

SOUTHERN EXPOSURE

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FOR IMMEDIATE RELEASE

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Mega Mega Mega

Southern Exposure's
Annual Fundraiser and Art Auction

Saturday, May 7, 2011

7:30 – 10:30 pm

Live Auction: 8:30 – 9:30 pm

Silent Auction: Lots begin to close at 9:45 pm

VIP Reception

A pre-party, private reception for Host Committee ticket holders

6:00 – 7:30 pm (immediately before the main event)

Auction Preview Exhibition

May 2 – 5, 2011, 12:00 – 6:00 pm

Auction Preview Event: Collectors' Tours

Wednesday, May 4, 2011

Lunchtime snacks: 11:30 am – 2:00 pm

Evening drinks: 6:30 – 8:30 pm

Admission Free

Reservations Requested at www.soex.org

Tickets Levels

Main Event - \$35 in advance, \$45 at the door

VIP Reception - \$150 and up. See website for all ticket levels.

Purchase tickets by phone - 415.863.2141 or online - soexauction2011.eventbrite.com

Southern Exposure

3030 20th Street (@ Alabama)
San Francisco, CA 94110



Design by Laura Bagnato

San Francisco, CA, March 22, 2011 - Southern Exposure is proud to present *Mega Mega Mega*, our Annual Fundraiser and Art Auction on Saturday, May 7, 2011 from 7:30 – 10:30 pm. Our Art Auction will be held at our new home at 3030 20th Street, San Francisco, CA 94110. The night features a Live and Silent Art Auction of work from over 150 established and emerging artists, delicious food and beverages, music, and creative projects. Over 600 artists, collectors and supporters are expected to attend this spectacular evening. This famously fun event provides direct and critical support for Southern Exposure's programs and enables SoEx to continue to serve as the most dynamic, independent local hub for the Bay Area visual arts community. Please join us! Auction tickets can be purchased by phone at 415-863-2141 or online at soexauction2011.eventbrite.com.

Mega Mega Mega VIP Reception

The VIP reception is an exclusive pre-party reception for Host Committee ticket holders from 6:00 – 7:30 pm that gives collectors and Southern Exposure supporters the opportunity to place early bids, take advantage of the 'buy it now' option on silent auction items, and enjoy mingling with select artists in a fun and intimate atmosphere. There will be a variety of culinary pleasures for guests courtesy of Flour + Water and cocktails by Hendricks Gin.

Creative Projects

As part of the evening's festivities, Auction attendees will have the opportunity to participate in a number of mega fun activities. Enter our money grab booth and reach for Monopoly bills, scratcher tickets, and restaurant gift certificates, get your picture taken with a giant Publishers Clearing House style check, and more.

Artists

Mega Mega Mega will feature over 150 original works by nationally recognized and emerging artists such as Libby Black, Sergio De La Torre, Chris Duncan, Futurefarmers, Todd Hido, Colter Jacobsen, Yoon Lee, Jim Melchert, and Rigo 23. Please visit our website, www.soex.org/soexauction2011.html, for a complete listing of artists.

Sponsors

Southern Exposure is proud to announce the many wonderful local business sponsors of *Mega Mega Mega*, including Arizmendi Bakery, Two Mile Wines, Hendrick's Gin, BridgePort Brewery, Spoetzl Brewery, Trumer Brauerei, Purple Wine Co., Purity Organic Inc., Atlas Café, Café Zoetrope, El Metate, Delfina, Bissap Baobab, Jasmine Rae Bakery, The Fruit Guys, Bi-Rite Market, Rose's Café, Rainbow Grocery, SPQR, Whole Foods, Delfina, Branch, Mijita, Serpentine, COCO500, Citizen Cake, Jardinière, Little Star Valencia, Acme Bread Company, Ritual Coffee Roasters, La Méditerranée, and more.

Preview Exhibition

Artworks will be available to preview in person at Southern Exposure from Monday, May 2 through Thursday, May 5, 2011 from 12 to 6 pm. Images of the artwork will be on the SoEx website, www.soex.org, starting in late April. As with all Southern Exposure exhibitions, the preview is free and open to the public.

Preview Event: Collectors' Tour

Visit Southern Exposure on Wednesday, May 4, 2011 for a lunchtime sandwich or an evening cocktail and a fascinating tour of the art works available in the auction. The tours help both new and seasoned collectors make an informed decision when bidding on work and provides in-depth knowledge on celebrated Bay Area artists. This event is free and open to the public, but interested participants must RSVP on our website: www.soex.org. Join us from 11:30 am – 2:00 pm for the lunchtime tour or 6:30 – 8:30 pm for the evening tour.

Purchase Tickets

Online at <http://soexauction2011.eventbrite.com> or by phone at 415.863.2141

Absentee Bidding

Can't make it to the Auction but still want to bid on amazing work by Bay Area artists? Call us at 415-863-2141 or e-mail assocdirector@soex.org to arrange absentee bidding.

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ABOUT SOUTHERN EXPOSURE

Southern Exposure (SoEx) is a nonprofit visual arts organization founded in 1974 that supports emerging artists and youth in a dynamic environment in which they can develop and present new work and ideas. An active presence in the Bay Area for 37 years, the organization evolves in response to the needs of artists and the community, engaging the public in the artists' work. Activities range from exhibitions of local, regional, and international visual artists' work, education programs, and lectures, panel discussions, and performances. Southern Exposure is dedicated to giving artists—whether they are exhibiting, curating, teaching, or learning—an opportunity to realize ideas for projects that may not otherwise find support. Southern Exposure supports artists through three main program areas including the Exhibitions Program, Artists in Education Program and Alternative Exposure Grant Program/Artists Resources Program.

For more information and images, contact Jeanne Gerrity at (415) 863-2141 or assocdirector@soex.org. Southern Exposure is located at 3030 20th Street, San Francisco, CA 94110. Office Hours are Monday through Friday from 10 am to 6 pm and Gallery Hours are Tuesday through Saturday from 12 to 6 pm. Admission is always FREE. Website: www.soex.org.