

## **THE SAN FRANCISCO ART DEALERS ASSOCIATION**

### **BACKGROUND**

Founded in 1972, the San Francisco Art Dealers Association (SFADA) seeks to promote the highest standards of connoisseurship, scholarship and ethical practice within the gallery community. SFADA contributes to the advancement of fine art in the San Francisco Bay Area by investing in the professional development of its members and forging relationships with both public and private organizations. Our members' exhibitions and collections feature a range of works across media from the historic to the contemporary, including sculpture, painting, works on paper, textiles, video, film and installations. We present work by emerging and midcareer artists as well as early, modern and contemporary masters.

**Membership is by invitation only.** Prospective members may be nominated by current members on a twice-yearly basis. Nominees are then accepted based on a majority vote by the current membership.

### **BENEFITS OF MEMBERSHIP**

#### **Network of Peers**

SFADA is a business-to-business trade association that gives members the opportunity to share insights with other gallery owners on current issues in the business of art.

#### **Introductions to Bay Area museum directors, curators, and other VIPs**

As an official representative and voice of Bay Area fine art galleries, SFADA welcomes new museum directors and curators to the Bay Area. In the past few years, SFADA has hosted private receptions for incoming directors and curators of SFMOMA, the Fine Arts Museums of San Francisco and YBCA, giving gallerists the opportunity to make important connections in the local art world. SFADA has organized curator-led tours at these museums as well as at The Contemporary Jewish Museum, the Anderson Collection at Stanford, MoAD, the Berkeley Art Museum/PFA and others as means to give gallerists personal connections to museum professionals.

#### **Professional Practices Sessions**

SFADA hosts informative and informal discussions among gallerists on topics such as social media marketing, working with museums, and current HR laws, which give gallerists the

opportunity to stay current on best business practices, share experiences, and learn from each other.

### **Regular SFADA Sponsored Events**

SFADA events include intimate social gatherings with members and leaders in the arts and lectures/panels on art business topics such as HR issues, art law and taxation. There are two general Membership meetings per year hosted by member galleries.

### **Marketing**

SFADA's website and Instagram social media presence gives galleries another channel through which to publicize their exhibitions and events. **www.SFADA.com** presents current exhibition listings, images, gallery profiles, maps, resources, and a member roster with live links to gallery websites. It also provides a space to post jobs. Window Decals with the SFADA logo are available for member galleries.

### **Email Newsletter**

Sent bi-monthly to thousands of email subscribers, the SFADA Newsletter features art dealer news, gallery exhibitions, resources, various updates, and member opportunities.

### **Email Distribution List**

SFADA receives many inquiries from the public on a variety of topics. When relevant, these emails are passed along to the membership with a clear subject line making it easy to know if your gallery might benefit. They may include:

- Employment and internship-seeking candidates
- Calls to artists for juried exhibitions, grants and other opportunities
- Special discounts on art services
- Resale and appraisal requests and inquiries

We are also happy to pass along member community announcements/requests, such as:

- Requests for peer referrals – crating, installation, conservation etc.
- Memorial services
- Invitations to relevant fundraisers

### **Discounts and Special Offers**

SFADA negotiates special deals for SFADA members with art-related vendors and art fairs. Members are often offered free admission to art fairs, receive special invitations to museum events, and other relevant benefits.

**If you have any questions about the San Francisco Art Dealers Association, please contact:**

- Steve Zattero, SFADA Executive Director: [info@sfada.com](mailto:info@sfada.com)
- Eleanor Harwood, President of SFADA Board of Directors and Principal of Eleanor Harwood Gallery: [eleanor@eleanorharwood.com](mailto:eleanor@eleanorharwood.com)