



FOG DESIGN+ART ANNOUNCES EXPANSION OF FAIR WITH NEW PLATFORM *FOG FOCUS* AND EXHIBITOR LIST FOR FAIR'S TENTH EDITION

*2024 Fair Celebrates Cultural Vibrancy and Vitality of the Region with Theme
"A Love Letter to San Francisco"*

San Francisco, CA (October 18, 2023) – FOG Design+Art is excited to share the fair's exhibitor list for 2024 and to announce that in celebration of its tenth anniversary the fair will launch **FOG FOCUS**, an invitational designed to showcase art by young and underrepresented artists. Housed in Fort Mason Center's Pier 2 building, the former home of the storied San Francisco Arts Institute (SFAI), FOG FOCUS celebrates SFAI's legacy as an incubator for young artists and an integral part of San Francisco's creative ecosystem. The exhibition space is offered at a lower price point to increase accessibility to the fair.

The tenth edition of FOG Design+Art will be held **January 18 - 21, 2024** at **Fort Mason Center for Arts and Culture** in San Francisco. The fair will open with a **Preview Gala** on **Wednesday, January 17** benefitting the **San Francisco Museum of Modern Art's (SFMOMA)** education and exhibition programs. The 2024 edition of FOG Design+Art will present **45** booths (featuring 46 dealers) in Fort Mason Center's Pier 3, and **nine exhibitors** in FOG FOCUS, located next door in Pier 2. The fair's Honorary Chairs are Randi and Bob Fisher and Diana Nelson and John Atwater. In celebration of FOG Design+Art's tenth anniversary, the fair will also present the theme "A Love Letter to San Francisco," highlighting the cultural vibrancy and vitality of the area. The theme will emerge through various aspects of the fair, including the entryway installation, the addition of FOG FOCUS, ties to the FOG Talks, and the launch of SF Art Week as an official entity.

"We are so excited to present this year's edition of FOG, and to champion the artistic vitality of our city," said Douglas Durkin, FOG Design+Art steering committee member. "FOG was originally conceived of as a gift to the people of San Francisco, and being civic-minded has always been a priority for us. We look forward to more directly celebrating that connection with 'A Love Letter to San Francisco,' highlighting the many ways FOG contributes to and supports our vibrant ecosystem. FOG FOCUS is particularly exciting, presenting solo booths of artists who strongly deserve a platform, as well as bringing together a truly fantastic group of global galleries.

FOG FOCUS will feature nine exhibitors, as well as art installations, activations, and performances on-site, including an exhibition of contemporary art by Bay Area artists with disabilities co-presented by Creative Growth Art Center, Creativity Explored, and NIAD. FOG FOCUS expands the fair's purview, inviting galleries to present solo exhibitions by young and emerging artists and artists who have not received wide institutional recognition. San Francisco has long been a city rich with experimentation, cutting-edge art, and creative thinking, and FOG FOCUS aims to honor that legacy by championing artists who have not been long in the spotlight, and helping to create a platform for their work. The exhibitors included in the inaugural edition of FOG FOCUS are: **Commonwealth and Council** (Los Angeles), **Crèvecoeur** (Paris), **CULT Aimee Friberg** (San Francisco), **Et al.** (San Francisco), **George Adams Gallery** (New York), **Johansson Projects** (Oakland), **Jonathan Carver Moore** (San Francisco), **OCHI** (Los Angeles), and **Schlomer Haus Gallery** (San Francisco). In addition, Creative Growth Art Center, Creativity Explored, and NIAD will co-present an exhibition of contemporary art by Bay Area artists with disabilities.

Among the 46 exhibitors in Pier 3 are eight dealers participating for the first time: **AGO Projects** (Mexico City), **Catharine Clark Gallery** (San Francisco), **David Lewis** (New York), **Galerie Max Hetzler** (Berlin), **Marianne Boesky Gallery** (New York), **Mendes Wood DM** (New York), **Nino Mier Gallery** (Los Angeles), and **Shulamit Nazarian** (Los Angeles).

In addition to the exhibitions on view, the fair will once again present **FOG Talks**—a programming series curated by steering committee member Susan Swig that explores ideas and issues relevant to the fields of art, design, technology, and our contemporary world—in the FOG Theater. The programs are all included with fair admission.

FOG Fair is overseen by a **steering committee** of San Franciscans with a deep commitment to the cultural fabric of the city: Douglas Durkin, Brittany Pattner, Sarah Wendell Sherrill, and Susan Swig. FOG FOCUS is overseen by the inaugural **host committee**: Azzurra Alliata di Montereale, Matt Farron, Lauren Ford, Emma Hanley, Pamela Hornik, Sophia Kinell, and Chris Perez. The fair was established in 2014 to create an international platform to champion art and design in the Bay Area.

Continuing FOG's long-standing support of SFMOMA, the Preview Gala supports the museum's exhibitions and education programs, while FOG Forum specifically raises funds for its Architecture and Design department.

