

# UNTITLED, ART.

For immediate release:  
Untitled, San Francisco

**Untitled, San Francisco's inaugural edition closes with steady sales, robust programming and an overwhelmingly positive response from the Bay Area**



San Francisco, CA, January 19, 2017 --- **On Sunday, January 15, Untitled, San Francisco closed its inaugural edition with reports of steady sales and an enthusiastic response from participating international galleries, collectors, curators, art professionals, and the general public. The debut of Untitled, San Francisco marked its position as a must-attend event backed by strong support from the Bay Area community, confirming San Francisco as a destination city on the global art fair circuit. Untitled, San Francisco continued the fair's unique curatorial vision, showcasing 55 leading exhibitors, special collaborations with outstanding Bay Area institutions and non-profits, the new Untitled, Monuments sector, which presented large-scale, site-specific works, and the return of the popular Untitled, Radio.**

Across four days, the fair attracted esteemed collectors from the Bay Area and around the world including **Shelley and Phil Aarons, Alka and Ravin Agrawal,**

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**Joachim Bechtle, Frances Bowes, Dolly Chammas, Roselyne Chroman Swig, Penny Cooper and Rena Rosenwasser, Carla Emil and Rich Silverstein, Nancy Forster, Marjory Graue, Katie Harbin Clammer, Ann Hatch, Michael Xufu Huang, Kaitlyn Krieger, Mihail Lari, Paul Leong, Cynthia Loukides, Larry Matthews, Nion McEvoy, Ellanor Notides, Katie Paige, Deborah and Andy Rappaport, Mera and Donald Rubell, Robert Shimshak and Marion Brenner, Hong-gyu Shin, Danny and Manizeh Rimer, Komal Shah, Norah and Norman Stone, Laura Sweeney, Susan Swig, Abigail Turin and Jon Gans, Carlie Wilmans, Robin Wright, Sonya Yu and Zach Lara, and Tiffany Zabłudowicz, among many others.**

Curators and art world professionals were also among the guests at Untitled, San Francisco, including **Nora Abrams** (MCA Denver), **Lele Barnett** (Microsoft Art Collection), **Steve Beal** (CCA), **Janet Bishop** (SFMOMA), **Aebhric Coleman** (Kramlich Collection), **Tom Decainy** (San Francisco Arts Commission), **Apsara DiQuinzio** (BAMPFA), Jennifer Dunlop-Fletcher (SFMOMA), **Rudolf Frieling** (SFMOMA), **Gary Garrels** (SFMOMA), **Jenny Gheith** (SFMOMA), **René de Guzmán** (Oakland Museum of California), **Cheryl Haines** (For-Site Foundation), **Max Hollein** (de Young Museum), **Anthony Huberman** (The Wattis Institute for Contemporary Arts), **Anastasia James** (Contemporary Jewish Museum), **Maria Jenson** (SOMArts), **Connie Lewallen** (BAMPFA), **Mia Locks** (2017 Whitney Biennial), **Sharon Maidenberg** (Headlands Center for the Arts), **Tom di Maria** (Creative Growth Art Center), **Leigh Markopolous** (CCA), **Hesse McGraw** (San Francisco Art Institute), **Sandra Phillips** (SFMOMA), **Renny Pritikin** (Contemporary Jewish Museum), **Carolyn Ramos** (Artadia), **Larry Rinder** (BAMPFA), **Lucía Sanromán** (Yerba Buena Center for the Arts), **Susan Sayre Batton** (San Jose Museum of Art), **Claudia Schmuckli** (de Young Museum), **Bennett Simpson** (MOCA Los Angeles), **Lori Starr** (The Contemporary Jewish Museum), **Ari Wiseman** (Solomon R. Guggenheim Foundation), **Dominic Willsdon** (SFMOMA) and **Vincent Worms** (KADIST), among others.

Well known advisors who guide some of the most important collections were also in attendance including **Artsource Consulting** (**Kerri Hurtado, Jody Knowlton and Tessa Wilcox**), **Jennifer Biederbeck** (Sotheby's), **Sabrina Buell** and **Zlot Buell Associates**, **Ashley Carr** and **Suzanne Modica**, **Ellanor Notides**, **Tracy O'Brien**, **Joelle Connelly**, **Lauren Ford**, **Laura Sweeney**, and **Luiza Teixeira de Freitas**, as well as other notable guests including **Dodie Bellamy**, **Vincent Fecteau**, **Dan Fox**, **Stanlee Gatti**, **Brad Kahlhamer**, **Kevin Killian**, **Paul Kos**, **Pamela Lee**, **Barry McGee**, **Trevor Paglen**, **Clare Rojas** and **John Waters**.

To download social photography please click [here](#).

