

# ART SD10

# ART SAN DIEGO

CONTEMPORARY ART FAIR

# 2010

SEPT 2-5

Presented by



**ART SAN DIEGO** Contemporary Art Fair (formerly **Beyond the Border International Contemporary Art Fair**) was inaugurated in **2009**.

**ART SAN DIEGO** features prominent galleries representing contemporary artwork by established and emerging artists from around the world. It is an especially rich venue for surveying the dynamic work of Latin American artists.

**ART SAN DIEGO 2010** will be held **September 2-5, 2010**, at the **Hilton San Diego Bayfront Hotel**. More than 50 galleries will showcase paintings, sculptures, drawings, prints, photographs, videos, and cutting-edge multimedia artworks. The Fair includes a VIP Opening Night, distinguished guest speakers, luxury brand displays, city-wide cultural programs, and exclusive wine and food events.

**ART SAN DIEGO's** venue, the **Hilton San Diego Bayfront**, rises 30-stories at the edge of San Diego Bay. Designed with world-class sophistication and the largest pillar less ballroom in San Diego, it is the ideal place to view and acquire art and to learn more about collecting at all levels.

## **MEDIA CONTACT**

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## **ART SAN DIEGO CONTACT**

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MODERN LUXURY  
MEDIA



RIVIERA  
MAGAZINE

WINE2.0

Red velvet



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# Schedule

THURSDAY, SEPTEMBER <b>2</b>	FRIDAY, SEPTEMBER <b>3</b>	SATURDAY, SEPTEMBER <b>4</b>	SUNDAY, SEPTEMBER <b>5</b>
<p><b>OPENING NIGHT</b> 5 pm – 11 pm</p> <p>SPECIAL EVENTS: 5 pm – 7 pm <b>COLLECTOR CLUB FIRST PREVIEW</b></p> <p>7 pm – 9 pm <b>VIP RECEPTION</b> Featuring WINE 2.0 Complimentary hors d'oeuvres.</p> <p>8 pm – 11 pm <b>SDFAS ANNUAL ART AWARDS DINNER</b></p>	<p><b>OPEN FAIR DAY I</b> 12 pm – 8 pm</p> <p>SPECIAL EVENTS: 10 am – 2 pm <b>ART &amp; MONEY</b> SANDIEGOCA/SEPT 3 /2010 <i>Conversations</i></p> <p>10 am – 2 pm <b>ART COLLECTORS BOOT CAMP</b></p> <p>7 pm – 10 pm <b>SIGHT &amp; SOUND BAYFRONT CONCERT</b></p>	<p><b>OPEN FAIR DAY II</b> 12 pm – 8 pm</p> <p>SPECIAL EVENTS: 8 am – 5 pm <b>ART IN THE CITY</b> SANDIEGOCA/SEPT 4 /2010 <i>Conference</i></p> <p>6 pm – 8 pm <b>YOUNG COLLECTORS NIGHT + WINE 2.0</b></p>	<p><b>OPEN FAIR DAY III</b> 11 am – 5 pm</p> <p>SPECIAL EVENTS: 11 am – 2 pm <b>ART REACH FOR KIDS</b></p>
<p><b>LATIN CINEMATHEQUE:</b> Special Programming TBA  <b>ART LABS:</b> Concurrent city-wide programming</p>			

**TICKETS**  
 RSVP / ticket purchase required in advance.

**COLLECTOR CLUB**  
 Membership information:  
[www.artsandiego-fair.com](http://www.artsandiego-fair.com)

**VIP RECEPTION**  
**\$75.00** per person  
 A portion benefiting  
 The San Diego Art Prize

**DINNER**  
**\$150** per person  
 Benefitting The San Diego  
 Fine Arts Society (SDFAS)

**TICKETS**  
 Available for purchase in advance at [www.artsandiego-fair.com](http://www.artsandiego-fair.com) and at the fair.

**YOUNG COLLECTORS NIGHT + WINE 2.0**  
**\$35.00** per person

**GENERAL ADMISSION**  
**\$15.00** per person / per day (can be used on any open fair day)

**STUDENTS**  
**\$10.00** per person / per day (can be used on any open fair day)

# Gallery Exhibitions

**CURATORIAL DIRECTOR** Marcela Quiroz Luna. [mqluna@artsandiego-fair.com](mailto:mqluna@artsandiego-fair.com)

**CURATORIAL COMMITTEE** Lisa Dennison. Chairman, Sotheby's North and South America  
 Cecilia Fejardo-Hill. Chief Curator of Museum of Latin American Art  
 Deborah Klochko. Director, Museum of Photographic Arts  
 Dale Lanzone. President, International Public Art Marlborough, Marlborough Chelsea Gallery  
 George Melrod. Editor-in-Chief, art ltd

