

Expressions of Culture, Inc. Producer of the Annual International Expositions of Sculpture Objects & Functional Art: **SOFA CHICAGO and SOFA NEW YORK**



Opening Night Preview at SOFA CHICAGO 2007

The Chicago-based Expressions of Culture, Inc., incorporated in 1993, produces the International Expositions of Sculpture Objects & Functional Art: SOFA in Chicago and New York. In 2005, Expressions of Culture, Inc. joined dmg world media (www.dmgworldmedia.com), an international exhibition and publishing company that produces more than 300 market-leading trade exhibitions, consumer shows and fairs, in addition to 45 related magazines, newspapers, directories and market reports.

At SOFA expositions, prominent international galleries and dealers present for sale masterworks bridging the worlds of design, decorative and fine arts, showcasing the rich visual heritage of the decorative arts alongside new, innovative expressions. The works presented bridge historical periods, art movements and cultures, from ethnographica, Asian arts and mid-twentieth century modern to the most cutting-edge contemporary arts and design.

The expositions also feature an acclaimed Lecture Series and educational special exhibits, free with SOFA admission. Special events include an invitation only Designers Breakfast Preview for leading architects, designers and art consultants and their clients; and a VIP Program of ancillary events both on and off site for existing high-profile clients and collector/museum groups, including private guided tours of public, corporate and private art collections led by top curators. For more information, visit www.sofaexpo.com.

HISTORY OF SHOWS



SOFA CHICAGO

1994-Present. SOFA CHICAGO was inaugurated at the Sheraton Hotel and Towers in 1994, with 58 exhibitors and 14,000 persons attending. In 1995, SOFA CHICAGO moved to Festival Hall at Chicago's historic Navy Pier. Since then, the exposition has grown steadily in the number of exhibitors, averaging 95 – 100 galleries and dealers in recent years, and attendance has increased over 100%. A record 34,000 persons attended SOFA CHICAGO 2007. Total sales are estimated at 15 million dollars per show.

SOFA CHICAGO, the largest and longest continually-running art fair in Chicago, is a mainstay in its cultural and social calendar. Mary Daniels, senior arts writer, *The Chicago Tribune*, wrote, "New art forms never before seen and rich artisan traditions come together in a synergistic explosion of creativity at SOFA CHICAGO..."

A sense of discovery and surprise always permeates this show, one of the most anticipated cultural events in this city." Jim Yood, critic and historian, *Art + Auction* and *Chicago Public Radio/WBEZ-FM*, said, "SOFA's high-end, cutting-edge mix clearly has global appeal...it's a really wonderful art fair."



World-renowned glass artist Lino Tagliapietra in the Holsten Galleries booth at SOFA CHICAGO 2007



SOFA NEW YORK

1998-Present. In its inaugural year, SOFA NEW YORK 1998 sold every square foot of available exhibitor space in the prestigious Park Avenue Armory on Manhattan's Upper East Side, and enjoyed 9,000 visitors; by 2007, attendance had increased over 55% to 13,500. SOFA NEW YORK has been increasingly embraced by the New York fine art establishment. Roberta Smith, art critic, *The New York Times* wrote of the fair, "Presence is what counts, and it can be found in almost every booth." Total sales are estimated at 10 million dollars per show.



Guests at SOFA NEW YORK 2007 Opening Night Preview