SAN FRANCISCO FOG DESIGN+ART FAIR
ANNOUNCES 2016 SPECIAL PROGRAMS AND LINEUP

Third annual celebration of innovative design and art will feature exhibits, installations, and discussions with an international array of top gallerists, design dealers, artists, architects and style-makers

January 13–17, 2016, at Fort Mason Center Festival Pavilion

San Francisco, CA (January 5, 2016)—The third annual FOG Design+Art fair opens to the public January 14, 2016 at the Fort Mason Center Festival Pavilion, with a special Preview Gala on January 13. The FOG Design+Art Steering Committee is pleased to announce the dynamic lineup of presentations, discussions, movie screenings and more. During these four days in January, San Francisco becomes the epicenter of art and design, celebrating modern art, architecture, technology and design, with dynamic exhibits, custom installations, pop-up galleries, as well as presentations and discussions on topics ranging from famed art collector Peggy Guggenheim to Northern California’s woodworking renaissance in the 1970s, art collecting, the San Francisco design and art scene and more.

“We are delighted to bring FOG Design+Art back for a third year,” said Douglas Durkin, FOG Forum chair and member of the FOG Design+Art Steering Committee, which conceived and developed the fair. “Reflecting the creative energy and unique, innovative spirit of the West Coast, FOG Design+Art has become a destination event for collectors, designers, artists and anyone who appreciates innovation in design, pop culture and technology.”

FOG Design+Art will feature over 40 prominent 20th century and contemporary art and design dealers from the Bay Area and beyond, including the return of Stanlee Gatti’s iconic 21POP installation—titled “Cut it Out” for this year’s fair—pop-up culinary experiences from Cotogna and Jane and a lineup of presentations, lectures and engaging discussions with leaders in the design and art worlds. The fair kicks off with a preview gala benefitting the San Francisco Museum of Modern Art (SFMOMA) that will give guests the opportunity for a first look at the fair’s offerings before it officially opens to the public. Reflecting the inventive spirit of the San Francisco Bay Area, this year’s FOG Design+Art will honor Instagram co-founders Mike Krieger and Kevin Systrom at the Innovators
Luncheon on Thursday, January 14, with design writer and sociologist Sarah Thornton as special guest speaker. FOG Design+Art wishes to thank corporate sponsors Christie’s and Neiman Marcus Union Square for their support of the fair.

Current confirmed exhibitors for the 2016 event include:

- **ADN Galeria** Mexico City
- **Altman Siegel Gallery** San Francisco
- **Anthony Meier Fine Arts** San Francisco
- **Cristina Grajales Gallery** New York
- **Crown Point Press** San Francisco
- **David Gill Gallery** London
- **David Kordansky Gallery** Los Angeles
- **David Zwirner** New York
- **Demisch Danant** New York
- **Edward Cella Art & Architecture** Los Angeles
- **Fraenkel Gallery** San Francisco
- **Friedman Benda** New York
- **Galerie kreo** Paris/London
- **Geoffrey Diner Gallery** Washington DC
- **Gladstone Gallery** New York/Brussels
- **Haines Gallery** San Francisco
- **Hosfelt Gallery** San Francisco
- **Hostler Burrows** New York
- **Industry Gallery** Los Angeles
- **Jason Jacques Inc.** New York
- **Jessica Silverman Gallery** San Francisco
- **John Berggruen Gallery** San Francisco
- **Lebreton Gallery** San Francisco
- **MACCARONE** New York/Los Angeles
- **Magen H Gallery** New York
- **Maison Gerard** New York
- **Marian Goodman Gallery** New York
- **Mathew Marks Gallery** New York
- **Obsolete / SLETE Gallery** Culver City
- **Ornamentum** New York
- **PACE ART + TECHNOLOGY** Menlo Park
- **Patrick Parrish** New York
- **R & Company** New York
- **Ratio 3** San Francisco
- **Reform Gallery** Los Angeles
- **Rena Bransten Projects** San Francisco
- **Salon 94** New York
- **Seomi International** Los Angeles
- **Sienna Patti** Lenox, MA
- **Todd Merrill Studio Contemporary** New York
- **Wexler Gallery** Philadelphia
- **Winston Wachter Fine Art** Seattle
- **Yossi Milo Gallery** New York

Check [fogfair.com](http://fogfair.com) for updated information.

