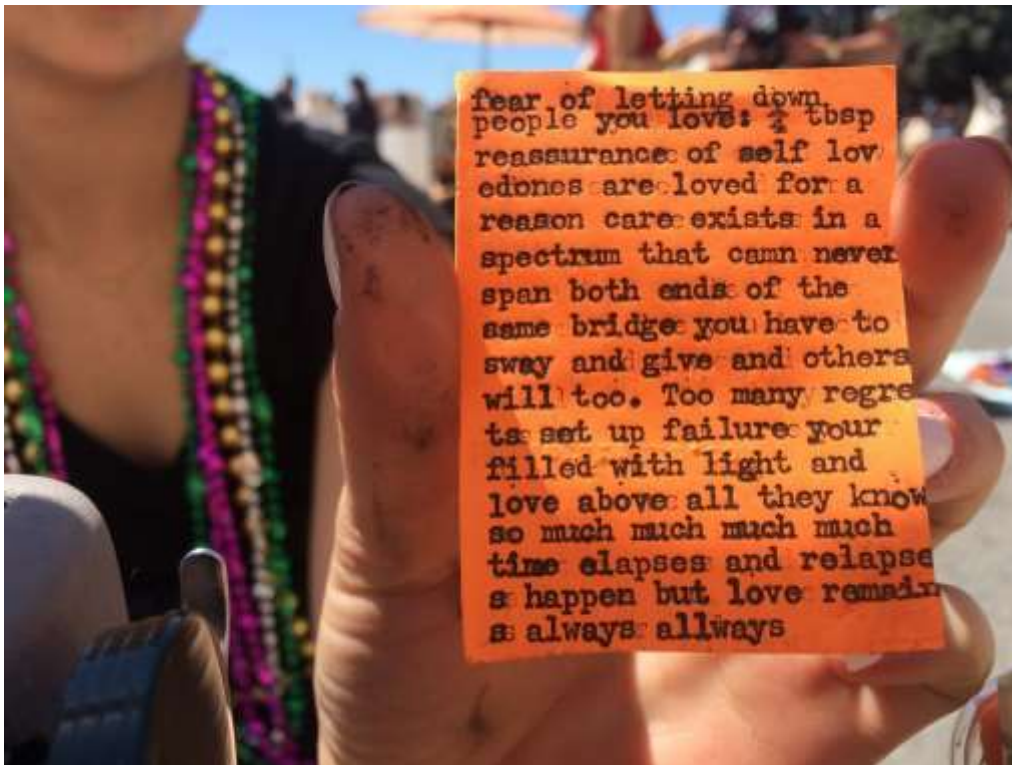




FOR IMMEDIATE RELEASE
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What's happening this year at stARTup Art Fair SF?

Performance art, discussion, installation: a deeper look at what stARTup Art Fair has to offer this year



Fear Doctor, Hunter Franks

April 28 - 30 | Hotel Del Sol
3100 Webster Street
www.startupartfair.com

Media Preview/First Look: 12-2 PM
Opening Night Party: 7-10 PM

General Admission Public Hours:
Friday, April 28: 2 - 10 PM
Saturday, April 29: Noon - 9 PM
Sunday, April 30: Noon - 7 PM

March 29, 2017, San Francisco, CA—[stARTup Art Fair](#) is pleased to present its third San Francisco edition opening on Friday, April 28, 2017. The fair will run through Sunday, April 30, with a kickoff celebration on the opening night from 7pm to 10pm featuring performance art, music, drinks, food and video projections on the Hotel Del Sol's pool. The sassy California Hotel Del Sol's rooms will be transformed into exhibition spaces by 50+ artists and the fair's San Francisco-based non profit partners, offering viewers an intimate experience with contemporary art via stARTup's unprecedented access to the artists themselves. In addition to its core programming stARTup Art Fair is also host to a parallel program of performance, installation and social practice work woven throughout the hotel grounds. At every turn, attendees will run into a work of art.

Installation / Sculpture / Performance Art

Brazilian/Swedish art duo **t.w.five** will create a site specific installation out of their signature medium and style—hand cut adhesive-backed vinyl. Taking over the sidewalk entrances from Lombard and Union street directions, fairgoers will be walking on art as they walk into the fair.

SF-based social practice artist **Hunter Franks** will be exhibiting his piece, *Fear Doctor*, an interactive performance piece where participants step up to a booth and are asked to share their fears, leaving with a tailored philosophical prescription from the artist.

