

**FOR IMMEDIATE RELEASE:**

**ART SILICON VALLEY / SAN FRANCISCO PRESENTS 69 INTERNATIONAL GALLERIES EXHIBITING 750 ARTISTS FROM 42 COUNTRIES**

**Inaugural Fair Partners with Prominent Local and National Art and Cultural Institutions**

***Strategic Collaborations Include Special Arts Programming, Unique Multi-Media Activations and Educational Experiences***

**San Mateo, CA (August 28, 2014)** - The inaugural edition of Art Silicon Valley/San Francisco (Art SV/SF) - Art Miami’s first international, contemporary and modern art fair on the West Coast – takes place over Columbus Day Weekend, October 9 -12, 2014. Centrally located between Silicon Valley and San Francisco, the fair will present 75 of the world’s most respected galleries and art institutions, representing 750 artists from 42 countries including Italy, France, Germany, England, The Netherlands, South Korea, Switzerland and Venezuela, among others. The fair will spotlight investment quality works of art alongside important emerging and new media artists.

Art Silicon Valley/San Francisco will open with a Platinum VIP Preview on Thursday, October 9, 2014 at 6 pm, followed by the VIP Preview from 7:30pm-10pm, at the San Mateo County Event Center. The elegant evening will benefit the **Shipyard Trust for the Arts** (STAR) and the **Djerassi Foundation,** and be sponsored by **Maserati**, which will display their latest automotive models, in celebration of the prestigious brand’s 100th anniversary. **GRAFF Diamonds** will showcase an exquisite collection of rare jewels on glamorous models and in their vitrines. **Ruinart Champagne** will be served throughout the VIP Preview which will be catered by Calafia Cafe and award-winning Chef Charlie Ayers. Additionally, the **Ruinart Champagne Bar** in the **Maserati VIP Lounge** curated by **LUXE Interiors + Design** will welcome guests and collectors throughout the fair.

In keeping with Art Miami’s high standards of quality, Art SV/SF will present a diverse collection of art along with works by emerging, mid-career and experimental talent, to an underserved audience of potential new collectors, philanthropists, art patrons and arts organizations. The fair will offer the unique experience of viewing great art and exploring innovative cultural programming including on-site installation projects, interactive art, artist talks and fair tours for all audiences and taste levels.

“Art SV/SF is also pleased to partner with several noteworthy philanthropic organizations which are deeply committed to supporting working artists both locally and internationally,” says Nick Korniloff, Director of the Fair. “It is a priority of Art SV/SF to be involved with the local community and further arts awareness, as well as support and promote new and innovative artistic talent and help establish the Silicon Valley / San Francisco area as an international arts destination.”

Highlights of other partnerships, activities and innovative programming at Art SV/SF include:

* The **Four Seasons Silicon Valley,** official hotel sponsor of Art SV/SF, will feature a special lobby art exhibit by six participating fair artists to coincide with the fair.
* **I PXL U**, the official photo sharing platform for Art SV/SF, will sponsor a special exhibition of monumental Banksy works from his 2013 New York City residency, featured at the Keszler Gallery booth. One of the most intriguing artists of our time, elusive English street artist Banksy has captured world-wide attention through his graffiti art.
* San Francisco-based gallery **White Walls** will exhibit works by noted street artist APEX, who will also complete an on-site mural on the exterior of the San Mateo Expo Hall during the fair.
* **Shipyard Trust for the Arts** (STAR) will exhibit photos from participants in STAR's program, Family Art Day and Artist In Residence Program, as well as additional works from Hunters Point Shipyard Artists.
* **ZERO1**, a tech art non-profit in San Jose, will mount John Slepian’s installation*,* Transcendence,in which the artist is completely levitated through the power of his mind. Using a hacked toy brainwave sensor, electronics, and powerful actuators, the artist lifts himself by achieving a meditative state. Slepian humorously and ironically explores the relationship of technology and spirit, and the nature of performance art itself. Video here: <https://vimeo.com/102068895>)
* As part of an ongoing collaborative project co-founded by photographer and UCD professor Tim Hyde, **University of California Davis** will mount ***Skull Session***, an exhibiting form- modular installation which will foster conversations between artists, scientists, musicians, and the public. During Art SV/SF, UCD will organize a schedule of public conversations between members of educational and art institutions throughout the Bay Area and will display new work by UCD faculty and students that further exhibit the blurred lines between the arts and sciences.
* **San Jose Institute of Contemporary Art (SJICA)** – SJICA will exhibit artist John Carpenter’s *Dandelion Clock* interactive art video and will organize an exploration of new mobile art apps for smartphones and tablets.
* **Leaders in Software Art (LISA) -** Art SV/SF has created a groundbreaking partnership with LISA in order to bring digital art to, and create a dialogue with, the tech-savvy communities of the Bay Area by making software and electronic art an integral part of the fair. LISA founder and tech art consultant Isabel Draves will bring together a selection of rising stars from the New York tech art community for exhibition and sale in dealer booths throughout the fair.  Additionally, Isabel Draves will separately present a unique exhibit of early tech art and noted photography by Anton Perich, a former INTERVIEW photographer and colleague of Andy Warhol, whose digitally-rendered oil portraits were made using a primitive ink-jet style spray printer he invented in the 1970s, and still uses today.
* **Hero Of Color City –** Art SV/SF has partnered with Magnolia Pictures to provide special on-site screenings of the newly released animated film “The Hero of Color City”, for children ages 3-10 years. Please visit www.artsvfair.com for viewing times.
* **Stanford Art Spaces**- Sponsored by the Center for Integrated Systems at Stanford University, curator and critic DeWitt Cheng will organize a show of unique and unusual Bay Area artists he has discovered through his 30 year career.
* **One Art Nation Symposium -** Art SV/SF will again collaborate with **One Art Nation** to offer **The Art Symposium,** which brings together leading opinion leaders and art industry experts to speak on a range of timely topics from the current structure of the art market to talks on collecting art, succession planning, protecting unusual art and issues of art valuation.

