

S O U T H E R N E X P O S U R E

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PRESS RELEASE: FOR IMMEDIATE RELEASE

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Benefit *Optic Illusion*: Southern Exposure's Annual Spring Fundraiser and Art Auction

Date Saturday, April 26, 2008

Times 7:30 to 11:00 PM
Live Auction 8:30-9:00 PM
Silent Auction 7:30-10:30 PM

Location SomArts 934 Brannan Street, Main Gallery
Note: This event does not take place at Southern Exposure

Ticket Prices \$30 advance purchase, \$40 at the door
\$65 per person, includes a one-year membership to Southern Exposure

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

Time 6:00 to 7:30 PM (immediately before the main event)

Ticket Prices Tickets range from \$150 for 1 ticket to \$2500 for 10 tickets

MAIN EVENT

Southern Exposure is proud to present *Optic Illusion*, our Annual Spring Fundraiser and Art Auction on Saturday, April 26, 2008 from 7:30 - 11:00 PM at SomArts, Main Gallery, 934 Brannan Street. The night features a Live and Silent Art Auction of work from over 160 established and emerging artists, fine cuisine, and beverages by some of the area's most fabulous establishments, as well as music, entertainment, and activities. Over 600 artists, collectors and supporters are expected to attend this spectacular evening.

VIP RECEPTION

The VIP reception is an exclusive pre-party reception from 6 PM to 7:30 PM, providing collectors and Southern Exposure supporters the opportunity to preview the auction, place first bids, and enjoy conversation with a select group of artists in an elegant atmosphere. There will be a variety of culinary pleasures for guests courtesy of Fork and Spoon Productions, as well as a clever and delicious menu of cocktails featuring locally produced No. 209 Gin and hope and grace wines.

ARTISTS

The art auction will feature over 160 original works by such nationally recognized and emerging artists. Ajit Chauhan, Todd Hido, Misa Inaoka, Jason Jagel, Chris Johanson, Michael Light, Hank Willis Thomas, Catherine Wagner, Carrie Mae Weems, Gail Wight and many more. Please visit our website, www.soex.org for a complete listing of artists. Auction artworks will be available for preview on the SoEx website starting April 18, 2008.

SoEx has also commissioned a new limited edition by Castaneda/Reiman and a flipbook edition series by Jim Campbell, The Cause Collective and Amy Hicks.

ABOUT SOUTHERN EXPOSURE

Southern Exposure is one of San Francisco's oldest and most innovative non-profit contemporary arts and education organizations. Since 1974 we have provided a diverse program of visual arts exhibitions, education programs, public art projects, grants to artists, publications and events, and has become a vital resource for artists to exhibit, teach and interact with the broader community and for at-risk youth to experience making and exhibiting art.

PUBLICITY CONTACT

For more information, visit www.soex.org. For images and additional information about the *Optic Illusion* Annual Art Auction, please call Aimee Le Duc at 415-863-2141.