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FOG Design+Art is back on this year amid S.F.'s efforts to become arts destination

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After another year of high-profile event cancellations and postponements due to the pandemic, local art connoisseurs will once again gather in-person at the eighth edition of FOG Design+Art.

The fair will take place at Fort Mason Center for Arts and Culture Jan. 20-23. The Preview Gala fundraiser on Jan. 19 will directly benefit educational programming and exhibitions at SFMOMA, and the well-heeled attendees almost guarantee just as much of a spectacle as the works of art on view.

This year's event brings together 45 exhibitors — 15 of which are galleries hailing from the Bay Area and 10 that are participating for the very first time (a record for the fair). Newcomers include CULT Aimee Friberg Exhibitions of San Francisco, which recently opened a space in Oakland. Admission is \$25.



NIKKI RITCHER

The FOG Design+Art show in 2020.

Of the 15 local galleries, 14 are based in San Francisco and one is based in Oakland. Some of galleries were invited to participate, but fair organizers also accepted applications from any gallery interested.

The schedule of paneled discussions on a wide range of topics in the art world, set the art fair apart — and will be live-streamed for those that are not yet ready to gather in-person. Topics this year include how space will be conceived in the metaverse (by Marcus Guillard and Zesty Meyers); NFTs (moderated by [Ethan Beard](#), co-founder and CEO of Yoz); and the future of the arts in the Bay Area (moderated by Sarah Hotchkiss, senior associate editor of KQED Arts & Culture).

FOG Design+Art has always fostered a dialogue between art and local business leaders who have made huge contributions in their respective field via its annual Innovators Luncheon. This year's event will honor pioneering musician Linda Ronstadt, whose career spanned four decades and was presented the National Medal of Arts by President Barack Obama, inducted into the Rock and Roll Hall of Fame and awarded the Kennedy Center Honors in 2019. Past honorees have included [Brian Chesky](#), co-founder and CEO of Airbnb, iconic chef [Alice Waters](#) and [Kevin Systrom](#) and [Mike Krieger](#) of Instagram.

"We're just very excited to get together in person and see our exhibitors and welcome people back to Fort Mason and actually see art and design in person," said Communications Director Abby Margulies. "I think that's something we've all really missed."

She said advanced ticket sales are lower than they were in previous years, but none of the exhibitors have withdrawn due to Covid.

Brenda Tucker, director of arts marketing for SF Travel, has been working to increase the branding of San Francisco as an arts destination, and has partnered with Expedia last year on a [campaign to drive arts tourism](#). The campaign resulted in 27,000 hotel nights.

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