**Exhibiting Galleries include: Abby M. Taylor Fine Art** | Greenwich; **Adler & Co.** l San Francisco; **Amy Li Gallery** | Beijing; **ARCHEUS / POST-MODERN** |Bath; **Ascaso Gallery** l Miami; **Axiom Contemporary** l Santa Monica; **Bernarducci Meisel Gallery** l New York; **Berry Campbell** l New York**; Birnam Wood Galleries** | New York; **Bridgette Mayer** l Philadelphia; **C. Grimaldis Gallery** l Baltimore; **Caldwell Snyder** l San Francisco; **Catherine Edelman** **Gallery** l Chicago; **Contessa Gallery** l Cleveland; **Cynthia Corbett** l London; **Cynthia Reeves** l New York; **David Richard Contemporary** l Santa Fe; **de Sarthe Gallery** l Hong Kong; **Dean Project** l Miami; **Dolby Chadwick Gallery** l San Francisco; **Elizabeth Clement Fine Art** | New York; **Espace Meyer Zafra** l Paris; **Ethan Cohen New York** l New York; **Fabien Castanier Gallery** l Studio City; **Foster Gwin** l San Francisco; **Galeria RGR + Art** l Venezuela; **Galerie Ernst Higler** | Vienna;  **Galerie Forsblom** lHelsinki; **Gallerie Citi** l Burlingame; **Hackett Mill** | San Francisco; **Hexton modern and contemporary** l Chicago; **Hollis Taggart Gallery** l New York; **Industry Gallery** l West Hollywood; **Jane Kahan Gallery** l New York; **Jerome Zodo Contemporary** l Milan; **JJ Joong Jung Gallery** l Seoul; **JoAnne Artman Gallery**  l Laguna Beach; **Joerg Heitsch Gallery** l Munich; **Jonathan Novak Contemporary Art** l Los Angeles; **Keszler Gallery** l Southampton; **KM Fine Arts** l West Hollywood; **Lausberg Contemporary** l Dusseldorf ; **Leslie Smith Gallery** l Amsterdam; **Licht Feld** l Basel; **Masterworks Fine Art** l Oakland; **McCormick Gallery** l Chicago;  **Meyerovich Gallery** l San Francisco ; **Modernbook Gallery** l San Francisco; **Modernism Inc**. l San Francisco; **Ninonska Huerta Gallery** l Coral Gables; **Now Contemporary Art** l Miami; **Paul Thiebaud Gallery** l San Francisco; **Peter Blake Gallery** l Laguna Beach; **Peter Fetterman Gallery** l Santa Monica; **Samuel Owen Gallery** | Greenwich; **Scott White Contemporary Art** l La Jolla; **Shine Artists** l London; **Skidmore Contemporary Art** l Santa Monica; **Sponder Gallery** l Miami**; Stephanie Breitbard Fine Arts** l Mill Valley; **Susan Eley Fine Ar**t l New York**; ten472 Contemporary Art** l Nevada City; **The McLoughlin Gallery** l San Francisco;  **Toomey Tourell Fine Art** l San Francisco; **Unix Gallery** l New York, Miami; **Vessel Gallery** l Oakland; **Vincent Vallarino Fine Art** l New York; **White Walls** | San Francisco; **Yares Art Projects** l Santa Fe

