

For Immediate Release

ArtPad^{SF}



ArtPadSF Announces Participating Galleries

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**Contemporary & Street Art Panels – Virgin Collector's
Lounge – Outdoor Video Screenings – Swimming Pool
Social Sculpture – Live Music – DJs and much more**

The Phoenix Hotel

May 19 – 22, 2011

April 14, 2011 (San Francisco) – Joining the triumvirate of art fairs opening in San Francisco, CA this May 19–22, ArtPadSF, an independent hotel-based art fair focusing on emerging and contemporary galleries and artists from the Bay Area and beyond, will debut at San Francisco’s legendary Phoenix Hotel.

In announcing the 2011 exhibiting galleries and programming schedule, ArtPadSF Director, Maria Jenson notes, “The Phoenix is the quintessential place to launch an independent art fair. It’s an oasis located in a San Francisco neighborhood that’s on the edge, and for many artists, collectors and enthusiasts, exploring the areas just outside of our comfort zones or what we recognize as familiar, is often the most invigorating way to find hidden treasures. Collecting can be fun and need not be limited to the exceptionally affluent. It can also be as much about the hunt as it is the find. ArtPadSF is an adventure—for us as producers, for our exhibiting galleries and artists, for our partners and sponsors, and hopefully for ArtPadSF visitors.”

Exhibiting Galleries – ArtPadSF 2011:

- Ampersand International Arts, San Francisco & Paris
- Anno Domini, San Jose
- Art Modern Gallery, Miami
- Ever Gold, San Francisco
- Galeria de la Raza, San Francisco
- Gallery KM, Santa Monica
- Gregory Lind, San Francisco
- Hang Art, San Francisco
- Jack Hanley, New York
- Johansson Projects, Oakland
- Krowswork, Oakland
- Launch LA, Los Angeles
- Leila Taghinia-Milani Heller Gallery (LTMH), New York
- Mark Wolfe Contemporary Art, San Francisco
- Marx & Zavattero, San Francisco

- Michael Rosenthal, San Francisco
- Mina Dresden, San Francisco
- Patricia Sweetow, San Francisco
- Robert Berman / E6 Gallery, San Francisco
- Steven Wolf, San Francisco
- Swarm Gallery, Oakland
- The McLoughlin Gallery, San Francisco
- Triple Base, San Francisco
- Toomey Tourell, San Francisco
- White Walls Gallery, San Francisco

ArtPadSF Programming:

ArtPadSF is pleased to provide a broad cross-section of galleries, arts organizations and artists with a platform to present and accentuate the emerging disciplines and independent elements active in the contemporary art world and prominent in the Bay Area arts community. Offering arts enthusiasts and seasoned collectors the opportunity to discover new trends and artistic practices, ArtPadSF will feature approximately 30 select galleries, as well as four days of contemporary art programming, which includes the utilization of the Phoenix's heated outdoor pool for live art performances such as, 'Swimming Pool Social Sculpture', by graduating and continuing MFA students from California College of the Arts (CCA) Graduate Fine Arts program, and a suspended art installation by LTMH Gallery artist Alexis Laurent.

Contemporary Art Panels and Tours:

ArtPadSF's inaugural year will feature afternoon speaker panels on Friday and Saturday, May 19th and May 20th. Moderated by William Moreno, independent curator, writer and board vice president of Los Angeles Contemporary Exhibitions (LACE), the ArtPadSF speaker panels will begin Friday, May 20th at 12:30PM with 'California Contemporary Art in Context.' Featuring panelists Alma Ruiz, curator of contemporary art for The Museum of Contemporary Art, Los Angeles (MOCA), Lawrence Rinder, director of the Berkeley Art Museum and Pacific Film Archive, and Erik Bakke, San

Francisco Bay Area based artist, 'California Contemporary Art in Context' will investigate and discuss recent artistic trends and practices in the context of California and global shifts, asking such questions as: 'Where are artists focused?' 'How do they respond to their environments?' 'What can be gleaned from their practices?' and 'What new media or technologies are they employing?' The panel aims to present an overview of various artist practices and works.

Following the Friday art panel, visitors are invited to tour ArtPadSF from 3-5PM with Marianna Stark, collector and publisher of "Stark Guide to San Francisco Art." Listen in and learn as Marianna asks dealers about their program aesthetic, personal bios, and what they're showing at ArtPadSF.

Further invigorating ArtPadSF's programming, Juxtapoz magazine will present a speakers panel, 'Collecting Street Art' on Saturday afternoon. Organized by Justin Giarla of White Walls Gallery, the panel will present international street artists Blek le Rat (France), EINE (UK) and APEX (US). Moderated by Pedro Alonzo, a member of San Francisco's graffiti and street art community, the discussion will begin at 1PM on Saturday, May 21st.

For more information about the featured panelist please visit www.artpadsf.com

Swimming Pool Programming:

Saturday afternoon at 3PM don't miss Glen Helfand's curated 'Swimming Pool Social Sculpture', in which graduating and continuing MFA students from California College of the Arts (CCA) Graduate Fine Arts program will hit the pool and deck for a durational series of splashy, synchronized, and sculptural performance actions.

