

SOFA

FOR IMMEDIATE RELEASE
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SOFA WEST: Santa Fe 2010

**The Second Annual International Sculpture Objects & Functional Art Fair
July 8 – 11, 2010 at the Santa Fe Convention Center, Santa Fe, NM
Opening Night Preview: Wednesday, July 7.**

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Location: Santa Fe Convention Center, 201 W. Marcy Street, Santa Fe, NM

Dates: July 8 - 11, 2010, Opening Night Preview, Wednesday, July 7, 2010

Hours: 12 to 6 p.m. Thursday, July 8 – Sunday, July 11, 2010

Opening Night Preview: Opening Night, Wednesday, July 7 at Santa Fe Convention Center. 5:00- 6:30 pm is a Special Member Preview for The Museum of New Mexico Foundation. 6:30 pm: SOFA WEST VIP Preview (by invitation only). Opening Night closes at 9 pm.

Tickets: SOFA WEST general admission tickets available in advance or at the door, \$15 for one day and \$25 for a four-day pass. For advance ticket sales, visit sofaexpo.com. Catalogs may be purchased at the exposition for \$15 or online for \$20 (includes shipping) after the show at www.sofaexpostore.com.

New! Pre-Fair Symposium in Santa Fe: *Historic Bond/Contemporary Spirit: Collecting New Southwest Native Pottery* July 6-8, 2010. 3 days of presentations by scholars, contemporary artists, dealers and private collectors. Tour historic sites, museum collections and nationally recognized private collections in Santa Fe. Featuring ceramic scholar and dealer Garth Clark; Bruce Bernstein, PhD, executive director, Southwestern Association for Indian Arts (SWAIA); and Ellen Bradbury, former director of Museum of Fine Arts, Santa Fe, NM (now New Mexico Museum of Art). For more information, visit www.sofaexpo.com/spirit. Held in conjunction with SOFA WEST.

Lecture Series: Thursday, July 8, Friday, July 9, Saturday, July 10, and Sunday, July 11, 2010. Noted artists, curators and collectors present illustrated lectures at SOFA WEST. The Lecture Series is included with paid ticket or valid SOFA WEST pass. Schedule will be posted on www.sofaexpo.com.

VIP Program: SOFA WEST partners with key national and regional museums, arts organizations and collectors on exciting VIP programming for upper-level SOFA WEST gallery clients and museum/collector groups, including special events and exclusive private home and curator-led museum tours. For SOFA WEST VIP Cardholders only.

Special Events: Visit www.sofaexpo.com soon for Santa Fe area excursions and events open to all SOFA WEST attendees, including a night at the Santa Fe Opera with performances by members of the Opera Company on Thursday, July 8, 2010. Fee applies.

Online Press Room: Visit the SOFA WEST: Santa Fe 2010 Press Room at www.sofaexpo.com/sfpress/ for press releases, downloadable high-resolution press images, and to register for press credentials.

General Information on SOFA Fairs in Santa Fe, Chicago and New York: www.sofaexpo.com
E: info@sofaexpo.com T: 800.563.SOFA (7632) or 773.506.8860 F: 773.345.0774.

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