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stARTup Art Fair San Francisco Closes Second Successful Edition, Marked by Increased Sales and Notable Visitors



stARTup Art Fair at night. Courtesy of Mido Lee Productions.

startupartfair.com/SF

SAN FRANCISCO, CA, May 10, 2016 - The second San Francisco edition of [stARTup Art Fair](http://startupartfair.com/SF), which ran April 29-May 1, 2016, closed Sunday evening with stellar art sales, doubled ticket purchases, \$10,000 raised for nonprofit partners **Root Division** and **San Jose Institute of Contemporary Art**, and words of encouragement from the local arts community, art writers, curators and collectors. Differentiating itself from the roundup of San Francisco art fairs that coincided with stARTup this past weekend, the fair successfully challenged the traditional art fair model by providing a forum and venue for independent artists. Exhilarated by the accomplishment of this year's stARTup Art Fair San Francisco, Co-Founders **Ray Beldner** and **Steve Zavattero** are proud to announce the fair's [Chicago debut](#), and fourth overall fair, **September 23-25, 2016** at [MileNorth Hotel](#), adjacent to the city's River North Gallery District.

Beldner and Zavattero chose to return to San Francisco this spring as part of the art renaissance the city is experiencing. Over the course of three days, the boutique fair saw a significant increase in attendance from 2015 with a highly engaged and notable audience who viewed work by more than **40 artists** from the United States and abroad. Accomplishing its core mission, the fair gave exhibiting artists the ability to present their work to both new and existing clients and facilitate new connections for career advancement. The fair closed with happy artists, a renewed energy for the art market, strong optimism for future and received significant press coverage including: *San Francisco Chronicle*, *San Francisco Magazine*, *SF Weekly* and *Square Cylinder*.

stARTup Art Fair took place at the boutique [Hotel Del Sol](#), which was transformed from a motor lodge-style hotel into a cohesive art experience, showcasing solo and collective exhibitions in each hotel room. Extensive sales were made ranging from \$100 to over \$20,000. Purchases occurred from the opening bell at noon on Friday until after the doors closed on Sunday evening, with one exhibitor noting sales totaling more than \$25,000 over the course of the weekend. Additionally, many new connections were forged between artists and prospective curators, gallery owners and industry professionals for exhibitions, commissions and representation. The fair organizers attribute the success of stARTup Art Fair to the talented and driven exhibiting artists, and are grateful to the enthusiastic visitors for supporting their vision in presenting independent artists to an energetic and savvy audience.

Programming highlights of stARTup Art Fair included [Rituals of Technowhere](#), a series of interactive and mediated live performances curated by **Justin Hoover**, Creative Director, Fort Mason Center for Arts & Culture. The fair also hosted two full days of Art Conversations ([watch them here!](#)) with notable panelists including: **Cathy Kimball, David Hornik, Nion McEvoy, Katrina Traywick, Michelle Mansour, Karen Slater, Brion Nuda Rosch, Spike Kahn, Natalia Mount, Dawline-Jane Oni-Eseleh, Kristen Zaremba, Nancy Gonchar, Lordy Rodriguez, Tania Houtzager, Alice Combs, Malena Lopez-Maggi, Christopher Nickel, Michelle Ott, Bea Dominguez, Adam Fong, Bruno Fonzi, Jordan Gray, Ian Heisters, Christine Duval, Richard Ford, Bettina Stiewe** and **Rhiannon Evans MacFadyen**.

Many members of the arts community explored the fair, giving artists unprecedented access to arts professionals. Notable attendees included: **Stanlee Gatti** (Event Planner, Stanlee R Gatti Designs), **Martha Angus** (Interior Designer, Martha Angus, Inc.), **Rebecca Wilson** (Chief Curator and Director, Art Advisory, Saatchi Art), **Geoff Dyer** (Author), **Renny Pritikin** (Chief Curator, Contemporary Jewish Museum), **Karen Kienzle** (Director, Palo Alto Art Center), **Carrie Lederer** (Artist and Curator of Exhibitions, Bedford Gallery), **Jenny Baie** (Director, Rena Bransten Gallery), **George Melrod** (Editor, art ltd.), **Sam Whiting** (Features Reporter, San Francisco Chronicle), **Larry Evans** (Owner, Larry Evans Fine Art), **Linda Zweig** (Independent Art Consultant, ArtSmart Gallery), **Ann Trinca**