A diverse array of artists, designers and dealers will participate in the fair’s dynamic schedule of special preview events, panel discussions, conversations and performances. All programs are included in admission to the fair unless otherwise noted.

**Wednesday, January 13**
**Preview Gala**

5–10 p.m.
Ticket prices start at $175 and are available at [www.sfmoma.org/fog](http://www.sfmoma.org/fog)

Kick off the FOG Design+Art fair in style at the FOG Preview Gala. Enjoy exclusive early access to the vast range of exquisite furniture, fine art and design objects from 43 dealers and galleries before the fair opens to the public. Stay for a festive evening of dining, drinks and design. Entertainment will be provided by internationally acclaimed DJ Jason Kendig (HNY Soundsystem). Culinary creations will be provided by Mc Calls and Cotogna, and drinks will be provided by wine sponsor Meiomi and spirits sponsor Campari America. Proceeds from the Preview Gala will support SFMOMA’s innovative exhibitions and education programs.

Thursday, January 14

11 a.m.–6 p.m.
Open to the public

12–1:30 p.m.
**Innovators Luncheon** honoring Kevin Systrom and Mike Krieger, co-founders of Instagram, with special guest speaker Sarah Thornton
Tickets are $200 per person and $2,000 for a table of ten and are available at [fogfair.com/innovators](http://fogfair.com/innovators)

Friday, January 15

9–11 a.m.
**ArtBites presented by SFMOMA’s Modern Art Council**
Ticket prices start at $150 and are available at [www.sfmoma.org/artbites](http://www.sfmoma.org/artbites) or at the door.
Breakfast reception in the Mezzanine

**Deconstructing Design: Inside the New SFMOMA**
David Brenner, founder, Habitat Horticulture
David Darling, partner, Aidlin Darling Design
Jon McNeal, senior architect, Snøhetta
Moderated by Joseph Becker, associate curator of architecture and design, SFMOMA

11 a.m.–6 p.m.
Open to the public

Presentations—FOG Theater
1 p.m.
*Impolite Wallpaper: Design through an Artist’s Eyes* Beth Katleman, artist

3 p.m.
**Visionary Wood: Northern California’s Woodworking Renaissance, 1970-79 with a spotlight on J. B. Blunk, Robert Strini and John Bauer**
John Bauer, sculptor
René de Guzman, senior curator of art, Oakland Museum of California
Mariah Nielson, curator and director, J. B. Blunk Estate
Gerard O’Brien, owner and curator, Reform Gallery and the Landing
Robert Strini, sculptor

5 p.m.
**Screening: The Incredible San Francisco Artists’ Soapbox Derby**
Introduction by film director Amanda Pope

Saturday, January 16
11 a.m.–7 p.m.
Open to the public

Presentations–FOG Theater
1 p.m.
Screening: Peggy Guggenheim: Art Addict
Introduction by Janet Bishop, Weisel Family Curator of Painting and Sculpture, SFMOMA
Screening followed by a conversation with film director Lisa Immordino Vreeland
Presented by Christie’s

3 p.m.
Developing the Confidence to Trust Your Instinct: Todd Hosfelt and David Breskin Discuss Collecting
David Breskin, writer, record producer, culture worker
Todd Hosfelt, Hosfelt Gallery

5 p.m.
Site-Specific: Creating an Immersive Moment
Charles de Lisle, designer
Tali Jaffe, executive editor, Cultured magazine
Presented by Cultured magazine

