last year, with an estimated 10,000 visitors attending the fair during its four day run, exceeding Lyman's projections by over 50%--"We had to expand our ticket sales areas to handle the volume! In short, we were blown away by the incredible response."



Crowds packed the aisles during the Opening Night Preview of SOFA WEST: Santa Fe 2009



Strong offerings at SOFA WEST: Santa Fe 2009 brought collectors and arts interested public from all over the country for the inaugural Fair.

Lyman was especially gratified by the Santa Fe New Mexican's mid-Fair editorial which stated in part: "That Santa Fe was ready to provide a foothold out West for SOFA to grow its following and its patron list is a testament to our city's art reputation and its ability to draw visitors from all over the world."

"We at SOFA take pride in being part of the communities in which we hold our fairs. Accordingly, we look forward to working closely again in 2010 with the Mayors Office, Santa Fe Visitors and Convention Bureau, Museum of New Mexico Foundation, New Mexico Museum of Art, Santa Fe Opera, and Santa Fe Gallery Association. We will build upon this solid base by coordinating with Santa Fe's Folk Art Market, happening the same weekend as SOFA WEST 2010. In addition, many SOFA collectors have expressed keen interest in learning more about the extraordinary cultural and artistic heritage of Santa Fe and its surrounding Native American Pueblos. A pre-fair ceramics symposium is planned

beginning July 6 - 8, on collecting contemporary Southwest Native Pottery.

Lyman believes that SOFA WEST will compliment and augment Santa Fe's exceptional art offerings in July, attracting even more national and international art lovers and collectors to the city.

For more information on SOFA Fairs in Chicago, New York and Santa Fe, visit www.sofaexpo.com; or the SOFA WEST 2010 online press room at www.sofaexpo.com/sfpres/ # # #

THE INTERNATIONAL SCULPTURE OBJECTS & FUNCTIONAL ART FAIR

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