

FOR IMMEDIATE RELEASE



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Third Edition of ArtPadSF Returns to Phoenix Hotel, Announces Opening Night Programming

SAN FRANCISCO, March 13, 2013 — **ArtPadSF** will return to the iconic Phoenix Hotel in San Francisco for its third edition from May 16 – 19, 2013. Under the continued leadership of co-creators Chip Conley, founder of Joie de Vive Hotels, and ArtPadSF Director Maria Jenson, the fair continues to focus on emerging and contemporary art, transforming the Phoenix Hotel into a visual arts destination with over 40 rooms taken over by galleries and curatorial projects. Additionally many screenings, panels, performances and parties are scheduled over the course of the four-day event.

PARTNERS

This year, ArtPadSF is pleased to announce the **SFMOMA SECA Art Award** as the fair's sole beneficiary. The award program is sponsored by Society for the Encouragement of Contemporary Art (SECA), an SFMOMA art interest group, and plays a vital role in recognizing the achievements of Bay Area artists with a high-profile museum exhibition and an accompanying catalogue. This important award program has often brought wider visibility to many artists at a relatively early stage in their careers, including D-L Alvarez, Tauba Auerbach, Chris Johanson, Barry McGee, and Laurie Reid, among many others.

Additional select cultural and programming partners include the **Asian Art Museum, ArtSlant, Gray Area Foundation for the Arts (GAFFTA), Imprint Projects New York, LittleCollector, Modern Painters, Tumblr, UC Berkeley Art Museum and Pacific Film Archive (BAM/PFA), and Yerba Buena Center for the Arts (YBCA).**

EXHIBITORS

ArtPadSF is pleased to welcome back exhibitors including **beta pictoris gallery, Johansson Projects, Gregory Lind Gallery, LUIS DE JESUS LOS ANGELES, The Luggage Store, Walter Maciel Gallery, Marx & Zavattero, New Image Art, The Popular Workshop, Steven Wolf Fine Arts, and Unspeakable Projects.** Last year's returning galleries will be joined by exciting newcomers **Blythe Projects, Charlie James Gallery, Jancar Projects, moniquemeloche, and QUEEN'S NAILS** among many others.

OPENING NIGHT

ArtPadSF welcomes SFMOMA SECA Award Program as sole beneficiary

ArtPadSF VIP Preview Benefitting SFMOMA SECA Art Award: 6-8pm \$125

After Party Benefitting SFMOMA SECA Art Award: 8-11pm \$50

ArtPadSF's 2013 opening night preview benefits the upcoming [SFMOMA](#) SECA Art Award exhibition with an evening of public programming in partnership with the museum. Since 1967, SFMOMA and its art interest group Society for the Encouragement of Contemporary (SECA) has honored more than 70 Bay Area artists with this biennial award. ArtPadSF has partnered with SFMOMA to support the current award exhibition opening on September 14, 2013, which will feature off-site commissions by 2012 SECA Art Awardees Zarouhie Abdalian, Josh Faught, Jonn Herschend, and David Wilson at various locations in the Bay Area. For more information about SECA, visit www.sfmoma.org/seca.

BAM/PFA hosts outdoor video installation by Andrew Benson, curated by Steve Seid

May 16, 2013, 8pm, Courtyard of Phoenix Hotel

On opening night ArtPadSF will host UC Berkeley Art Museum and Pacific Film Archive's presentation of an outdoor video installation by Bay Area-based artist Andrew Benson, curated by BAM/PFA Video Curator Steve Seid. *Shine Bright Plastic Diamonds* is a digital mural to be projected onto the six-story building adjacent to the Phoenix Hotel at 8 PM.

Benson has created software designed to incorporate a number of image sources into one rushing, time-based artwork that continually re-invents itself in exuberant and saturated colors. Fairgoers can catch a glimpse of their own silhouette as the artwork incorporates images of the fair via live video capture.

Tsunami Synchro returns for third year at ArtPadSF

May 16, 2013 7-8pm, Courtyard Swimming Pool, Phoenix Hotel

Tsunami Synchro, the Bay Area's premier synchronized swim team, will be performing for the third year in a row at ArtPadSF on opening night. Still drying off after their gold medal at the US Masters National, Tsunami Synchro will swim choreographed routines to diverse musical genres from beatbox to vocal acapella.

LOCATION AND HOURS OF OPERATION

PHOENIX HOTEL

601 Eddy Street

San Francisco, CA 94109

Thursday, May 16th

6-8PM //SFMOMA SECA Art Award Opening Night Benefit Preview

8-10PM //SFMOMA SECA Art Award Opening Benefit Party

Friday, May 17th

12-8PM //General Admission

8-11PM //AfterHours Events

Saturday, May 18th

12-8PM //General Admission

8-11PM //AfterHours Events

Sunday, May 19th

12-5PM // General Admission

GENERAL ADMISSION TICKETS

1-Day Pass \$15/\$20 advanced/ door per person

3-Day Pass \$35/40 advanced/ door

Students and MUNI riders get \$5 off door admission

Children Under 12, Free

About the Phoenix

The Phoenix Hotel is located in the Tenderloin District of San Francisco, a hotbed for the city's emerging artists. Perhaps the last frontier of SF's ever-expanding gentrification trend, you can still stumble upon unpolished gems in the forms of incredible cooking, unpredictable bar scenes, mom-and-pop stores, great live music and a thriving art community. This area is also home to Twitter HQ, Grey Area Foundation for the Arts and Asian Art Museum, and is in close proximity to the most recognizable art institutions of the city, such as San Francisco Museum of Modern Art (SFMOMA) and the Yerba Buena Center for the Arts (YBCA).

About ArtPadSF

ArtPadSF at the iconic Phoenix Hotel is a provocative 21st century boutique art fair that focuses on emerging and contemporary art from the Bay Area and beyond. In its third year and partnered with San Francisco's world-renowned arts institutions, galleries, and artists, ArtPadSF is a nexus for the creative, and an unparalleled marketplace for art. Arts patrons and enthusiasts are invited to take in some of the most exciting contemporary art on the market as the Phoenix Hotel transforms into a visual arts destination with over 40 hotel rooms being taken over by galleries and curatorial projects. Join us May 16th through 19th in 2013 for screenings, panels, performances, and more.