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preview gala benefiting the san francisco museum of modern art

For Immediate Release
July 21, 2009

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SECOND ANNUAL SAN FRANCISCO 20th CENTURY MODERNISM SHOW AND SALE RETURNS TO FORT MASON IN SEPTEMBER

(San Francisco) The 2nd Annual **San Francisco 20th Century Modernism Show & Sale (SF20)**, will return on September 24-27 to the Herbst Pavilion, Fort Mason Center. **SF20** will open with a gala preview from 6 p.m. to 9 p.m. on Thursday, September 24, benefiting the **San Francisco Museum of Modern Art (SFMOMA)**. Elaine McKeon will serve as honorary chair of the 2009 event, and Katie Schwab, Allison Speer and Stanlee Gatti are co-chairs. Designer Circle chair is Douglas Durkin, and Heidi and Caley Castelein are Connoisseur chairs. Charles and Helen Schwab served as honorary co-chairs last year.

SF20 features fifty of the most prominent 20th century decorative and fine arts dealers from across the United States and Europe, including **R 20th Century** and **Antik** from New York, **Hedge** from San Francisco, **Downtown** and **Reform** from Los Angeles amongst many others. The furniture, fine art and objects, representing all design movements of the past century, will be presented in dramatic room settings creating the effect of a decorator show house tribute to classic 20th century design.

The preview gala benefiting **SFMOMA** will offer supporters the opportunity to peruse and purchase at the show before it opens to the public on Friday through Sunday. The event will include catered hors d'oeuvres, open bar sponsored by Grey Goose Vodka, music, and complimentary valet parking and show catalog. The preview party tickets will be tiered in price to allow a large number of guests to attend on opening night.

Henry Urbach, Helen Hilton Raiser Curator of Architecture and Design at **SFMOMA**, will moderate a panel discussion of 20th century design on Friday, September 25 at 10 a.m. at Fort Mason. *Modern* magazine will host a continental breakfast for attendees after the keynote discussion.

Corporate sponsorship for **SF20** is provided by 1st Dibs, Boucheron, and Ferarri & Maserati of San Francisco, and *California Home & Design*, *7X7*, and *Modern* magazines are media sponsors of the event. **SF20** is organized by Dolphin Promotions, Inc. which also produces modernism shows in Chicago, Los Angeles, Miami, and Palm Springs. For more information, visit www.sf20.net

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