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stARTup Art Fair San Francisco 2017 Wrap Up Report



Startup art fair opening night. Photo courtesy of startup art fair and Leori Gill

The third edition of **stARTup Art Fair** San Francisco ran from April 28-April 30, 2017. The contemporary art fair for independent artists saw a steady stream of highly engaged and notable patrons who viewed work by over 100 artists from all over the country, as well as exhibitions from five local visual nonprofits. The fair gave its exhibitors the ability to present their work to both new and existing clients, make sales, gather feedback about their art practice and facilitate connections for career advancement.

stARTup Art Fair San Francisco returned to the Hotel Del Sol, which was transformed by exhibiting artists into a fun and intimate contemporary art experience. Solo and collective exhibitions filled hotel rooms, sculpture and video projections dotted the hotel's courtyard and visitors passed between rooms conversing directly with the artists about their work. Strong sales were made with a gross collective sum over \$120,000—with artists keeping 100% of the sales proceeds.

Many new connections were forged between artists and prospective industry professionals for exhibitions and future projects. As always, 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 a savvy and culturally curious audience.

In addition to its core exhibiting artists, stARTup Art Fair San Francisco featured curated rooms and special projects from local nonprofit partners **3.9 Collective, ArtSpan, Asian American Women's Collective, Root Division**. The fair was hosted a program of outdoor works by **Peter Dreyfus, Matt Gil, HYBYCOZO, Clint Imboden** and **t.w.five** in addition to two full days of Art Conversations with notable panelists including: **Kerry Adams-Hapner, Enrique Chagoya, DeWitt Cheng, Amy Ellingson, Elysa Fenenbock, Anna Hygelund, Joen Madonna, Jennifer Perlmutter, Kathryn Reasoner, Randy Rollison, Michael Schwager, and Patricia Cariño Valdez**.

The San Francisco arts community attended the event in full force fair giving artists direct access to arts professionals, fellow artists, art lovers, designers, architects and burgeoning collectors. Notable attendees included:

Nancy Bavor (San Jose Museum of Quilts and Textiles), **Kathy Baum**, (Art Consultant), **Charles Desmarais**, (San Francisco Chronicle), Rodney Ewing (artist), **Danielle Garcia** (Content Magazine), **Meg Hart** (Meg Hart Design), **Paul Karlstrom** (Art Writer), **Kelsey Lanin** (Creator's Project) **Adam J. O'Donnell** (Collector) **Matt McKinley** (Mckinley Art Solutions), **Hugo Lai** (Collector and owner, HugoMento), **Vince and Rachel Meyer** (Avenue 12 Gallery), **Marissa Patten** (Marrow Gallery), **Amanda Rawson** (San Jose Museum of Quilts and Textiles), **Tineke Triggs** (Artistic Designs for Living) **Sue Anne Wilkinson** (WB Interior Design), **Gregoire Vogelsang** (Vogelsang Gallery).

Exhibitor Testimonials

*Participating in the stARTup Art Fair San Francisco was a great experience. I was able to talk to and connect with so many people, art lovers, collectors, press, art consultants, gallery owners and more. I gave out over 400 business cards, sold 5 pieces and had galleries interested in my work. - **Shannon Amidon***

*I was proud to be able to show my work in which people of multifaceted racial and ethnic backgrounds were represented in my medium at a fair that was filled with quite a number of other talented, serious artists. -**Corey Philips Fowler***

*stARTup Art Fair brings new vitality to the art fair scene, delivering a value added experience for both the viewer and the artist. The hotel turns into a collaborative installation, pulsing with creative energy while putting some FUN back into FAIR. - **Nancy Willis***

*This was my 2nd year, participating at the stARTup Art Fair in SF. I had a great experience this year as well; I met with interested individuals and art professionals. stARTup is a good, fun and yet professional way to expose art to people in the Bay Area. - **Pantea Karimi***

The first year [I participated] gave me and my art a stamp of legitimacy, the second year was directly responsible for landing my studio at Root Division, and both years were directly and indirectly responsible for landing me all the shows that I've participated in since my first year. I find that since stARTup has a strong ripple effect I'll be able to more clearly see this year's payoff in 9 months. -**Margaret Timbrell**

The opportunity to show at startup Art Fair SF 2017 was one I won't soon forget as an artist. The many opportunities to network with fellow artist, curators, interior designers, owners of restaurants, and galleries was invaluable! The overwhelming positive feedback from attendees regarding caliber of artists/work and choice of venue all played into this forgettable artist experience! -**Beka Brayer**

Frankly I was a little skeptical in the beginning, but I am now wholly sold on this intense marketing and educational art experience. In addition to selling some of my work, I had many great conversations with collectors, artist, the public and the press. I look forward to applying again next year. - **Andy Muonio**

I was so excited to be part of another stARTup art fair. San Francisco was a whole new world. The quality of attendants and audience was astounding. I met some very wonderful and interesting people. I made some friends and lifelong connections. One particular connection.....is now representing me and my work in her gallery. - **Victoria Estacio Huckins**

Turning a motel room into an inviting exhibition space is quite a challenge, but the intimacy of having your own private room, designed exactly the way you want to best present your art outweighs the hard work. I had many interesting conversations with curators, collectors, gallerists and other artists. My room was never empty and I have 6 new collectors! - **Charlie Milgrim**

This experience will be far reaching for many months to come. The connections made with collectors, buyers and curators was plentiful, however the connections with other artists was reminiscent of summer camp. -**Renee DeCarlo**

2017 stARTup Art Fair San Francisco Exhibiting Artists

Pilar Agüero-Esparza, Shannon Amidon, Carol Aust, Beka Brayer, Arminée Chahbazian, Erik Rashad Clark, Joyce Conlon, Laurel Connell, Renee DeCarlo, Dana DeKalb, Robin Denevan, Jon Fischer, Jane Fisher, Andrea Fono, Corey Phillips Fowler, Rebecca Fox, Michele Foyer, Matt Gil, Audrey Heller, Victoria Estacio Huckins, Clint Imboden, Uma Rani Iyli, Pantea Karimi, Gillian Keller, Kevin Keul, Kimberlee Koym-Murteira, Roberto Lombana, Emily Maddigan, Barbara Maricle, Charlie Milgrim, Jack Miller, Leanne C. Miller, Mary Mocas, Shelley Monahan, Andy Muonio, April Dawn Parker, Silvia Poloto, Christine Rasmussen, Heather Robinson, Ali Saif, Anna-Lena Sauer, Mary K. Shisler, Jill Taffet, Margaret Timbrell, Terry Turrentine, Leo van Munching, Arika von Edler, Weijue Wang, James Watts, Jesse Wiedel, Nancy Willis and Keith Wilson.

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**.

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