

John Slepian  
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# San Francisco Chronicle

**SF**

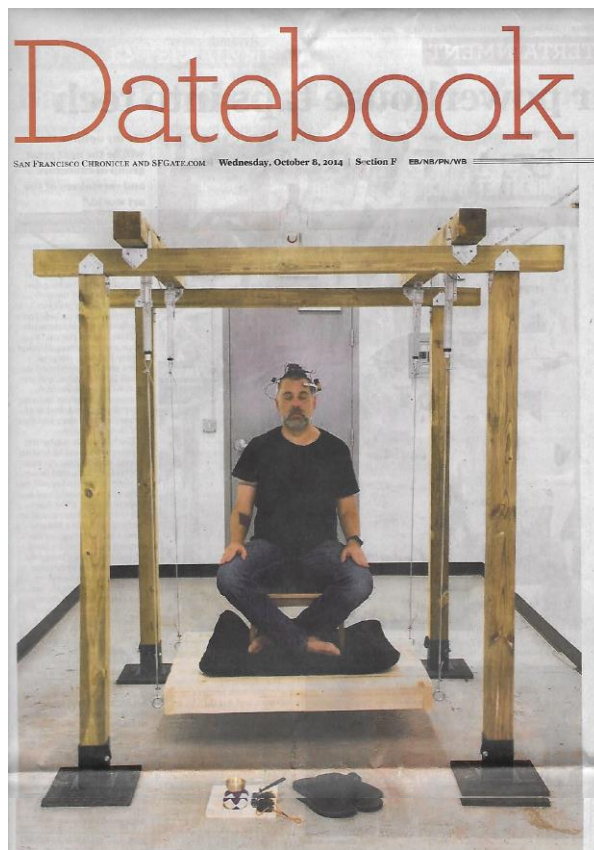
248 Utah Street  
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The installation "Transcendence," in which the artist links electronics and his brain waves to levitate, will be at Art SV/SF.

**EVENTS**

## Art fair powerhouse tapping Silicon Valley

Event hoping to connect with new audience via modern, high-tech works

By Katharine Schwab

Al Widweil has turned Alcatraz into a site-specific installation about freedom and human rights. The Anderson Collection, one of the country's most valuable private collections of modern and contemporary art, has opened at Stanford University. And this weekend, Art Miami, a powerhouse in the contemporary and modern art fair scene, is dipping its toes into the West Coast art scene with Art Silicon Valley/San Francisco.

"Everybody wants to be a part of what's happening here, which is the most creative community globally right now, specifically with regard to the tech sector ... the energy, so to speak," said Nick Kornblum.

Art continues on p. 2

Art Silicon Valley/San Francisco 11 a.m. Thursday-Sunday, San Mateo County Event Center, Expo Hall, 1346 Saratoga Drive, San Mateo. \$15-\$140. www.artsv.fair.com/home.

ARTS & ENTERTAINMENT

# Art fair powerhouse taps into tech

Art from page F1

loff, the director and partner of Art Miami and the founder of Art SV/SF, which will present contemporary and modern art at the San Mateo Event Center.

"The art is from around the globe, but more importantly, we're catering to an audience that is one of the most creative but has yet to take the step toward art collecting and patronage. In my opinion this will be the next great group of collectors and caretakers of the art world."

Art SV/SF will host 75 galleries, including ones from France, Italy, Germany, South Korea, Venezuela and Finland. Galerie Forsblom from Helsinki will present work from contemporary and modern artists to an audience it has never reached before.

"What's exciting in Silicon Valley is that I believe that there are a lot of people working who aren't able to travel anywhere after art they would be interested in," said Frej Forsblom, director of Galerie Forsblom.

The question of technologists collecting art has been one of increasing relevance and urgency for galleries in the Bay Area and for the art world at large. After a surprisingly good turnout at Silicon Valley Contemporary but a disappointing number of buyers, Art SV/SF is one of the next fairs to attempt to tap into techies' vast spending potential but seeming disinterest in art collecting.

Art SV/SF hopes to foster a connection with Silicon Valley's engineers and programmers by presenting them with art that speaks their language — art that uses electronics, evide and digital technologies to probe the nature of contemporary experience. Hoping to lure employees from tech giants like Google and Facebook with complimentary admission, Art SV/SF will also be providing educational pro-



"Square Jolivet" (1987), by Jacques Villeglé, a French mixed-media artist, will be at Art SV/SF.



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Nick Korniloff of Art Miami, founder of Art SV/SF

matter of time. Eventually when there's an intersection, when there's something that meets the taste of the tech buyer, that buyer will buy."

Traves' artists include Jamie Zwickbaum, whose interactive LED sculptures respond to touch and movement. Heather Dewey-Hagborg, who rendered people's faces based on found DNA samples, and artist duo Caraballo-Farman, who used MRI scans to create three-dimensional models of breast cancer tumors and then cast them in bronze.

The fair is also attempting to generate interest by hosting several installations. An exhibition of walls painted by noted street artist Banksy will be featured prominently, and San Francisco street artist Apex will complete a large mural at the front of the San Mateo Event Center during the fair's opening night. Zoro, a local art and technology nonprofit, is presenting an installation called "Transcendence" by John Slepian, where the artist uses electronics and linen actuators to levitate himself using the meditative power of his mind.

"This year will create a precedent — or not," said Martin Muller of local gallery Modernism, which will be celebrating its 35th anniversary as an art institution during Art SV/SF. "Others have tried over the years and you've had all kinds of experimental, smallish fairs coming and going in the Bay Area, but this one, to me, comes across as really meaning it on a high level, high scale, high quality. It could potentially become an

Ai Weiwei has turned Alcatraz into a site-specific installation about freedom and human rights. The Anderson Collection, one of the country's most valuable private collections of modern and contemporary art, has opened at Stanford University. And this weekend, Art Miami, a powerhouse in the contemporary and modern art fair scene, is dipping its toes into the West Coast art scene with Art Silicon Valley/San Francisco.

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The organization has also partnered with Leaders in Software and Art (LISA), a New York-based group that presents lectures and conferences for artists who use technology in their work. **Isabel Draves**, the founder of LISA, is bringing 21 tech artists from the New York scene to the fair.

“Nobody goes from having posters on their wall in their dorm to suddenly collecting hundred-thousand-dollar works of art without an education process and some time to develop a taste for it,” said Draves. “I think it’s only a matter of time. Eventually when there’s an intersection, when there’s something that meets the taste of the tech buyer, that buyer will buy.”

Draves’ artists include Jamie Zigelbaum, whose interactive LED sculptures respond to touch and movement, Heather Dewey-Hagborg, who rendered people’s faces based on found DNA samples, and artist duo Caraballo-Farman, who used fMRIs scans to create three-dimensional models of breast cancer tumors and then cast them in bronze.

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*Katharine Schwab is a freelance writer. E-mail: [datebookletters@sfnchronicle.com](mailto:datebookletters@sfnchronicle.com)*

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