Later in the day on Saturday as the sun begins to set, EverGold gallery will take over the Phoenix swimming pool to present an original art performance piece. What it will be, we have yet to see.

Installed throughout the duration of the Fair and suspended above the Phoenix swimming pool, LTMH Gallery artist Alexis Laurent's sculpture 'Dandelions', a teardrop arrangement of air plant sculptures, will be sure to make people look up.

ArtPadSF Evening Programming:

After all the other San Francisco art fairs have closed their doors for the evening, ArtPadSF will still be in full swing. Evening programming for ArtPadSF includes live bands and DJs, access to Chambers the Phoenix Hotel's new restaurant and bar, and 'No Dialogue' a series of outdoor video art screenings curated by Bay Area artist and author Dorka Keehn and Jasmine Moorhead of Krowwork Gallery.

'No Dialogue' video works will be projected from the roof of the Phoenix Hotel onto the rear wall of Mayfair Hotel, achieving approximately a 50' x 50' image on the wall, from dusk until 10PM on Friday and Saturday. Notes Keehn, "If the old adage that a picture is worth a thousand words is to be believed, shouldn't a whole series of images be able to speak for themselves? Dialogue in art is actually a relatively recent innovation; very few old paintings come with any words attached to them other than the title. Even performance art has often relied more heavily on body language and visual expression than on spoken words. With 'No Dialogue' we leave the theme open to artists' interpretation."

Live music will include The Minks, a San Francisco-based "mostly" all-girl Kinks tribute band playing Friday the 20th of May from 6-8PM. Musical entertainment on Saturday night the 21st of May from 6-10PM will be provided by EverGold gallery, who will set the stage for an all night event, presenting Bay Area DJs, works by artists including ArtPadSF's second swimming pool art performance, and much more.

Additional ArtPadSF programming will include the unveiling of Eddie Colla's new public mural commissioned for ArtPadSF, an opportunity on Sunday, May 22nd to meet the creators of Loose Leaf – a limited edition visual culture publication existing as a collection of unbound and large-format printed art and design works by such artists as Dave Eggers, Jake Longstreth, and Richard Misrach, and non-stop access during fair

hours to the Virgin America sponsored Virgin Collector's Lounge featuring an interactive installation by artist Chris Ritson exploring the narrative myth of the North African Lotus-Eater, through the contemporary perspective of its viewers.

"In the hollow Lotus-land to live and lie reclined on the hills like Gods together, careless of mankind." –The Lotus-Eaters, Alfred Lord Tennyson

Opening Night Preview Event:

ArtPadSF's Opening Night Preview on Thursday, May 19th from 7pm until midnight offers collectors the premiere opportunity to view artworks and interact with ArtPad's exhibiting gallerists in an intimate and casual environment.

Proceeds from ArtPad's Opening Night Preview will benefit the pioneering Bay Area organization, Black Rock Arts Foundation's (BRAAF) public art and grant programs. BRAAF works with communities in the Bay Area and around the world to collaboratively produce innovative, relevant and pioneering works of public art that build community, including over 20 projects in the Bay Area and over 60 projects worldwide.

ArtPadSF's Opening Night VIP Preview will include first access to view and purchase works from ArtPadSF's exhibiting galleries, performances by BRAAF artists, musicians, and exclusive access for top-tier ticket holders to the Chambers Lounge.

About ArtPadSF:

ArtPadSF is a provocative new 21st century boutique art fair that focuses on emerging and contemporary art from the Bay Area and beyond. Recognizing the need for an independent art fair to further engage and create new audiences for Bay Area arts, Chip Conley, Founder and Chief Creative Officer of Joie De Vivre Hotels, along with ArtPad director, Maria Jenson, created ArtPadSF. Debuting at the legendary Phoenix Hotel

May 19th–22nd, 2011 ArtPadSF offers art enthusiasts and seasoned collectors alike the opportunity to discover current trends and artistic practices presented by local and national art galleries and artists.

Calendar Listing:

WHAT: ArtPad SF

WHEN: May 19 – 22, 2011

WHERE: The Phoenix Hotel

601 Eddy Street (at Larkin Street)

San Francisco, CA 94109

HOURS: Thursday: 7PM–12AM (VIP Preview & BRAF Benefit)

Friday: 12PM–10PM

Saturday: 12PM–10PM

Sunday: 11AM–6PM

MORE INFO: www.artpadsf.com or call 415 364 5465 (SF)

TICKETS: \$10 – General Admission

\$50-\$125 – VIP Preview Party

(includes access to the Fair on Friday, Saturday, and Sunday)

Opening Night Ticket Information:

Chambers Lounge and Poolside Soiree

\$125 online presale; \$150 at the door

7:00 pm – Midnight

Includes premiere opportunity to view and purchase art, evening performances, DJs, passed hors d'oeuvres, hosted bar, and exclusive access to the Chambers Lounge from 7:00 – 9:00 pm.

(Includes access to the Fair on Friday, Saturday, and Sunday)

Poolside Soiree Only

\$50 online presale; \$75 at the door

7:00 pm – Midnight

Includes preview access to purchase and view art, evening performances, DJs, hors d'oeuvres, and a complimentary cocktail beverage. (Includes access to the Fair on Friday, Saturday, and Sunday)