**SPOTLIGHT ARTISTS & GALLERIES ANNOUNCED** **2010 Spotlight Artists:** Larry Bell. Beyond the Border Gallery / Amy Casey. Michael Rosenthal Gallery / Hernán Cedola. KBK Arte Contemporáneo / Manuel Cerda. Galería Enrique Guerrero & Melero Gallery / Hugo Lugo. Ginocchio Galería / Mark Licari. Honor Fraser Gallery / Keiko Sugiyama. Fine Art Consultancy Ltd. / Sebastiao Salgado. Peter Fetterman Gallery / De La Torre Brothers. SD Art Prize / Julio Orozco. SD Art Prize / Gail Roberts. SD Art Prize / David Adey. SD Art Prize / Jeffery Laudenslager. San Diego, CA.

**2010 Galleries:** Honor Fraser. Los Angeles, CA / Sundaram Tagore Galleries. New York, NY | Beverly Hills, CA | Hong Kong, CN / Michael Rosenthal Gallery. San Francisco, CA / Peter Fetterman Gallery. Santa Monica, CA / Fine Art Consultancy Ltd. London, UK | Tokyo, JP / Galería Enrique Guerrero & Melero Gallery. Mexico City, MX | San Diego, CA / Ginocchio Galería. Mexico City, MX / La-Industria. San Juan, PR / Robert Green Fine Arts. Mill Valley, CA / Charlie James Gallery. China Town, LA, CA / KBK Arte Contemporáneo. Mexico City, MX / Luis De Jesus Los Angeles. Santa Monica, CA / Durden & Ray Fine Art. Los Angeles, CA / Julie Nester Gallery. Park City, UT / Brenda Taylor. New York, NY / Joanne Artman Gallery. Laguna Beach, CA / Pristine Galerie. Monterrey, MX / Denis Bloch Fine Art. Beverly Hills, CA / La Caja Galería. Tijuana, MX / Beyond the Border Gallery. San Diego, CA | Tijuana, MX / AMIC Gallery. Tokyo, JP / Zen Gallery. Ho Chi Minh City, VT / Scott White Contemporary Art. San Diego, CA / LeBasse Projects. Culver City, CA / Kinkead Contemporary. Culver City, CA / Joseph Bellows Gallery. La Jolla, CA / Murphy Fine Arts. San Diego, CA / Corey Helford Gallery. Culver City, CA / Garboushian Gallery. Beverly Hills, CA / Blythe Projects. Culver City, CA / ACG. Santiago, CL.

SHOWCASING OVER  
 50 EXHIBITORS FROM  
 AROUND THE WORLD  
 AND OVER  
 2,000 ARTWORKS



## Programs

### CONFERENCES

## ART & MONEY

SAN DIEGO CA / SEPT 3 & 4 / 2010 **Conversations**

**Friday, September 3.** **Art & Money Conversations** offers attendees of the fair access to first-hand information on aspects of art collecting by facilitating direct encounters between leading personalities of the international art world. It is a forum that encourages the exchange of ideas through a series of platform discussions. Conversations will focus on the collection and the acquisition of art. Distinguished art collectors, curators, gallery owners, publishers, artists will take part.

## ART IN THE CITY | Utilizing Art & Culture as Transformative Tools

SAN DIEGO CA / SEPT 4 / 2010 **Conference**

**Saturday, September 4.** A one-day conference focused on determining how the most transformative arts and culture initiatives nationwide can be implemented in San Diego. The program will be moderated by **David Malmuth**, a noted entertainment developer who is responsible for the rebirth of **The New Amsterdam Theater** in NYC and the **Kodak Theater** in Hollywood. Confirmed speakers at this time include **Tim Jones** who leads **Artscape** in Toronto, an international developer of artist live/work spaces and **Aaron Paley**, President of **CARSLA**, an innovator in creating performance in public spaces.

[www.artsandiego-fair.com/conferences/artinthecity.html](http://www.artsandiego-fair.com/conferences/artinthecity.html)

### ART COLLECTORS BOOT CAMP

Want to build the art collection of your dreams? With art critic **Jori Finkel** acting as coach, you can spend up to **\$50,000** (of play money, sorry!) on works from the fair to assemble your own visionary art collection. The workshop will begin with Finkel's introduction to various buying strategies and end with a group presentation of your new acquisitions. Along the way, you will visit several of the gallery booths at the fair and discover more about your own identity as a collector.

