



**For Immediate Release
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The Museum of New Mexico Foundation to Again Host FIRST LOOK Opening Night Preview at 3rd Annual Sculpture Objects & Functional Art Fair: SOFA WEST: Santa Fe Wednesday, August 3, 2011 | Santa Fe Convention Center

And New this Year! Opening Night Public Preview

SANTA FE, NM. **Mark Lyman**, President, The Art Fair Company, announced the **Museum of New Mexico Foundation's (MNMF)** continued participation in the Opening Night Preview of the 3rd Annual Sculpture Objects & Functional Art Fair: SOFA WEST 2011. Lyman said, "We are delighted that for the third straight year the Foundation plans an Opening Night private preview for its highest level supporters, inviting members of its Circles and Business Council to an exclusive, early viewing 'FIRST LOOK' at the fair. These individuals and companies are the movers and shakers of Santa Fe and New Mexico's vibrant arts and culture scene. We are pleased to offer the Foundation a first-class art event for its most stalwart supporters, and to give them first opportunity to view and purchase."

John Easley, Executive Director, The Museum of New Mexico Foundation, says, "We anticipate that MNMF's top supporters will attend FIRST LOOK. With exciting contemporary art, SOFA WEST and its special presentation of the Intuit Show of Folk and Outsider Art is a strong draw. We look forward to working with the fair to create a festive evening for our major donors and business partners."

The Museum of New Mexico Foundation's FIRST LOOK at SOFA WEST: Santa Fe 2011 is sponsored by **Reynolds Insurance**. The Opening Night event will take place Wednesday, August 3 beginning at 5 pm for MNMF guests. SOFA WEST VIP cardholders may enter at 6:30 pm. The 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.



L to R: Mark Lyman; State Representative Brian Egolf; Mayor Pro Tem Rebecca Wurzbarger; City Councilor Christopher Calvert; and Jake Rodar of Reynolds Insurance at the SOFA WEST: Santa Fe 2010 Ribbon Cutting

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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.

MNMF is a private, non-profit organization dedicated to providing critical services and support to the four museums and seven historical state monuments that comprise the Museum of New Mexico, which includes: New Mexico History Museum/Palace of the Governors, New Mexico Museum of Art, Museum of International Folk Art, and Museum of Indian Arts & Culture/Laboratory of Anthropology. Learn more at www.museumfoundation.org. MNMF depends on its memberships and private giving to fund the museums' programming and acquisitions. For more information about FIRST LOOK and The Circles and Business Council at MNMF, contact Laura Waller at laura@museumfoundation.org or 505.982.6366, ext. 116.

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