The official hotel sponsor, the **Four Seasons Silicon Valley,** and Art SV/SF have organized a complimentary shuttle that will transport guests to and from the fair. Additionally, the fair will offer complimentary shuttle service between Caltrain in San Mateo and the fair. Art SV/SF’s catering sponsor **Calafia Cafe,** with award-winning chef and owner Charlie Ayers, will serve gourmet organic and locally sourced fare from his popular Palo Alto eatery. Chef Ayers is Google’s legendary founding super chef as well as a former chef for the Grateful Dead.

Longstanding fair partner, **Turon Travel** will be on hand to provide dealers with traveling to the Bay Area. With over 35 years of art travel experience, Turon travel is dedicated to creating an expedient and fully accessibly travel network for the Global Arts Community.

**Art Silicon Valley/ San Francisco** has created partnerships with local, national and international institutions as well as luxury & lifestyle sponsors: Graff Diamonds, Maserati North America – Official Luxury Automobile and VIP Lounge Host, Ruinart Champagne – Official champagne and host of the Ruinart Champagne Bar in the Maserati VIP Lounge, Four Seasons Silicon Valley, Turon Travel, Calafia Café, Leaders in Software Art (LISA), One Art Nation Symposium, Stanford Art Spaces, San Jose Institute of Contemporary Art,

I PXL U, Hero Of Color City, ZERO1, Gentry Magazine, The Art Newspaper, The San Francisco Art Dealers Association and Uber car service.

Additionally, the fair’s Arts & Cultural Liaison, San Francisco advisor Tracy Freedman, has supported Art SV/SF in creating alliances with West Coast arts groups, galleries, non-profits, cultural organizations and art institutions. Ms. Freedman is a former owner and director of Hackettt-Freedman Gallery, and a past President of the San Francisco Art Dealers Association.

For more information:

Fair: <http://www.artsvfair.com/>.

Exhibitors: <http://www.artsvfair.com/#exhibitors>

Sponsors & Partners: <http://www.artsvfair.com/#sponsors-and-partners>

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**About Art Silicon Valley/San Francisco**

Art Silicon Valley/San Francisco is Art Miami’s new International Contemporary and Modern Art Fair on the West Coast. Opening October 9-12, 2014 and centrally located between Silicon Valley and San Francisco, the fair will showcase important artworks of the 20th and 21st centuries in collaboration with more than 75 of the world’s most respected galleries and art institutions. Art SV/SF will bring the first comprehensive, centrally located exhibition of top-quality International contemporary, emerging and modern art to the communities of the SF Peninsula, while remaining convenient to the collectors, curators, art advisors, designers and tastemakers of San Francisco and the Bay Area.

**Art Miami, LLC**:

Art Silicon Valley/San Francisco is operated and produced by a partnership consisting of art and media industry veterans Nick Korniloff, Mike Tansey and Brian Tyler.  The ownership team also produces Art Miami (25th edition), CONTEXT and Aqua— all taking place during Miami Art Week, December 2 – 7, 2014; Art Wynwood in February 2015, The Downtown Fair in April 2015 in New York City and the fourth edition of Art Southampton in July, 2015.

**About Shipyard Trust for the Arts (STAR) at Hunter's Point**

The Shipyard Trust for The Arts is a California 501c3 nonprofit corporation dedicated to conserving affordable San Francisco art studios and work space, supporting Bayview/Hunters Point community art programs, and creating educational and exhibition opportunities. STAR is the official task force for the over 250 Hunters Point Shipyard artists who comprise the largest group of independent studios in the United States.  For over two decades, tens of thousands of people have visited HP open studios to enjoy this unique treasure, which enhances San Francisco’s reputation as a center of creativity and a cultural destination. [www.shipyardtrust.org](http://www.shipyardtrust.org)

**About Djerassi Foundation Resident Artists Program**

The mission of the Djerassi Resident Artists Program is to support and enhance the creativity of artists by providing uninterrupted time for work, reflection, and collegial interaction in a setting of great natural beauty, and to preserve the land on which the Program is situated. The Djerassi Resident Artists Program is internationally recognized as one of the preeminent artist residency programs, and strives to provide the best possible residency experience for artists of superior talent from a diverse range of backgrounds and geographical locations. [www.djerassi.org](http://www.djerassi.org)

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