

SohoPhotoGallery

For Immediate Release

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Soho Photo Gallery Announces the 3rd Annual Affordable Photography Fair - May 13-16, 2016. All prints are \$100.

New York, NY -- Soho Photo Gallery is pleased to announce the 3rd Annual Affordable Photography Fair.

It's an inspiring and friendly atmosphere where art lovers can find dozens of fine art photographs from Soho Photo Gallery artists at a reasonable price: **all prints are \$100.** The Affordable Photography Fair runs from May 13-16, 2016 at Soho Photo, 15 White St., in New York City.

Hours are:

Friday, 1-8PM

Saturday, 1-6PM

Sunday, 1-6PM

Monday, 1-6PM

"The APF makes fine-art photography more accessible," says Bob Leonard, a Soho Photo artist and coordinator of the Affordable Photography Fair; "it's a great way to start building a collection."

The Affordable Photography Fair runs in conjunction with the 20th anniversary of TOAST (TriBeCa Open Artist Studio Tour). Since 1995, TriBeCa's finest artists have opened their work spaces to the public to take a free, self-guided tour. TOAST attendees are able to visit the artists, view their work and buy art directly from the source.

The opening reception to kick off the Affordable Photography Fair is Friday, May 13, 6-8PM.

About TOAST:

TOAST is an artist run, non-profit corporation whose purpose is to support and promote the working artists of TriBeCa. TOAST accomplishes these goals by hosting innovative events designed to engage the public in an ongoing dialogue about art, by allowing the public access into the environment in which art is created, and by providing artists a year-round community network. One of the area's anticipated annual cultural events, bringing art lovers from around the corner and around the world to TriBeCa.

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Soho Photo Gallery was founded in 1971 by a group of New York Times photographers who wanted to create a venue for photography as fine art. It is a cooperative, owned and operated by its member photographers.

www.sohophoto.com