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The curated fair featured 55 exhibitors from 10 countries including Galerie Perrotin, Andrew Kreps Gallery, Galerie Balice Hertling, Overduin & Co., PROYECTOSMONCLOVA, Hannah Hoffman Gallery, Instituto de Visión, and Anglim Gilbert Gallery. The inaugural edition of the fair brought together galleries from 19 vibrant cities including Berkeley, Berlin, Bogotá, Buenos Aires, Chicago, Frankfurt, London, Los Angeles, Madrid, Mexico City, New York, Oakland, Oslo, Paris, Saint-Ouen, San Francisco, Sausalito, Stavanger and Tehran.

Participating exhibitors expressed their enthusiasm for the inaugural edition of Untitled, San Francisco:

*The quality of the galleries was superb. It was nice to see so many great international art galleries in San Francisco. The presentation of the fair was fantastic and we were very happy to meet some very nice San Franciscans.*

**Peggy Leboeuf, Senior Director, Galerie Perrotin**

*The Wattis Institute had a great fair! We sold many of our editions, with the proceeds going towards our exhibition program. It was a privilege for us to build a bar that became a social hub and hosted all of the conversations because it connected to an energy that I don't see at other fairs: our entire local community was involved, not just dealers and collectors, but curators, art historians, museum directors, musicians, poets, and more. Untitled put its finger on how to do a fair that gets the best out of San Francisco. Thank you!*

**Anthony Huberman, Director and Chief Curator, CCA Wattis Institute for Contemporary Arts**

*Untitled was a great experience and the fair is a very valuable addition to the cultural landscape of San Francisco. The diversity and quality of the galleries was obvious, with a rich program full of discoveries and cutting edge representations of what is happening in contemporary art today. The energy, experimental attitude and enthusiasm could be felt throughout the course of the fair. Come again!*

**Max Hollein, Director, Fine Arts Museums of San Francisco**

*It's been great to be around such an impressive group of galleries at Untitled, San Francisco's inaugural edition. We feel that San Francisco is establishing itself as one of the art capitals of the world and we look forward to continuing our relationship with the fair and the city.*

**Hormoz Hematian, Director, Dastan's Basement**

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*Our experience at Untitled, San Francisco reminded me a lot of BAMPPFA's own motto: Excellence + Edge = Energy. Untitled certainly brought a lot of excellence, edge and energy to the Bay Area!*

**Lawrence Rinder, Director, UC Berkeley Art Museum and Pacific Film Archive**

*I'm excited that Untitled has chosen to come to the Bay Area and is committed to helping develop the art market here. It was great that the organizers prioritized bringing many of the smaller, local galleries and non-profits into the fair as it's a great opportunity for us to be a part of a broader conversation. The organizers made a point of introducing people to me and emphasizing the importance of smaller galleries like Interface that are regularly showing strong work.*

**Suzanne L'Heureux, Director, Interface Gallery**

*We had a sold out booth at Untitled, San Francisco, with solely major collectors buying our work. Taking part in the fair has also resulted in several exhibition and networking opportunities for all our artists, in addition to future curatorial collaborations and exhibition exchanges which will happen between our space in Stavanger and other institutions and artist run spaces across the USA. For us, Untitled, San Francisco has been a definite success.*

**Elin Melberg, Director, Projekstom Normanns**

*We felt the fair was a great success and were pleased to receive such a positive response. San Francisco has a sophisticated energy and this was a great opportunity to engage with both seasoned and new collectors.*

**Anat Ebgi, Owner, Anat Ebgi**

*The first edition of Untitled, San Francisco has exceeded the gallery's expectations after many successful years of showing with the fair in Miami. We have placed works by all three artists we brought to the fair, Russell Tyler, Erin O'Keefe, and Justine Hill, with collectors who are new to the gallery. The Bay Area collector is sophisticated and eager to learn more about the contemporary emerging art world.*

**Robert Dimin, Director, Denny Gallery**

*For Untitled, San Francisco we presented a curated booth focusing on artists from the African Diaspora, which represents an important facet of gallery's dynamic program. We received immediate curatorial support on opening night, met very thoughtful new collectors, and made some good sales.*

**Monique Meloche, Owner, moniquemeloche**

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*This was our first fair in San Francisco and the interest in our booth was amazing, with excellent feedback from curators, collectors and the general public. In the first hours of the fair we made especially good sales, placing works by Kota Ezawa and Sommer & Mignonneau in important collections and the sales continued for the duration.*

**Anita Beckers, Owner, Galerie Anita Beckers**

*We had a good first edition of Untitled, San Francisco: the fair had an interesting roster of galleries participating and we are happy to report that most of the work at our booth sold to San Francisco-based collectors.*

**Nathalie Karg, Owner, Nathalie Karg Gallery**

*Despite the stellar lineup of galleries, the quality of the work at Untitled, San Francisco caught us by surprise, as did the crowds and their enthusiasm for the show. It is hard to believe this was the first edition - it is easy to imagine it a fixture on the calendar going forward, with ever more ambitious presentations.*

