

**The Art Fair Company Presents 3rd Annual SOFA WEST: Santa Fe 2011
NEW DATES! August 4 - 7, Santa Fe Convention Center
Museum of New Mexico Foundation to Partner Again
for Opening Night Preview FIRST LOOK Wednesday, August 3**

S O F A
ART & DESIGN
SANTA FE

THE INTUIT
SHOW
FOLK AND OUTSIDER ART

**For Immediate Release
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Also New at the Fair:

- **Spotlight Presentation of The Intuit Show of Folk and Outsider Art**
- **Opening Night Public Preview**

SANTA FE, NM. Long heralded as the nation's premier fairs for outstanding contemporary art and design in New York and Chicago, SOFA's 3rd annual western edition returns to the Santa Fe Convention Center with new high summer dates. The much-anticipated **International Sculpture Objects & Functional Art Fair, SOFA WEST: Santa Fe 2011** will move from its former July dates to run August 4 - 7 at the Santa Fe Convention Center. With 35 exhibitors confirmed to date, the show is up in dealer participation from last year's 28.

The fair opens the evening of Wednesday, August 3 with an invitation-only FIRST LOOK private preview for **Museum of New Mexico Foundation** supporters from 5-6:30 pm, and SOFA VIPs beginning at 6:30 pm. **Mark Lyman**, Founder/Director of SOFA and President of Chicago-based The Art Fair Company says, "We are delighted to partner with the prestigious Museum of New Mexico for the third straight year on Opening Night, and to offer its key supporters first viewing and opportunity to purchase at the fair." **A new Opening Night Public Preview** begins at 7 pm. Tickets are \$50 and will be available on sofaexpo.com or at the door beginning at 5 pm. Opening Night continues until 9 pm. (See Opening Night release)

Lyman continues, "Building on the success of last year's SOFA WEST, we are looking forward to its **new August dates**, which is really the high time in Santa Fe. We will now have a full-season scale of audience, and even greater opportunities for our dealers in terms of market size. In August, the opera is in full swing, people are getting ready for Indian Market, it's the best time to be in Santa Fe."

The Art Fair Company also recently announced an exciting addition to SOFA WEST, a spotlight presentation of **The Intuit Show of Folk and Outsider Art**. Lyman says, "After a successful inaugural partnership of SOFA and Chicago's respected **Intuit: The Center for Intuitive and Outsider Art** at SOFA CHICAGO last fall, we are delighted to work together again on SOFA WEST."



SOFA WEST: Santa Fe 2010
Opening Night



Harry Young
Packer Schopf Gallery

Principal among Intuit dealers are **Carl Hammer Gallery**, **Russell Bowman Art Advisory**, **Judy A. Saslow Gallery** (all of Chicago) and **The Ames Gallery**, Berkeley, CA. Outsider luminaries on offer include **Henry Darger** and **Martin Ramirez** (Carl Hammer Gallery); **Carlo Zinelli** (Judy A. Saslow and Russell Bowman Art Advisory); **Eugene Von Bruenchenhein** (Carl Hammer and Packer Schopf Gallery, Chicago); **Lee Godie** (Carl Hammer and Packer Schopf); and **A. G. Rizzoli** (The Ames Gallery). (See Intuit Presentations release).

Lyman reports exciting new additions to SOFA WEST's dealer lineup including **Flow Gallery** and **ZeST Contemporary Gallery**, both of London (UK); **Douglas Dawson** (Chicago) specialist in historic, antique and contemporary art from Africa, Asia, and the Americas; fine art dealers **222 Shelby Street Gallery** and **Eight Modern** (both of Santa Fe); **Darrell Bell Gallery** (Saskatoon, Canada) presenting contemporary Canadian sculpture and

furniture; **Jerry Szor Contemporary Jewelry** (Dallas), adding to the contemporary studio art jewelry mix at the fair; and fine art, limited-editions publisher, **Landfall Press** (Santa Fe). Contemporary Asian art promises to be well represented by dealers **Joan B. Mirviss Ltd.** (New York), **TAI Gallery** (Santa Fe), and **Dai Ichi Arts, Ltd.** (New York).



SOFA WEST: Santa Fe 2010
TAI Gallery

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Plans are also well underway for the **SOFA WEST 2011 Lecture Series** which takes place Thursday through Sunday at the fair, featuring renowned artists, collectors, dealers and critics, and is included with paid admission. (See Lecture Series release)

The New Mexico Museum of Art in Santa Fe will mount a small exhibition at SOFA WEST: Santa Fe previewing the Museum's upcoming show **Kimono: Karen LaMonte and Prints of the Floating World** which takes place at the museum June 24 - November 6, 2011. The *Floating World* exhibit juxtaposes LaMonte's life-sized cast-glass sculpture of a kimono with figurative Japanese woodblock prints. (See Special Exhibits/Events release) **Laura Addison**, Curator of 20th Century Contemporary Art, New Mexico Museum of Art will also moderate a Lecture Series panel discussion related to the *Floating World* exhibition. (See Lecture Series release)

SOFA WEST special events include an **invitation-only Design Reception** at the fair sponsored by **Trend Magazine**, Thursday, August 4 from 4-5:30 pm. Renowned architects and designers discuss the topic *Southwestern Dreamin': High Desert Aesthetic in Contemporary Architecture and Design*.

Special Ticketed Events open to the public:

- An excursion to the Pueblo of Acoma led by **Bruce Bernstein**, PhD, Executive Director **Southwestern Association for Indian Arts (SWAIA)**.
- A backstage tour of Santa Fe's cultural mainstay, **The Santa Fe Opera!** (See Special Exhibits/Events release)

Programming for the exclusive **VIP Program** for SOFA WEST VIP Cardholders is also in development, offering tours to private collectors' homes, curator-led discussions and behind-the-scenes museum tours, as well as visits to artist studios. It was also announced that Santa Fe designer **Victoria Price** will design this year's SOFA WEST: Santa Fe VIP Lounge.

Lyman concludes, "Santa Fe is a major art and culture destination, especially during the height of its summer arts season. Don't miss the excitement!" For more information on other arts events happening during SOFA WEST, visit the official website of the Santa Fe Convention & Visitors Bureau: <http://www.santafe.org/>.

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SOFA WEST: Santa Fe 2011 and spotlight presentation of The Intuit Show of Folk and Outsider Art take place at the Santa Fe Convention Center, 201 W Marcy Street, Santa Fe, NM as follows: Opening Night, Wednesday, August 3 begins with FIRST LOOK Preview, an invitation-only event for Museum of New Mexico Foundation supporters from 5-6:30 pm. SOFA WEST VIP Cardholders may enter at 6:30 pm. Opening Night Public Preview begins at 7 pm. Tickets are \$50 and will be available on sofaexpo.com or at the door beginning at 5 pm. Opening Night continues until 9 pm. General admission fair hours are Thursday, August 4 - Sunday, August 7 from 12 noon-6 pm. Tickets are \$15 for single day general admission and \$25 for a four-day pass. Catalogs may be purchased for \$15 at the exposition. Visit www.sofaexpo.com for more information.

High-resolution images and press releases are available for immediate download at www.sofaexpo.com/sfpress.