

**For Immediate Release**

# ArtPad<sup>SF</sup>



## **Debuts at The Phoenix Hotel May 19 – 22, 2011**

**March 01, 2011 (San Francisco)** – ArtPadSF, a provocative 21<sup>st</sup> century hotel based art fair, focusing on emerging contemporary galleries and artists from the Bay Area and beyond, will debut May 19-22, 2011 at San Francisco's legendary Phoenix Hotel.

Recognizing the need for a local independent fair to further engage and cultivate new audiences for Bay Area arts, Chip Conley, Founder and Chief Creative Officer of Joie De Vivre Hotels and regular keynote speaker for the Wallace Foundation, along with ArtPad Director, Maria Jenson, have set out to create an art fair that accentuates the emerging disciplines and independent elements active in the contemporary art world and prominent in the Bay Area arts community. Notes Conley, "Whether it's going to Open Studios around the Bay Area or experiencing Art Basel in Miami Beach, I've enjoyed the various venues where art is shared and appreciated. And I'm proud that ArtPadSF will give us the opportunity to create a 'crossroads for the creative' right in our own backyard."

Featuring approximately 30 select galleries from across the nation, including White Walls Gallery and Ever Gold Gallery (San Francisco), Ampersand International Arts (San

Francisco/Paris), Robert Berman Gallery and Launch LA (Los Angeles), and Art Modern Gallery (Miami), ArtPadSF will offer art enthusiasts and seasoned collectors alike the opportunity to discover new trends and artistic practices in a cool mid-century hotel setting. Notes Jenson, "San Francisco, with its vibrant and visionary arts community and increasing international art market prominence, combined with the Phoenix Hotel's iconic reputation and style, provides the perfect place to debut the first annual ArtPadSF."

ArtPadSF's opening preview event on May 19, 2011 from 7pm until midnight will benefit Black Rock Arts Foundation (BRAf). BRAf 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. To date, BRAf has supported over 20 projects in the Bay Area and over 60 projects worldwide, including the recent installation of *The Raygun Gothic Rocketship*, a large-scale sculpture by artists Sean Orlando, Nathaniel Taylor, David Shulman, and their FiveTonCrane crew, on view until September 2011 at Pier 14 on San Francisco's waterfront.

Further invigorating ArtPadSF's inaugural year will be a series of speakers panels, coordinated by ArtPadSF's Associate Producer William Moreno, featuring participating museum and art world professionals including Lawrence Rinder, Berkeley Art Museum and Peter Selz, Professor Emeritus of Art History at UC Berkeley, as well as an outdoor video theatre curated by Bay Area artist and author Dorka Keehn, temporary installations by Black Rock Arts Foundation, performance art, the unveiling of Eddie Colla's new public mural commissioned for ArtPadSF, and the Phoenix Hotel's open heated pool for more unusual artistic deal making transactions.

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**CALENDAR LISTING:**

WHAT: ArtPadSF  
WHEN: May 19 – 22, 2011  
WHERE: The Phoenix Hotel  
601 Eddy Street (at Larkin Street)  
San Francisco, CA 94109  
TICKETS: \$10 – General Admission  
\$ TBA – VIP Preview Party  
HOURS: Thursday: 7PM–12AM – VIP Preview& BRAf Benefit  
Friday: 12PM–9PM  
Saturday: 12PM–9PM  
Sunday: 11AM–6PM  
MORE INFO: [www.artpadsf.com](http://www.artpadsf.com) or call 415 364 5465 (SF)

**For more information, interviews, or jpegs contact:**

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**Opening Night Beneficiary:**



**Event Sponsor:**



**Media Sponsors:**



**ArtPadSF Advisory Committee:**

**Host Chair**

PETER SELZ

Art Critic, UC Berkeley Professor Emeritus of Art History, founding Director of Berkeley Art Museum

**Advisors:**

HOLLY BAXTER

Principal, Baxter & Cook Art Advisors

RENÉ DE GUZMAN

Senior Curator, Oakland Museum of California

DORKA KEEHN

Commissioner on the SF Arts Commission, Artist/Author, Co-Founder Emerge America

BRUNO MAURO

Director/Founder, Ampersand International Arts

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