

ANTIQUES TRADE gazette

THE ART MARKET WEEKLY



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dealers' diary

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San Francisco dealers set out to reveal the city's trade secret

FOR those seriously interested in art and antiques, the place to visit in San Francisco is Jackson Square, a historic, cobblestoned enclave of restored 19th century buildings downtown near the city's financial district.

A couple of dozen specialist dealers work out of the area, among them some of the big names of the trade.

They include **Peter Pap** who, for three decades, has been a byword for top-quality Oriental carpets; **Sarah Stocking Antique Posters** who has had galleries at three different locations on Jackson Street over the past 30 years; **Foster Gwin** with period Continental furniture and the **Montgomery Gallery**, internationally known for 19th and 20th century pictures.

The latest recruit is UK firm **The Silver Fund**, the Georg Jensen specialists who have given up their London gallery in St. James's and opened at 472 Jackson Street.

Decorators and museum people have shopped in Jackson Square for many years, but now the incumbents are keen to broaden their customer base and a group of them are putting together a major promotional push.

And they are spending money on it. First up is a substantial six-figure national campaign to attract media attention.

Peter Pap says: "Too often articles about San Francisco emphasise hotels and restaurants without regard to the top-level antiques and art here. We want people to know we offer a world-class inventory right here on Jackson Street."

A series of special events are planned by the dealers, among them a *Holiday Open House* from December 1 to 20, and those



Above: this 21 1/2 x 16in (55 x 41cm) 1896 poster by Alfonse Mucha (1860-1939), is in the stock of veteran poster specialist **Sarah Stocking** at her Jackson Street gallery where it is priced at \$34,000. Sarah is one of a number of local dealers mounting a campaign to promote the Jackson Square neighbourhood, for decades San Francisco's antiques and art dealing district.

showing at the highly rated *San Francisco Fall Antiques Show* from October 23 to 26 will also take that opportunity to spread the word.

Michael James, head of The Silver Fund, told me: "Top designers and their clients make Jackson Square their first stop in San Francisco. I have opened Silver Fund galleries in New York, London and San Francisco over the past 15 years and beyond doubt this is the most discriminating and significant clientele anywhere."

It seems Jackson Square no longer will be just for that privileged set who are in the know.