



FOG DESIGN+ART CLOSES WITH STRONG SALES AND HIGHEST ATTENDANCE IN FAIR'S HISTORY

(San Francisco, CA – January 28, 2025) – FOG Design+Art closed the eleventh edition of the fair with enthusiastic feedback from exhibitors and visitors, strong sales, and record-breaking attendance, with more than 22,000 visitors across the fair, including more than 7,000 visitors attending the fair on Saturday alone. The fair opened with a sold-out Preview Gala, marking the most successful gala to date, bringing together more than 2,200 people and raising critical funds for the education programs of the San Francisco Museum of Modern Art (SFMOMA).

"We are thrilled with the success of this year's fair and the energy FOG and SF Art Week brought to the city as a whole," said FOG Design+Art Director Sydney Blumenkranz. "We hope the fair continues to elevate San Francisco's deep cultural landscape and showcase the city's exciting arts community for many years to come."

The 2025 fair brought together 59 exhibitors at Fort Mason Center for Arts and Culture across two piers, including 15 galleries presenting for the first time. Among the fair highlights was a series of standing-room only talks in the FOG Theater, including conversations with artist Carrie Mae Weems; architect Takashi Yanai and Chief Design Officer of Google Ivy Ross; and a conversation with a range of arts leaders about the revitalization of San Francisco's downtown, introduced by the city's Mayor, Daniel Lurie. In addition, the debut of FOG MRKT – a curated installation in the fair's entryway that brought together six local retailers – received enthusiastic reception, and hundreds of families attended the first ever FOG Family Days, led by Atmosphere and the Bay Area Discovery Museum.

FOG FOCUS—a dedicated pavilion designed to showcase art by young and underrepresented artists—returned to the fair for its second year with an expanded presentation, bringing together 13 arts and design dealers, alongside a presentation of the pop-up book shop Books or Goods who presented editions by artist run publishers; a gray box screening of Doug Aitkens *Black Mirror*; and special artist installations by Spencer Keeton Cunningham and Stanford MFA student, Bhumikorn Kongtaveelert.

Galleries also reported strong sales this year. A full sales report is available at this [link](#).

Exhibitors praised the 2025 fair, saying:

"FOG was exceptional this year. The energy in the fair and in the community was palpable. We saw strong attendance of collectors and curators every day of the fair. Our sales were also strong

and we sold out most of our booth. The local art community really rose to the occasion, hosting events every morning and every night outside of the fair as well. Looking forward to next year.”
- Claudia Altman-Siegel

“We were beyond excited to participate in the second iteration of FOG FOCUS this year and so grateful to all the collectors and patrons of the fair. Anoushka Mirchandani's debut at FOG has been a true success with all of her works selling out the evening of the gala. We hope to return to FOG next year!” - Jonathan Carver Moore, Founder.

“Our second year as an exhibitor has proven to be even more rewarding than our first. The collector base, the fair's organization and team, and the overall attention to detail has been wonderful. In essence, the way the city supports the fair and its surrounding events is second to none. Sales have been very strong and connections and conversations could not have been better. It really is one of our favorite fairs.” - Nino Mier

“Superhouse had a wonderful first showing at the fair. We want to thank San Francisco for the warm welcome. It was exciting to see the massive interest in both Kim Mupangilāi and Maris Van Vlack's work. The Bay supports women artists!” - Stephen Markus, Superhouse.

“The fair's focused format draws a very engaged, curious type of collector and encourages a deeper quality of interaction. We have had many thought-provoking conversations with collectors looking to add to their collections in very considered and intentional ways. Particularly interesting for us was how the fair sustains the high level of engagement right through to the last day.” - Trevyn McGowan, co-founder of Southern Guild.

“San Francisco has excellent museums and it is important for me to engage with institutions in the Bay Area during FOG. Our presentation highlighted Pacita Abad, who recently had a major retrospective at SFMOMA, and Lee ShinJa, who will have her first US retrospective at the Berkeley Art Museum this year. There is a strong network of institutions that support Asian diasporic artists, including the Asian Art Museum and the Asian American Art Initiative at the Cantor, that are a reflection of the strong Asian-American arts community here in the Bay Area.”
- Dealer Tina Kim.

“Herald St has enjoyed a great first year at FOG Design+Art. Over the past week, we have enjoyed introducing new works on our stand by program artists Matt Connors, Naotaka Hiro, Poppy Jones, Sang Woo Kim, Joan Nelson and Matt Paweski to the local institutional and collector landscape.” - Nicky Verber, Owner, Herald St.

“Our curated booth for this year's fair explores atmospheres — psychological, social, and climatic — demonstrating how our artists innovate upon these classic but urgent themes. With knockout exhibitions by Davina Semo and Julie Buffalohead at the gallery and important works by Rupy C. Tut and Andrea Bowers at SFMOMA, there's infectious artistic energy throughout the city.”
- Jessica Silverman, Founder and CEO.

"FOG perfectly captures the spirit of San Francisco — innovative and stylish — and enthusiastically supported by our community. The fair just gets better and better every year." - Todd Hosfelt, Hosfelt Gallery.

“Peter Blum Gallery has been delighted to participate in FOG and has enjoyed building relationships with collectors, advisors, and institutions in the Bay Area while engaging in the local arts community. We've loved being in Fort Mason Center and the piers with their well-designed layout and run by the very helpful and friendly FOG team.” - Peter Blum Gallery.

“It has been a heartwarming and engaging year at FOG. The collecting community in the Bay Area is unrivaled in its collaborative spirit and connoisseurship. Beyond the strong sales and conversations with museums and collectors there is a palpable sense of urgent action among many fair participants to deploy the resources of the international art community to support people in Los Angeles. A lot of good will come out of the many exchanges at FOG 2025.” - Adrian Rosenfeld, Executive Director, Marian Goodman Gallery, Los Angeles.

“We had long been looking forward to participating in FOG for the first time and presenting a new body of work by the painter Alec Egan; but, when the devastating wildfires struck Los Angeles and destroyed the artist’s home and studio, we all honestly did not immediately know how we would proceed. But we are so proud of the presentation we were able to assemble, with the kind support of Anat Egbi as well, and are all the more proud and grateful to have sold out the booth, in addition to selling nearly all of the artist’s limited-edition prints, 100% of the proceeds from which will go to the artist and his family as they recover and rebuild.” - Charles Moffett, Founder.

FOG Design+Art

January 23-36, 2025

Fort Mason Festival Pavilion

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FOG Design+Art is generously sponsored by Bank of America, Christie's, UOVO, and Valentino. As well as official wine sponsor Louis M. Martini, official spirit sponsors Haku Vodka, Roku Gin, and Toki Whisky, and in-kind sponsors Chroma, Lumens, and Zeterre Landscape Architecture.

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

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 47,000 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 #Fogfair2025)

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.

