



FOG DESIGN+ART OPENS WITH BRISK SALES AND BUSTLING CROWDS AT SOLD-OUT PREVIEW GALA

January 22, 2025, 4–10 pm, Fort Mason Center for Arts and Culture, San Francisco

San Francisco, CA (January 23, 2025)—FOG Design+Art opened last night with a sold-out Preview Gala at **Fort Mason Center for Arts and Culture**, benefitting the **San Francisco Museum of Modern Art (SFMOMA)**'s exhibitions and education programs. Members of the creative community from around the world gathered to celebrate art and culture, with more than 2,000 guests in attendance, including dealers, curators, collectors, and leaders from the art, design, business and tech communities.

Exhibitors reported brisk sales and energetic crowds on the eve of the fair's opening and expressed enthusiasm for FOG Design+Art and the Bay Area art community.

"It was an exciting evening to welcome so many people to the FOG Design+Art Preview Gala to celebrate the fair and support SFMOMA's extraordinary programs," said Sydney Blumenkranz, Director of FOG Design+Art. "Each year the FOG Preview Gala gets more exceptional, and this year was no different. We are grateful for the guest turn-out, the exhibitor sales, and the joyous spirit of the evening. Last night felt like a fantastic way to kick off what is certain to be a spectacular edition of FOG."

Among the highlights of the evening was the debut of FOG MRKT, a curated installation and retail space in the fair's entryway featuring local purveyors 500 Capp Street, Blunk Space, JOYE / Jesse Schlesinger, Len Carella, Permanent Collection, and Quince & Co. Visitors also enjoyed the return of FOG FOCUS, the fair's dedicated platform for galleries presenting solo presentations by emerging and underrepresented artists. The space also included a special film screening by Doug Aitken and the BOG bookshop, bringing together books and goods by 30 artist-run publishers.

Notable attendees the Preview Gala included the FOG Design+Art Steering committee: Douglas Durkin, Brittany Pattner, Sarah Wendell Sherrill, and Susan Swig; as along with the **FOG FOCUS host committee** Azzurra Alliata di Montereale, Matt Farron, Lauren Ford, Emma Hanley, Pamela Hornik, Sophia Kinell, Chris Perez; **advisory committee** Stanlee Gatti and Katie Paige; and **honorary co-chairs** Evans Hankey and Brook Lane, and Jim Abrams and Mario Russo as well as:

Alka and Ravin Agrawal

Marcel Pardo Ariza, artist

Diana Nelson and John Atwater
Christopher Bedford, SFMOMA director
JD Beltran, artist, commissioner
Mike Buhler, Fort Mason
Sabrina Buell and Yves Béhar
Wayee Chu and Ethan Beard
Chuck Collins
Penny and James Coulter
Bob and Randi Fisher
Mimi Haas
David Howse, CCA
Michael Jang, artist
Maria Jenson, SOMArts Director
Isaac Julien, artist
Kerry King, Contemporary Jewish Museum
Mayor Daniel Lurie and Becca Prowda
Abby Turin and Jonathan Gans

Komal Shah and Gaurav Garg
William and Vanessa Getty
Mike and Kaitlyn Krieger
Soyoung Lee, Asian Art Museum
Jason Linetzky, Anderson Collection
Maria Manetti Shrem, Manetti Shrem
Museum
Richard Misrach, artist
Cheryl Riley, artist
Veronica Roberts, Cantor Arts Center
Mari Robles, YBCA
Muzae Sesay, Artist
Monetta White, MoAD Director
Julie Rodrigues Widholm, BAMPFA
Chelsea Ryoko Wong, artist
Sonya Yu

FOG Design+Art

January 23-36, 2025

Fort Mason Festival Pavilion

Thursday, January 23–Saturday, January 25, 2025: 11:00 a.m. – 7 p.m.

Sunday, January 26, 2025: 11:00 a.m. – 5:00 p.m.

Single day tickets are \$40 (plus fees).

Four-day tickets are \$85 (plus fees).

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

Evans Hankey + Brook Lane and Jim Abrams + Mario Russo

Partners

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.