**Aaron Harbour, Director, Et al.**

*It was so great to be part of an art fair in the Bay Area that brought the whole art community together. At Untitled, we met many new collectors and friends, and saw so many familiar faces too. As an organization that often travels around the world for art fairs, it was certainly a pleasure to have everything right at our doorstep this year. I know we are looking forward to next year already.*

**Tom di Maria, Creative Growth Art Center**

The inaugural San Francisco fair also saw the debut of **Untitled, Monuments**, an exciting new sector that utilizes the fair's unique, industrial space at Pier 70. Untitled, Monuments, 2017 presented a selection of large-scale, site-specific works of art by established and next generation artists including **Ann Iren Buan** (Projektrom Normanns), **Parker Ito** (Château Shatto), **Goshka Macuga** (Andrew Kreps Gallery), **Jared Madere** (David Lewis), **Ugo Rondinone** (BAMPFA), **Amba Sayal-Bennett** (Nathalie Karg Gallery) and **Leo Villareal** (Sandra Gering Inc.).

As part of its curatorial ethos, Untitled integrates non-profit and artist-run exhibition spaces into the overall layout, positioning artworks and artists in direct dialogue. In San Francisco, Untitled collaborated with an array of outstanding regional institutions and non-profits including **UC Berkeley Art Museum and Pacific Film Archive (BAMPFA)**, **The 500 Capp Street Foundation**, **Contemporary Jewish Museum**, **Creative Growth Art Center**, **Headlands Center for the Arts**, **The Fine Arts Museums of San Francisco**, **The Lab**, **San Francisco Cinematheque**, **Yerba Buena Center for the Arts** and **The Wattis Institute for Contemporary Arts**.

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Untitled, San Francisco presented a dynamic programming of artists projects, workshops and performances. Highlights included **The 500 Capp Street Foundation's** Dumbball making workshop—a ubiquitous **David Ireland** sculptural series; **The Wattis Institute for Contemporary Arts'** temporary bar on-site at the fair inspired by their own Oscar Tuazon designed Wattis Bar, that also served as the hub for **Untitled, Radio; The Lab**, who along with Oakland-based artist **Constance Hockaday**, presented *Attention! We've moved*, a floating performance and exhibition space installed onboard a boat; daily performances by **Headlands Center for the Arts** artist-in-residence **Brent Green**; the **TOILETPAPER** lounge, an artistic collaboration between celebrated artists **Maurizio Cattelan** and **Pierpaolo Ferrari**; **Ann Hamilton's** large *Welcome Mat*, presented by **Workshop Residence**; performances by **Arash Faye** presented by the **Yerba Buena Center for the Arts** Live Practice program; a curated exhibition of materials drawn from the extensive archive of **SF Cinematheque**, and a curated video program titled *A Light Shines Through*, presented by **Ashley Carr & Suzanne Modica**.

The first edition of the fair also saw the return of the popular **Untitled, Radio**, streamed on [Radiooooo.com](http://Radiooooo.com), and produced in consultation with Oakland-based community radio station, **KGPC 96.9 FM**. **Untitled, Radio** presented an extensive daily program of discussions, readings, performances, and sound works. **Untitled, Radio** takes the place of the customary fair program of talks, interviews, and roundtable discussions. Encapsulating the fair's ethos of inclusivity, the radio station brings together artists, curators and institutions from around the world, and is recorded and archived on **Untitled's** website, which remains accessible throughout the year. A full archive of the week's programming will soon be available on [www.art-untitled.com](http://www.art-untitled.com).

In keeping with **Untitled's** mission to provide a dynamic fair experience for visitors and exhibitors, **Untitled, San Francisco** engaged with several exceptional local businesses. **Mod**, a serviced business lounge concept for professionals working on the go, provided a lounge with conference rooms, massages and coffee by **FRONT**, a San Francisco-based coffee concept, who also provided exhibitors and visitors with snacks and coffee in the main section of the fair. Culinary fixtures in the San Francisco food scene **Tartine** and **Del Popolo** also had pop-ups at the fair, providing delicious food options.

**Untitled, San Francisco** was championed from its inception by a number of ardent supporters from the Bay Area including **Artsource Consulting (Jody Knowlton, Kerri Hurtado, and Tessa Wilcox)**, **Artadia**, Anglim Gilbert, **Berkeley Art Museum and Pacific Film Archive**, **The 500 Capp Street Foundation**, **California College of the Arts**, **The Lab**, **Minnesota Street Project**, **Mod**, **The Wattis Institute for Contemporary Arts**, **Headlands Center for the Arts**, **Workshop Residence**, **SF Arts Commission**, **Yerba Buena**

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**Center for the Arts**, and many others.