(Gallery Director, Berkeley Art Center), **Glen David Gold** (Author), **Alex Ray** (Founder, Five Senses Art Consultancy), **Joanne Vidinsky** (Arts Patron), **Mary Hannah** (Lead Art Consultant, Kay+Hannah Associates), **Britta Campbell** (Art Consultant), **Micaela van Zwoll** (Art Advisor, Appraiser, Micaela Contemporary Projects), **Lisa Lindenbaum** (Owner, Lindenbaum Art Advisory), **Dana DeKalb** (Artist, Gallery Director, Scott Richards Contemporary Art), **Michelle Nye** (Manager of Gallery Programs, SFMOMA Artist Gallery), **Cathy Baum** (Art Advisor, Cathy Baum & Associates), **Robert Flynn Johnson** (Curator Emeritus, Achenbach Foundation for Graphic Arts), **DeWitt Cheng** (Freelance Art Photographer & Writer) and **Alan Bamberger** (Sole Proprietor, ArtBusiness.com). Buyers and executives from **Facebook** and **Google** also attended the fair in addition to a large group from the social university **IVY**, who toured several artist rooms with **Heather Marx** (Principal, Heather Marx Art Advisory) and **Annie Seaton** (Artist and former Director, LA Leica Gallery).

Artist Responses

*"This was an incredible experience as an artist...making sales is wonderful and the success goes far beyond that. I was able connect with so many people about my work and art making in general. Being a part of this unique community for the weekend was a rare and invaluable opportunity." -**Ellie Fritz***

*"Thanks for your strong support for us on top of everything else you provided. There is no question in my mind that this was worth both the money and effort...the fair allowed me to more fully envision how this event can be implemented to move my practice forward." -**Jon Fischer***

*"The art fair with fresh air!" -**Philippe Jestin***

*"Everything has been really positive. It's nice to have that many people coming in and wanting to look very closely at your work." -**Emily Maddigan***

*"I just wanted to thank you both for putting together a highly professional event that I felt privileged to be a part of...I look forward to seeing the impact all this exposure of my work has on San Francisco art professionals and art lovers." -**Alyce Gottesman***

*"I can't tell you how amazing all of the feedback and comments have been both during and after the exhibition...overall, I found the experience quite rewarding." -**Shannon Schmidt***

2016 stARTup Art Fair San Francisco Exhibiting Artists

[Irina Alimanestianu](#) • [Carol Aust](#) • [Nash Bellows](#) • [Clovis Blackwell](#) • [Elizabeth Briel](#) • [John Casey](#) • [Arminée Chahbazian](#) • [Counterpoint Studio, LLC \(Peter Tonningsen & Lisa Levine\)](#) • [Michael Cutlip](#) • [Robin Denevan](#) • [Myra Eastman](#) • [Johanna Evans-Colley](#) • [Linda Fahey](#) • [Jon Fischer](#) • [Jane Fisher](#) • [Ellie Fritz](#) • [Eileen P. Goldenberg](#) • [Alyce Gottesman](#) • [Victoria Mara Heilweil & Pantea Karimi](#) • [Audrey Heller](#) • [Philippe Jestin](#) • [Mitchell Johnson](#) • [Katja Leibenath](#) • [Emily Maddigan](#) • [Michelle Mansour](#) • [Charlie Milgrim](#) • [Thomas Morphis](#) • [Rick Oginz](#) • [Adjani Okpu-Egbe](#) • [Silvia Poloto](#) • [Michael Provart](#) • [Eric Rewitzer](#) • [Fernando Reyes & Peter Dreyfuss](#) • [Liz Robb](#) • [Shannon Schmidt](#) • [Sam Still](#) • [Tarryn Teresa](#) • [Margaret Timbrell](#) • [Lucy Traeger](#)

2016 stARTup Art Fair San Francisco Exhibiting Non-Profit Partners

[Root Division](#) • [San Jose Institute of Contemporary Art](#) • [Shipyard Trust for the Arts](#) • [ArtSpan](#) • [Embark Gallery](#) • [Pro Arts](#) • [DrawBridge](#)

About stARTup Art Fair

The art world is changing, and many working artists are finding themselves without a space to present their work. The core mission of stARTup Art Fair is to provide an exhibition venue for independent artists. Co-Founders Ray Beldner and Steve Zattero believe in the viability of the Bay Area as an important visual art center and stARTup Art Fair provides a new avenue for the creative longevity of the visual artist, providing a marketplace that gives the artist the power to present and sell work--and keep 100% of their sales proceeds--on their own terms.

For more about the fair, please visit: startupartfair.com/SF

For media inquiries, interview opportunities or images, please contact: emilee@frameworksf.com.