Sunday, January 17
11 a.m.–5 p.m.
Open to the public

Presentations–FOG Theater
1 p.m.
The Changing Face of San Francisco’s Art Scene
Alison Gass, associate director for collections, exhibitions, and curatorial affairs, Cantor Arts Center
Jonn Herschend, co-founder, The Thing Quarterly
Deborah Rappaport, co-founder, Minnesota Street Project
Claudia Altman Siegel, Altman Siegel Gallery

Pop-Up Dining by Cotogna and Jane

FOG Design+Art also will showcase San Francisco’s world-famous cuisine. Returning to the fair for a second year, award-winning chefs Michael and Lindsay Tusk, owners of Cotogna and Quince, will create a sit-down restaurant specially conceived for FOG. In addition, Jane will return to FOG, featuring house-made baked goods, organic salads, soups and tasty sandwiches. Beverage options at the fair will include Stumptown Coffee, Red Blossom Tea, local wines and Jane’s famous juices.

Sponsors

FOG Design+Art wishes to thank corporate sponsors Christie’s and Neiman Marcus Union Square; media sponsors ABC7, C Magazine, Cultured, Dwell, KCRW, San Francisco Magazine, and daily news media sponsors San Francisco Chronicle and SFGate;
exclusive online partner Artsy; wine sponsor Meiomi; spirits sponsor Campari America; and transportation partner UBER.

21POP is generously presented by: Penny and Jim Coulter, the Fisher Family, Stanlee R. Gatti, Lisa and John Pritzker, Courtney Roberts-Preston and Catherine and Ned Topham.

Tickets for the FOG Design+Art fair are $20 online via fogfair.com and $25 at the door.

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CALENDAR EDITORS, PLEASE NOTE:

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January 13–17, 2016, at Fort Mason Center Festival Pavilion

WHAT: FOG Design+Art Fair
Featuring prominent 20th century and contemporary art and design dealers; a selection of leading modern and contemporary art galleries; and 21POP, an iconic installation created by celebrated designer Stanlee Gatti

WHEN:
- Preview Gala: Wednesday, January 13, 5–10 p.m.
- Innovators Luncheon: Thursday, January 14, 12–1:30 p.m.
- ArtBites: Friday, January 15, 9–11 a.m.
- General Fair Hours:
  - Thursday, January 14, 11 a.m.–6 p.m.
  - Friday, January 15, 11 a.m.–6 p.m.
  - Saturday, January 16, 11 a.m.–7 p.m.
  - Sunday, January 17, 11 a.m.–5 p.m.

WHERE: Fort Mason Center Festival Pavilion
2 Marina Blvd., San Francisco, CA

SCHEDULE: Please visit fogfair.com for updates on event schedule and exhibitors

TICKETS: General admission: $20 at fogfair.com or $25 at the door

The FOG Design+Art Honorary Co-Chairs are Christine and Pierre Lamond. The Steering Committee includes FOG Forum Chair Douglas Durkin, Stanlee Gatti, Roth Martin, Katie Paige, Allison Speer and Cathy Topham. FOG Design+Art is produced by White Rain Productions, a San Francisco–based event company with more than 30 years of experience producing large-scale events and fairs.

The FOG Design+Art Dealers Committee includes Kim Hostler, Co-Chair, Hostler Burrows, NY; Jessica Silverman, Co-Chair, Jessica Silverman Gallery, SF; Jeffrey Fraenkel, Fraenkel Gallery, SF; Anthony Meier, Anthony Meier Fine Arts, SF; Zesty
Meyers and Evan Snyderman, R & Company, NY; and Gerard O’Brien, Reform Gallery, LA.

About SFMOMA
Founded in 1935 as the first West Coast museum devoted to modern and contemporary art, SFMOMA is reaching the final phase of a major expansion. The new SFMOMA will open on May 14, 2016. The proceeds from the FOG Preview Gala and fair support SFMOMA’s innovative exhibitions and education programs—programs that serve more than 55,000 students, teachers and families each year. For more information about SFMOMA and its expansion project, visit sfmoma.org.

FOR ADDITIONAL INFORMATION: Please visit fogfair.com or call 415.551.5190.

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