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Online Press Room:  
[sofaexpo.com/sfpress/](http://sofaexpo.com/sfpress/)

The Art Fair Company Presents  
3rd Annual SOFA WEST: Santa Fe 2011 &  
New! Spotlight Presentation of The Intuit Show of Folk and Outsider Art  
August 4 - 7, 2011  
Opening Night Preview Wednesday August 3  
Santa Fe Convention Center

- Location:** Santa Fe Convention Center, 201 W. Marcy Street, Santa Fe, NM
- Dates:** August 4 - 7, 2011 Opening Night Preview, Wednesday, August 3, 2011
- Hours:** 12 noon to 6 pm Thursday, August 4 through Sunday, August 7, 2011
- Opening Night:** The Opening Night Preview Wednesday, August 3 at the Santa Fe Convention Center begins with FIRST LOOK Preview, an invitation-only event for Museum of New Mexico Foundation supporters from 5-6:30 pm sponsored in part by Reynolds Insurance. SOFA WEST VIP Cardholders may enter at 6:30 pm. Opening Night Public Preview begins at 7 pm. Tickets are \$50 and available online at [www.sofaexpo.com](http://www.sofaexpo.com) or at the door. Opening Night continues until 9 pm. For more information about FIRST LOOK at The Circles and Business Council at MNMF, contact Laura Waller, [laura@museumfoundation.org](mailto:laura@museumfoundation.org) or 505.982.6366, ext. 116.
- Tickets:** SOFA WEST and Intuit Show 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 [www.sofaexpo.com](http://www.sofaexpo.com). Catalogs may be purchased at the fair for \$15 or for \$20 (includes shipping) after the show at [www.sofaexpo.com](http://www.sofaexpo.com).
- Lecture Series:** Thursday, August 4 - Sunday, August 7. Noted artists, curators and collectors present illustrated lectures at SOFA WEST. The Lecture Series is included with paid ticket or valid SOFA WEST & Intuit Show pass. Schedule will be posted on [www.sofaexpo.com](http://www.sofaexpo.com).
- VIP Program:** SOFA WEST with key national and regional museums, arts organizations and collectors on exciting VIP programming for upper-level gallery clients and museum/collector groups, including an invitation-only Design Reception for designers and collectors on Thursday, August 4, plus special events and exclusive private home and curator-led museum tours throughout the weekend. For SOFA WEST & Intuit Show VIP cardholders only.
- Special Events:** Visit [www.sofaexpo.com](http://www.sofaexpo.com) for SOFA WEST and Intuit Show events open to all attendees including an insider tour of Acoma and Pueblo pottery on Tuesday, August 2, 2011 and a private backstage tour of The Santa Fe Opera Friday, August 5. Fees apply.
- Press Room:** Visit the SOFA WEST: Santa Fe 2011 Press Room at [www.sofaexpo.com/sfpress/](http://www.sofaexpo.com/sfpress/) for press releases, downloadable high-resolution press images, and to register for press credentials.
- General Information:** For more information on SOFA Fairs in Santa Fe, Chicago and New York, visit [www.sofaexpo.com](http://www.sofaexpo.com) | E: [info@sofaexpo.com](mailto:info@sofaexpo.com) T: 800.563.SOFA (7632) or 312.587.7632 F: 773.345.0774.

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Produced by  
The  
Art Fair  
Company

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CHICAGO, IL 60654

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