

ART SD12

ART SAN DIEGO CONTEMPORARY ART FAIR

2012 SEPT 6-9

Presenting Sponsor:



SAVE THE DATE

ART SAN DIEGO IS MOVING TO BALBOA PARK IN 2012: SEPT 6-9, 2012 WE INVITE YOU TO PARTICIPATE!

About: ART SAN DIEGO 2012 returns with the fourth edition of the fair **September 6th – 9th, 2012**. Last year's fair generated record attendance with over 8000 collectors, curators, museum directors and art enthusiasts. Strong sales were reported by galleries and the event received extraordinary media attention, and it has become one of the best attended cultural events in San Diego.

Theme: The theme of ART SAN DIEGO 2012 is "New Art City" suggesting a new way of expressing the art fair. Re-location to **Balboa Park** gives us the opportunity to develop an "urban compound" both inside the venue and throughout the grounds of **Balboa Park**. The show layout will include districts, each with its own character, dedicated to the following disciplines: contemporary art, contemporary product and furniture design, mid-century and modern art, and an area designated for experimental works. Each district will have its own social center allowing places to sit and talk with artists and dealers, and experience art in motion.

Location: Located in scenic **Balboa Park**, **The Balboa Park Activity Center** was designed by award-winning architect Rob Wellington Quigley. The 38,000 square-foot activity center represents the first new large construction in **Balboa Park** since the 60's. The activity center joins a family of **Balboa Park** structures built for world expositions in 1915 and 1935. Beautiful landscaping, public art and spacious outdoor plazas at the north and south end of the building provide excellent sites for the fourth edition of ART SAN DIEGO.

Our location allows us to collaborate with many of San Diego's leading museums including the **Museum of Photographic Arts**, **San Diego Museum of Art**, **Mingei Museum**, and the **Timken Museum** – providing cultural exchange and "after-hours" events. In addition, we are now positioned to play a big role in the **2015 Centennial Celebration in Balboa Park**: The year 2015 represents an important milestone in the history of **Balboa Park**, the much beloved cultural jewel of San Diego. Serious planning is now underway to create an unprecedented array of cultural collaborations and events during 2015.

Dates: We have moved the fair off **Labor Day weekend**, where it was held the past three years. We received input from several of our galleries, and many collectors who missed the event because they were traveling, that another date would be more convenient. This will be a much better date and works in conjunction with several other larger cultural happenings that weekend. Like last year, the fair will be one of the centerpiece events of **Arts Month San Diego**, which attracts over 120,000 visitors to San Diego.

Exhibitors: We anticipate that more than **60 leading galleries** from the USA, Canada, Europe, Latin America, and Asia will be taking part. In addition to the gallery booths, special features include gallery-curated exhibitions, contemporary furniture design, "**Spotlight Artists**" featured in solo-artist exhibitions, video-based works featured in "**IN/TO Creating Short Film Program**", artistic interventions in public spaces "**Art Labs**", San Diego focused exhibitions "**Made in San Diego**", and the introduction of emerging artists and curators "**Launchpad**".

ART SAN DIEGO is committed to supporting and showcasing emerging and promising artists. We take risks; we enjoy surprises. We love to spot talent and introduce them to new audiences. We hope you will participate. Please visit the following link for a full prospectus and application: ArtSanDiego-Fair.com/exhibitors/

Sponsors: **UBS Financial Services** is the **Presenting Sponsor**, and other sponsors include Hub International Services, Chubb Personal Insurance, Winston Art Group, San Diego Magazine, Craters & Freighters, The Frame Maker, Artworks San Diego, and Collectrium.

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