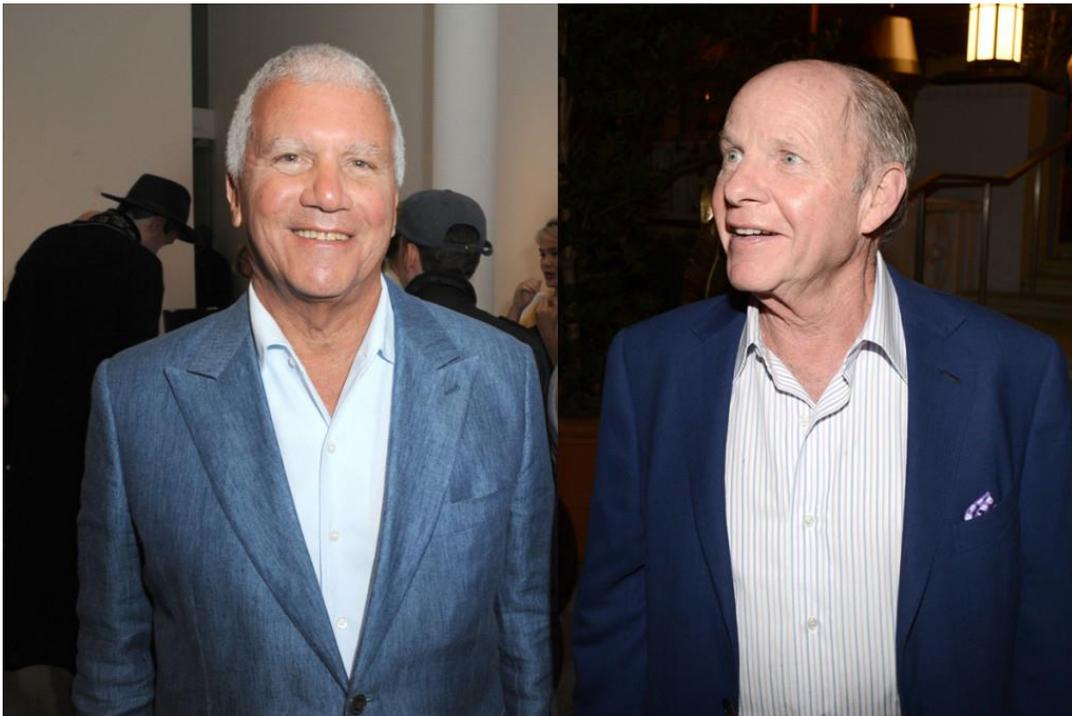


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Larry Gagosian and John Berggruen To Open Adjacent Galleries in San Francisco

By Rain Embuscado



(From left) Larry Gagosian and John Berggruen.
Photo: Courtesy of Patrick McMullan.

Art dealers [Larry Gagosian](#) and [John Berggruen](#) have recently announced plans of opening adjacent galleries in San Francisco. Conveniently, their newest locations are across the street from the [San Francisco Museum of Modern Art](#).

For Gagosian, this new space joins his global network of galleries as his [sixteenth location](#), with others in New York, Los Angeles, London, Paris, Rome, Athens, Geneva, and Hong Kong.

The [San Francisco Gate](#) reports that the space will open on May 18, a few days after the [San Francisco Museum of Modern Art](#) is slated to hold its grand re-opening. Gagosian reportedly signed an open-ended lease for the 4,000-square-foot street-level property in the [Crown Point Press](#) building at 657 Howard Street as soon as it became available. [City-Data](#) lists the assessed property value for the entire building as \$5,378,608.

“If I didn't find the right space, I wouldn't have done it. I wasn't going to force it,” Gagosian told [SF Gate](#). He continued, “This makes sense with the new museum opening and with the emerging collector base in Silicon Valley.”

His first show will display works by [Cy Twombly](#), [Richard Serra](#), [Jasper Johns](#), and [Pablo Picasso](#).



San Francisco Museum of Modern Art.
Photo: Courtesy of Wikimedia Commons.

Berggruen, who is opening his adjacent gallery on the corner of Howard and Hawthorne, reportedly signed a ten-year lease on the 10,000 square-foot building. "The two galleries establishes a small but significant critical mass," Berggruen told *SF Gate*.

While these moves may be motivated to capitalize on the Golden Gate City's burgeoning blue-chip collecting scene, how their galleries will perform is yet to be determined—especially given the population's relatively [unorthodox taste in art](#). But, as Gagosian told the *Financial Times* in a rare 2010 interview: "Art's been around a long time: I can't screw it up too much!"

Gagosian Gallery and the Berggruen Gallery did not respond to artnet News' requests for comment.