



FOG DESIGN+ART 2026 OPENS WITH STRONG SALES AND EXCEPTIONAL ATTENDANCE AT SOLD-OUT PREVIEW GALA

San Francisco, CA (Thursday, January 22, 2026)—**FOG Design+Art** launched its 2026 edition with a **Preview Gala** with more than 2,700 attendees at **Fort Mason Center for Arts and Culture**, the highest attendance in the history of the event. The event welcomed the international art and design community for an evening of celebration, connection, and early acquisitions. Benefiting the exhibitions and education initiatives of the **San Francisco Museum of Modern Art** (SFMOMA), the gala brought together collectors, curators, artists, designers, and leaders across the art, design, business, and technology sectors.

Exhibitors reported strong early sales and sustained engagement throughout the evening, signaling continued confidence in the fair and the Bay Area's dynamic cultural ecosystem. From established to emerging galleries, participants praised the caliber of attendees and the fair's thoughtful curation.

"It was incredibly rewarding to see such enthusiasm and momentum at the Preview Gala as we opened the 2026 edition of FOG Design+Art," said **Sydney Blumenkranz, Director of FOG Design+Art**. "Each year the fair continues to evolve—deepening its commitment to both art and design while fostering meaningful connection within our community. The energy last night set a powerful tone for the days ahead, and we're grateful to our exhibitors, partners, and guests for making this opening such a success."

Preview Gala guests enjoyed wine from The Donum Estate, signature cocktails and mocktails, and catering from McCall's, including sushi, dim sum, and bao carts. In addition, guests had the chance to explore a Zoox robotaxi at the fair's entry and enjoy music by DJ Debut in Pier 2.

The Preview Gala also marked the return of **FOG FOCUS**, the fair's dedicated platform for galleries presenting artists in the earlier stages of their careers. Visitors to the Gala also enjoyed the return of **FOG MRKT**, the fair's curated installation and retail experience situated at the entryway of the fair. For 2026, FOG MRKT presents a selection of local purveyors, presenting artist-designed objects and limited-edition works, reinforcing the fair's role as a platform for discovery across disciplines.

Notable attendees at the Preview Gala included Honorary Chairs—Sir Jony Ive and Lady Heather Ive, and Tabitha Soren and Michael Lewis, recognized for their longstanding support of FOG and their leadership across art, design, and civic life; The FOG Design+Art Steering Committee: Douglas Durkin, Brittany Pattner, Sarah Wendell Sherrill, and Susan Swig; the FOG FOCUS Committee: Azzurra Alliata di Montereale, Matt Farron, Lauren Ford, Emma Hanley, Pamela Hornik, Sophia Kinell, Chris Perez; and Advisory Committee: Stanlee R. Gatti and Katie Paige. Also in attendance were leading collectors, museum professionals, and cultural patrons from the Bay Area and beyond, including:

Christopher Bedford, SFMOMA director
Mayor Daniel Lurie
Alka Agrawal, SFMOMA Board President
Diana Nelson, SFMOMA Board Chair
Mimi Haas, SFMOMA Trustee
Robert Fisher, SFMOMA Board Chair Emeritus
Komal Shah, SFMOMA Trustee
Sonya Yu, SFMOMA Trustee
Roselyn Swig, SFMOMA Trustee
Rodney McMillian, artist
Wayee Chu, SFMOMA Trustee
Kaitlyn Krieger, SFMOMA Trustee
Mike Krieger, Anthropic
Chuck Collins, SFMOMA Trustee
Kerry King, Contemporary Jewish Museum
Monetta White, MoAD Director and CEO
JD Beltran, artist, commissioner
Maria Jenson, SOMArts Director
Mildred Howard, artist
Lava Thomas, artist

Penny Coulter, Chief of Protocol for the City and County of San Francisco + SFMOMA Trustee
Maria Manetti Shrem, Manetti Shrem Museum
Mari Robles, CEO Yerba Buena Center for the Arts
Soyoung Lee, Asian Art Museum Director and CEO
Veronica Roberts, Cantor Arts Center Director
Jason Linetzky, Anderson Collection
Julie Rodrigues Widholm, BAMPFA
Zac Posen, Executive Vice President and Creative Director of Gap Inc.
Ana Teresa Fernández, artist
Trevor Paglen, artist
Masako Miki, artist
Arleene Correa Valencia, artist
Ali Gass, Founding Director, ICA San Francisco

FOG Design+Art 2026 continues at Fort Mason Center for Arts and Culture with a full program of gallery presentations, design installations, talks, and public programming throughout the fair's run.

FOG Design+Art
Thursday, January 22–Sunday, January 25, 2026

Fort Mason Center for Arts & Culture
Piers 2 & 3

Hours:

Thursday, January 22–Saturday, January 24, 2026: 11:00 a.m. – 7 p.m.

Sunday, January 25, 2026: 11:00 a.m. – 5:00 p.m.

FOG Design+Art offers two general-admission ticket options: a single-day ticket or a four-day fair pass. Tickets to the fair include entry to both FOG Design+Art and FOG FOCUS, as well as access to FOG Talks, which feature dynamic conversations with leaders across the fields of art, design, and technology.

Single-day tickets are \$40 (plus fees).

Four-day tickets are \$100 (plus fees).

Student tickets are \$5 (with valid student ID, purchase on-site).

Children 12 and under are free.

Tickets are available online (fogfair.com/tickets) and at the door.

Sponsors

FOG Design+Art is generously sponsored by Bank of America, Christie's, The Donum Estate, Freshfields, Molteni&C, UOVO: Art Fashion Wine, Valentino, and Zoox.

FOG is pleased to collaborate with the following media partners: *American Art Collector*, *American Fine Art Magazine*, *Art & Object*, *Art Review*, *Bomb*, *C Magazine*, *California Home + Design*, *California Homes*, *CULTURED*, *Dwell*, *Galerie magazine*, *Marin Magazine*, *Modern Luxury Interiors*, *Nob Hill Gazette*, *Ocula*, *San Francisco*, *San Francisco Arts Monthly*, *Silicon Valley*, *SHLTR*, *Spaces*, and *Variable West*.

SF Art Week

SF Art Week is back! The citywide celebration that's grown around **FOG Design+Art** returns **January 17–25, 2026**, spotlighting the creativity and diversity that make the San Francisco Bay Area one of the world's most dynamic arts destinations.

This year's edition invites art lovers to explore museums, galleries, art fairs and events across the Bay—with a curated **guide, map, and neighborhood highlights** offering insider tips on where to **eat, drink, and shop** while art-hopping your way through the week. Learn more at www.sfartweek.com.

San Francisco Museum of Modern Art

151 Third Street
San Francisco, CA 94103

The San Francisco Museum of Modern Art is one of the largest museums of modern and contemporary art in the United States and a thriving cultural center for the Bay Area. Its remarkable collection of painting, sculpture, photography, architecture, design and media arts is housed in an LEED Gold-certified building designed by the global architects Snøhetta and Mario Botta. In addition to seven gallery floors, SFMOMA currently offers more than 45,000 square feet of free, art-filled public space open to all.

Visit sfmoma.org or call 415.357.4000 for more information.

For our latest news, follow us on Instagram and on Facebook at FOG Design+Art. (#FOGFair #FOGDesign+Art #FOGFair2026)

For additional information about the FOG Design+Art fair please visit www.fogfair.com. For additional information about the SFMOMA benefit events at FOG, please visit sfmoma.org/fog. For press inquiries, please contact Abby Margulies at Abby@fogfair.com or 614-827-5810.