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## Where Picasso and 3-D printing collide: Art Silicon Valley/San Francisco attracts international galleries to showcase works

By Samantha Weigel  
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**Samantha Weigel/Daily Journal**  
*Art SV/SF founder Nick Korniloff, left, stands with gallery owner Constantine Grimaldis as they peer into a piece by Korean artist Chul Hyun Ahn at this weekend's fair. Bottom left: Artist Matt Devine puts the finishing touches on his work 'Connectivity' while preparing for the opening of the exhibit.*

The juxtaposition of a coveted drawing from the renowned Pablo Picasso hung immediately beside brightly colored 3-D printed cookie sculptures pretty much encapsulates the Art Silicon Valley/San Francisco fair.

The second annual event has transformed part of the San Mateo County Event Center into a museum-quality exhibit where visitors can browse works from around the globe as organizers seek to encourage a new generation of collectors.

Through Sunday, more than 50 galleries from 10 countries will showcase works from nearly 400 artists in a show that seeks to tap into Bay Area residents who have a passion for the arts and technology.

"This community will be the next great caretakers and collectors for the art market, and we truly believe that. The art market has grown globally side by side with the technology world," said Nick Korniloff, founder of Art SV/SF and partner with Art Miami LLC. "So there's this tremendous synergy. When you look at the creative power of this community and you think globally, this is the most

creative community in the world. There's no question about it. So that connectivity to the art market makes it extremely strong."

Korniloff said he hopes the fair will provide galleries as well as artists, an opportunity to connect with seasoned and burgeoning collectors — particularly as many in Silicon Valley make substantial incomes in the tech industry. But he insists promoting a younger generation of art appreciators is about more than money, it's about ensuring great works of art are preserved.

As part of the fair, there will be daily symposiums such as "Protecting the Value of a Collection," "Art and Philanthropy — Building a Healthy Arts Ecosystem" and "Rising Tides — The California Art Market Today."

"We believe that when you're building a market, and that's what this ultimately is, we're generating the opportunity for the next great caretakers and collectors of the market to see a variety of work, to really engage," Korniloff said. "They can educate themselves about what it means to collect, what it means to develop, what it means to preserve a collection. And that to me is the exciting work that we're doing here. It will carry on."



Organizers have also chosen Scholar Match, founded by author Dave Eggers, as its nonprofit beneficiary because the goal is to tie the fair “back to the community. And we try to come in to a region and have a positive effect on the cultural institutions,” Korniloff said.

The San Mateo County Event Center serves as an ideal locale for the fair as its centrally located between Silicon Valley and San Francisco, Korniloff said.

While historic works from well-known names will be for sale, the fair also seeks to highlight the role of technology among emerging artists and the impact it’s having on the industry.

Christine Duval has curated an in-house exhibition entitled “Code and Noise.” Many of the featured artists have incorporated software into the production of their works — an example of which includes a sort of “living picture” where closer inspection of what initially appears to be a stagnant portrait of a city, reveals an active freeway and flowing waterfall.

Duval noted many artists who work in technology-based mediums have varied backgrounds.

“It’s a very interesting hybrid of artists-slash-engineers. A lot of them have a background in engineering from MIT, Stanford, so we’re dealing with super smart people,” Duval said.

Simon Pyle, a former San Francisco resident who worked in the tech industry and has a photography background, said he’s looking forward to showcasing his interactive piece “Quantified Selfie.”

“I’m excited to be at this fair that is trying to bridge the tech community and the art community. Because they’re both vibrant communities that I think haven’t overlapped as much as they might have been able to. So I’m hoping to get a lot of people mixing in that way,” Pyle said.

Another youthful artist seeking public participation is the red-haired female from the duo Walter and Zoniel — two large-scale installation artists that hail from England.

Throughout the fair, Zoniel said she will invite the public to take aim at a massive canvas from behind paint guns she’s set up outside the entrance of the fair. Entitled “Prelude to Spectra,” the crowd-sourced performance art will inform the U.K. couple’s 2016 plans to transform the exterior of the Gazelli Art House museum in London by hitting it with paint guns.

While children are welcome to take a shot at the canvas Zoniel said may be sold at the end of the fair. Korniloff noted a kid’s center with complimentary child care will be available for parents interested in visiting.

Korniloff said he’s looking forward to seeing what comes out of the fair that runs through Sunday as his company, which produces nearly seven other exhibitions, continues to ponder the impact Silicon Valley will have in the global art market.

“I also think besides this region developing great collectors and caretakers for the market long term, there’s amazing artists that will be coming out and have been coming out of this region,” Korniloff said. “With all this technology, you still can’t deny that the past, what has happened in the past, is relevant in the future. And that’s been the cycle and constant in the art market and we love that.”

The fair runs through Sunday at the San Mateo County Event Center, 1346 Saratoga Drive, San Mateo. Tickets to Art SV/SF are \$25. Visit [www.artsvfair.com](http://www.artsvfair.com) for more information, including specific symposium and performance times.

<http://www.smdailyjournal.com/articles/news/2015-10-10/where-picasso-and-3-d-printing-collide-art-silicon-valley-san-francisco-attracts-international-galleries-to-showcase-works/1776425151633.html>