Participating Galleries

FOG FOCUS, Pier 2

Commonwealth and Council, Los Angeles
Crèvecoeur, Paris
CULT Aimee Friberg, San Francisco
Et al., San Francisco

George Adams Gallery, New York
Johansson Projects, Oakland
Jonathan Carver Moore, San Francisco
OCHI, Los Angeles
Schlomer Haus Gallery, San Francisco

FOG Design+Art, Pier 3:

AGO Projects, Mexico City
Altman Siegel, San Francisco
Andrew Kreps Gallery, New York
Anthony Meier, Mill Valley
Berggruen Gallery, San Francisco
Casemore Gallery, San Francisco
Catharine Clark Gallery, San Francisco
Crown Point Press, San Francisco
David Lewis, New York
David Zwirner, New York
Demisch Danant, New York
Fergus McCaffrey, New York
Fraenkel Gallery, San Francisco
Galerie Max Hetzler, Berlin
Gallery FUMI, London
Gladstone Gallery, New York
Haines, San Francisco
Hauser & Wirth, Los Angeles
Hosfelt Gallery, San Francisco
Hostler Burrows, New York
Jenkins Johnson Gallery, San Francisco
Jessica Silverman, San Francisco
Karma, West Hollywood
Lebreton, Monte Carlo

Lehmann Maupin, New York
LUHRING AUGUSTINE, New York
Magen H Gallery, New York
Marc Selwyn Fine Art, Beverly Hills / Gió
Marconi, Milan
Marian Goodman Gallery, New York
Marianne Boesky Gallery, New York
Mendes Wood DM, New York
Michael Rosenfeld Gallery, New York
Micki Meng Gallery, San Francisco
NILUFAR, Milan
Nino Mier Gallery, Los Angeles
Ornamentum, Hudson
Pace Gallery, New York
pt.2 Gallery, Oakland
R & Company, New York
Rebecca Camacho Presents, San
Francisco
Salon 94 | S94D, New York
Sarah Myerscough Gallery, London
Shulamit Nazarian, Los Angeles
Talwar Gallery, New York
Tina Kim Gallery, New York

FOG Design+Art

January 18–21, 2023
Fort Mason Festival Pavilion

Thursday, January 18–Saturday, January 20, 2023: 11:00 a.m. – 7 p.m.
Sunday, January 21, 2023: 11:00 a.m. – 5:00 p.m.

Single day tickets are \$30 in advance and \$35 after January 17, 2023 (plus fees).
Four-day tickets are \$75 in advance and \$80 after January 17, 2023 (plus fees).

Preview Gala

Wednesday, January 17, 2023

4:00–10:00 p.m. (Tiered entry)

Benefiting SFMOMA, the FOG Design+Art Preview Gala provides vital support to the museum's exhibitions and education programs, which served over 87,000 students, teachers, and families with online and in-person resources, programs, and visits this year. Preview Gala guests enjoy an evening of culinary creations and design-centric cocktails, as well as exclusive early access to the fair's vast range of design objects, furniture, and fine art before it opens to the public.

Supporter-level tickets start at \$250. Bronze, Silver, Gold, Platinum, and Titanium ticket packages include early access and range from \$1,000 to \$20,000.

FOG Design+Art Steering Committee

Douglas Durkin

Brittany Pattner

Sarah Wendell Sherrill

Susan Swig

FOG FOCUS Host Committee

Azzurra Alliata di Montereale

Matt Farron

Lauren Ford

Emma Hanley

Pamela Hornik

Sophia Kinell

Chris Perez

Advisory Committee

Stanlee Gatti

Katie Paige

Honorary Co-Chairs

Randi and Bob Fisher and Diana Nelson and John Atwater

SF Art Week

SF Art Week is the official platform and guide for San Francisco's "unofficial art week," an annual event that has developed around FOG Design+Art fair and celebrates the rich arts landscape of the San Francisco Bay Area.

Taking place January 13-21, 2024, SF Art Week will provide a comprehensive participant list, map, and neighborhood guide with insider tips on where to eat, drink, and shop while art-trekking around the city.

SF Art Week seeks to highlight the unique cultural offerings of the San Francisco Bay Area and provide opportunities to discover and engage with diverse participants including art museums, galleries, non-profit organizations and creative spaces in new and meaningful ways. For more information and updates visit www.sfartweek.com or email info@sfartweek.com.

Partners

FOG Design+Art is generously sponsored by Bank of America, Christie's, Diptyque, Tata Harper, Uovo, and Valentino.

FOG is pleased to collaborate with the following media partners: *American Art Collector, American Fine Art Magazine, Bomb, C Magazine, California Home + Design, California Homes, Capture, Cultured, Dwell, Marin Living, Marin Magazine, Nob Hill Gazette, Ocula, San Francisco Magazine, Silicon Valley Magazine, Surface, and Variable West.*

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 62,000 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 Twitter @FOGfair and on Facebook at Fog Design+Art. (#Fogfair #Fogdesign+art #Fogfair2024)

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@abbymargulies.com or 614-827-5810.