The Hotel Del Sol's courtyard transforms into a **sculpture garden** with works laced throughout the grounds by artists working in various mediums. **Clint Imboden** will suspend an intricate bicycle wheel assemblage between the iconic palm trees in the courtyard, **Peter Dreyfus** and **Matt Gil** will install their free standing works and Yelena Filipchuk and Serge Beaulieu a.k.a. **HYBYCOZO** will present *Marvin* a hyper-truncated cubeoctahedron made of 144 stainless steel mirror sheets on view for the first time after its debut at Burning Man 2016.

Hotel rooms as art exhibitions

Experience the selected group of exhibiting artists throughout the 3-day weekend. First-time stARTup artist [Pilar Agüero-Esparza](#) (room 224) presents work that addresses the deep racial divide in America with "Crayola Multicultural Crayons" a set of eight skin-tone colors.

In Room 301 printmaker [Jon Fischer](#) presents *Turntable Drawing Twenty* an immersive sound installation of handmade records imprinted with mathematical textures, original recorded material, or direct casts of existing LPs. Adapting a central inquiry of printmaking, *Turntable Drawing Twenty* investigates the tactile properties of sound as a physical imprint of an original source. Visitors are invited to play the records or simply explore the space as the sounds unfold.

For lovers of photography, stARTup's 2017 edition brings together three exceptional contemporary photographers. Documentarian [Corey Phillips Fowler](#) will present a series of Cubans in their homeland (room 204), [Terry Turrentine](#)'s magnificent images of North American birds will be available through her special artist book series in room 210 and Leo van Munching highlights San Francisco itself from iconic cityscapes to its quirky inhabitants, the City By the Bay will be the focus in room 202.

Discussion

*All Art Conversations take place in **Room 225***

stARTup Art Fair takes great pride in engaging patrons in a discussion about the arts. This year the fair tackles many timely topics; here's a snapshot of what to look forward to.

- **Women in Art--What Have They Done?** With the fair boasting a 3:1 ratio of female to male exhibitors now is the time to talk about the impact and voice that women have in the art world. In this conversation, dynamic women

artists, curators, gallerists, writers, art entrepreneurs to discuss the advantages and challenges each face in their respective roles and how these experiences have shaped their experiences and careers.

- **So you Want to Start a Collection?** Talk with advisors, dealers, collectors and curators about finding the art you love and creating a collection that matters.
- **Currents in the Bay Area Creative Community** Comprised of emerging and mid-level Bay Area artists and arts administrators, this panel will discuss what brought each panelist to the Bay Area and the reasons its creative community has still a strong hold, despite increase in rents, artists' displacement and socio-political unrest. The conversation will also include examples of artistic projects that are relevant and responsive to, perhaps even optimistic about the changing tenants of the Bay Area art landscape.

Technology

This year, the fair will launch a **stARTup Art Fair mobile app** that allows visitors to scan artwork to provide additional information, create a shortlist of favorite artworks, and purchase pieces directly through the app which you can download for free [here](#) before and during the fair.

stARTup Art Fair's [2017 exhibiting artists](#) were chosen by [selection committee](#).

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 who are seeking to engage with art enthusiasts in a welcoming and interactive environment. Co-founded in 2015 by artist [Ray Beldner](#), stARTup Art Fair gives independent artists access to the type of art world professionals and press usually reserved for traditional art fairs. The fair's unique structure provides a marketplace that gives the artist the power to present and sell work on their own terms, allowing artists to keep **100% of their sales proceeds**.

Visitor Details

Adults: \$15 advance / \$20 door

Students & Seniors with ID: \$10 advance / \$15 door

General Admission with valet parking: \$40 in advance/\$50 at the door

Children admitted Free

VIP Tickets: \$100

A portion of General Admission ticket proceeds go to Root Division

For more information please visit: www.startupartfair.com

Press Preview

Quotes and room tours will be provided by founder Ray Beldner and special guest speakers during a **press preview** on Friday, April 28 at 12pm. Additional details pertaining to the preview will be released shortly. To RSVP to the press preview, contact Danielle Smith at danielle@frameworksf.com.

[Press kits are available here.](#)

For media inquiries, interviews and additional information, contact Danielle Smith(FRAMEWORK) at danielle@frameworksf.com or 415-860-0767