Untitled, Art has garnered a reputation for its commitment to creating an architecturally-designed and visually-dynamic environment for the fair. This approach continued in San Francisco with Untitled's commission of the award-winning San Francisco-based firm **Ogrydziak Prillinger Architects (OPA)**, who have been recognized for their designs for private residences, institutions and a collaborative site-specific installation with James Turrell in Sonoma County.

As Untitled looks forward to the coming years, it has established a new internet domain to reflect its presence in two locations. Untitled's new website address is [Untitledartfairs.com](http://Untitledartfairs.com).

The next editions of Untitled will take place on the beach at Ocean Drive and 12<sup>th</sup> Street in Miami Beach, FL, December 6 – 10, 2017; and at 420 22<sup>nd</sup> Street, Pier 70, in San Francisco, CA, January 12 - 14, 2018.

## **Notes to editors**

### **About Untitled, Art**

Untitled, Art is an international, curated art fair founded in 2012 that focuses on balance and integrity across all disciplines of contemporary art. Untitled, Art innovates the standard fair model by selecting a curatorial team to identify, and curate a selection of galleries, artist-run exhibition spaces, and non-profit institutions and organizations, in discussion with a site-specific, architecturally designed venue. Since 2014 the curatorial team has consisted of Christophe Boutin, Omar López-Chahoud, and Melanie Scarciglia.

### **About Jeffrey Lawson**

Jeffrey Lawson is the Founder and owner of Art Fairs Unlimited, LLC, Untitled, Art and ELEMENTS Global Trade Show, LLC. Lawson has produced and consulted on large-scale trade shows globally for the past 11 years. In 2010, Lawson founded Elements Showcase. In 2012, he established Untitled, Art, which launched in December 2012 on the sands of Miami Beach at Ocean Drive and 12th Street and is celebrating its fifth year in December 2016. Lawson is overseeing Untitled's West Coast inauguration in San Francisco in January 2017.

### **About Omar López-Chahoud**

Omar López-Chahoud has been the Artistic Director and Curator of Untitled since its founding in 2012. As an independent curator, López-Chahoud has curated and co-curated numerous exhibitions in the United States and internationally. He curated the

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Nicaraguan Biennial in March 2014 and has participated in curatorial panel discussions at Artists' Space, Art in General, MoMA PS1, and the Whitney Museum of American Art in New York City. He is currently a member of the Bronx Museum Acquisitions Committee and Prospect New Orleans Artistic Director's Council. López-Chahoud earned MFAs from Yale University School of Art and the Royal Academy of Art in London.

## **About Christophe Boutin and Melanie Scarciglia**

Co-curators of Untitled, Art, Christophe Boutin and Melanie Scarciglia co-founded the distinguished publishing houses onestar press and Three Star Books in Paris in 2000 and 2007, respectively. They have worked with artists such as Tauba Auerbach, Maurizio Cattelan, Dominique Gonzalez-Foerster, Jonathan Monk, Simon Starling, Lawrence Weiner and others to publish over 300 limited artist's book editions since the inception of their two publishing houses. They have also worked with the Centre Pompidou (Paris) to curate BOOK MACHINE (Paris), a three-week engagement of performances and conferences focusing on artists' book publishing.

## **About Amanda Schmitt**

Amanda Schmitt is Untitled, Art's Director of Programming and Development. With extensive curatorial and gallery experience, she has held director positions at several galleries in New York City, most recently working with Marlborough Chelsea to develop the exhibition program for their Lower East Side gallery. Schmitt has organized over 40 artist performances, screenings and exhibitions at galleries and alternative exhibition spaces around the world, including Marlborough Chelsea (New York), SIGNAL (Brooklyn), The Suburban (Chicago); Guest Projects (London); A Thin Place (Berlin), among others, and most recently, developing and launching Untitled, Radio, Untitled Art's live radio broadcast which will continue in Miami Beach and at the inaugural edition of Untitled, San Francisco.

## **About Juana Berrío**

Juana Berrío is the Programming and Development Advisor for Untitled, San Francisco. An independent curator and writer based in San Francisco, she co-founded and directed Kiria Koula, a contemporary art gallery and bookstore that was located in The Mission District in San Francisco. She has worked as an Education Fellow at the New Museum in New York (2012) and at the Walker Art Center in Minneapolis (2010-2011) and served as a curatorial assistant for Massimiliano Gioni (2013 Venice Biennale). As an independent curator and writer, she has been a contributor for Frog Magazine, Bielefelder Kunstverein, SFMoMA's Open Space, Kadist Foundation (Paris), and Look Lateral, among others.

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Image:

Untitled, San Francisco, 2017. Photo: Casey Kelbaugh

**For press enquiries, please contact:**

Hannah Gompertz

SUTTON | +1 212 202 3402 | [hannah@suttonpr.com](mailto:hannah@suttonpr.com)