### LATIN CINEMATHEQUE

**ART SAN DIEGO** is pleased to present **Latin Cinematheque**, a screening space created specifically inside the fair to showcase cutting-edge films. Co-presented by **Media Arts Center** and the **San Diego Latino Film Festival**, and hosted by **Yolanda S. Walther-Meade**. The lead feature will be **"EL Informe Toledo"** a fascinating film directed by **Albino Alvarez** and will be featured several times a day. The documentary explores the series of fifteen prints **Francisco Toledo** made in response to Franz Kafka's **"Report for an Academy"**.

### CONCURRENT CITY-WIDE PROGRAMMING

**ART SAN DIEGO** programs will spread throughout the city of San Diego and into Tijuana with collaborative events and **ART LABS**. Included will be spaces in Barrio Logan (Device Gallery/Sanctuary Space/Glashaus), Sushi Performance & Visual Arts, L Street Fine Art Gallery, Patricia Rincon Dance Collective **"Blurred Borders,"** Westfield Shopping Center, San Diego International Airport, La Casa del Tunel Art Center in Tijuana, along with five dedicated public outdoor spaces featuring large scale, multi-artist, multi-site exhibitions.



## Visitor Information

**FOOD & DRINK** Throughout the day the *Fair's Café* will serve sandwiches, salads and a full lunch menu. Within the **Hilton San Diego Bayfront Hotel** there are four of San Diego's hottest destination restaurants, all with sweeping views of the bay. Restaurants include: **Vela, Odysea, Bay Breeze**, and the **Fox Sports Grill**. Reservations can be made for these restaurants in advance on [www.opentable.com](http://www.opentable.com). Also onsite is a Starbucks.

**ACCOMODATIONS** Rising 30-stories above the edge of San Diego Bay the **Hilton San Diego Bayfront Hotel** is the West Coast's newest waterfront hotel. Fusing a dynamic waterfront location, sun and sea-inspired design, and casually sophisticated vibe, this San Diego, CA hotel offers an immersion into the essence of the city's unique coastal culture and lifestyle. The **Hilton San Diego Bayfront** is pleased to offer visitors and exhibitors of **ART SAN DIEGO** the following special room rates: **Port Side Rooms: \$209 | Bayside Rooms / High Floor: \$239**. Included in your special room rate are tickets to the **Opening Night Party** and **Fair Day Pass Tickets**. [Click here to book this special rate!](#)  
[www.hilton.com/en/hi/groups/personalized/SANCCHH-BBIC-20100901/index.jhtml](http://www.hilton.com/en/hi/groups/personalized/SANCCHH-BBIC-20100901/index.jhtml)

Visit the Official Travel Resource for the San Diego Region: [www.sandiego.org/nav/visitors](http://www.sandiego.org/nav/visitors)

## Making It Happen

**FOUNDERS** **Ann Berchtold** and **Julie Schraeger** of **BTB-Art, Inc.** inaugurated their vision in 2009 to become the preeminent contemporary art fair on the West Coast and advance San Diego as an international destination for cultural tourism.

**VIP COLLECTOR CLUB PROGRAM** **ART SAN DIEGO** is committed to addressing the needs of collectors through the **VIP Collector Club Program**. **Collector Club Membership** is by invitation only and offers collectors exclusive experiences including: access to all VIP events prior to and during the Fair, and access at the Fair to our exclusive Collector Club Lounge hosted by Riviera Magazine, and more. Interested collectors please email [info@artsandiego-fair.com](mailto:info@artsandiego-fair.com)

**SPONSORS** **UBS Financial Services Inc** / Modern Luxury Media / Riviera & Riviera Interiors / Hilton San Diego Bayfront / Wine 2.0 / The Red Velvet Lounge / The American Institute of Wine and Food / Amtrak / Craters & Freighters and more.

**MEDIA SPONSORS** Art in America / Artnet / ArtNEXUS / ARTNOW / Art Dailies / Art LTD / ARTROCKS / VAS / LatinArt.com / A-List / Emagazine / San Diego Art Journal / Artillery Magazine and more.

**MUSEUM PARTNERS** Museum of Contemporary Art San Diego | MCASD / Athenaeum / Lux Institute / Media Arts Center | MAC / New Children's Museum | NCM / Museum of Photographic Arts | MoPA / The Art of Photography | AOPS / San Diego Museum of Art | SDMA / SDSU Art Gallery / The Stuart Collection | UCSD / visARTS | UCSD and more.

**COMMUNITY & CULTURAL PARTNERS** The San Diego Fine Art Society | SDFAS / East Village Association / Center City Development Corporation | CCDC / San Diego Convention & Visitors Bureau | ConVis / Mexico Tourism Board / San Diego Convention Center Corporation / Unified Port of San Diego and more.