

# S.F. Fall Antiques Show raises funds for schools

Wednesday, November 2, 2011



Drew Altizer / Special to The Chronicle

Fall Antiques Show Committee member K.C. Lynch (left) with his mom, show chairwoman Michele Goss, and chef Tyler Florence, honorary chairman.



OneKingsLane.com co-founder Ali Pincus (left) with Fortune Managing Editor Andrew Serwer and Google executive Marissa Mayer.

Photo: Catherine Bigelow / Special to The Chronicle

**Emmy and Dolph Andrews** were among the first guests to alight last week at Fort Mason Center, where 2,000 savvy shoppers and supporters of Enterprise for High School Students celebrated the 30th anniversary of the San Francisco Fall Antiques Show.

In fact, so eager were two others to attend, they sneaked in a side door at 4 p.m. even though they had lower-tier Preview Party tickets for 5.

But event chairwoman **Michele Goss**, honorary show chairman chef **Tyler Florence** and EHSS Executive Director **Tony DiStefano** graciously welcomed all. Especially as the preview party's proceeds supply EHSS with 40 percent of its budget for student training programs.

"We would've been gone many years ago without the antiques show support," said Di-Stefano, with a joking aside: "It's like an anchor tenant in a mall."

Within this well-appointed mall is a whole directory of tastemakers who lent their support as committee members, including Bonham's exec **Laura King Pfaff**; **OJ** and **Gary Shansby**; designer **Suzanne Tucker**; **Stacey** and **Ted Dobos**; EHSS board member **Peter Mueller**; show director **Lisa Podos**; designer **Kendall Wilkinson**; **Margot de Wildt**; **Kathryn Lasater**; and **Toni Wolfson** and **Bob Federighi**.

And EHSS students work the party as servers, a job for which they'd trained 10 weeks.

"For many of our students, tonight is their first job," DiStefano said. "So this is prime time."

The traditional 30th anniversary gift is the pearl, a treasure tightly tucked inside an oyster. So Hidden Treasures was the theme of this year's exhibition, designed by architect **Andrew Skurman** and curated by the Fine Arts

Museums' **Maria Santangelo**, featuring exquisite effects containing secret drawers and optical illusions loaned by collectors such as **Ann Getty**, **Ron Schwarz** and **Trevor Traina**.

But there was no hiding the McCall Associates cocktail buffet and caviar stations. Like moths to the flame, revelers fluttered among 5,000 lamb chops, 40 pounds of caviar and McCall's chef **Lucas Schoemaker's** homage to Chef Florence's signature Potato Patch hors d'oeuvres dotted with creme fraiche and more caviar.

It was easy to lose sight of one's coterie amid the 62 international dealers and gallerists and their *très cher* wares.

But **Tolan Florence** knew exactly where her husband was hanging out: "There's an amazing collection of copper kitchen molds at Eve Stone Antiques, and Tyler can't leave her booth."

The chef was happy to shop in support of Enterprise High; his first high school job was in a kitchen. And the stylish, antique-collecting couple carefully attend to the interiors of their red-hot restos, Wayfare Tavern and El Paseo in Mill Valley.

"Our restaurants are a bit like antiques. Rather than gutting them, we strive to maintain elements which honor the people who worked there before us," Florence said. "Instead of 'new,' we like to dig deep into American history."

**Occupy S.F.:** Is it possible that the Bay Area's resurgent tech industry might assist in leading us out of our occupied valley of darkness?

Fortune Managing Editor **Andy Serwer** thought so last week at the new Zynga HQ, where the magazine celebrated its "40 Under 40" issue featuring the most innovative stars amid a galaxy of industries, from tech (Square founder **Jack Dorsey**) to curry-flavored chocolate (Vosges Haut Chocolate founder **Katrina Markoff**).

"If you go home and clone yourselves a thousand times," Serwer joked, as he toasted the crowd, "this whole economic thing will straighten itself out."

The event was held at the tricked-out lobby of Zyingaville's futuristic 270,000-square-foot Design District digs, reimaged by **Eric McDougall**, the fast-growing game company's officially titled "Minister of Cool."

Some 250 techies cheered Serwer's short speech as revelers (including Mayor **Ed Lee**; Fortune Publisher **Jed Hartman**; Facebook honoree **Carolyn Everson** and "40 Under 40" cover gal Google's **Marissa Mayer**; Kleiner Perkins' **Brook Byers**; designer **Yves Behar** and **Sabrina Buell**; investor **Ron Conway**; Jawbone co-founder **Hosain Rahman**; Restoration Hardware CEO **Gary Friedman**; and a pre-IPO, zip-lipped Zynga founder **Marc Pincus**) partied on like tech stars to tunes spun by Pandora founder **Tim Westergren** as they nibbled gourmet Taste Catering noshes.

While the Fortune list covers a panoply of industries, Serwer guesstimated that Fortune could easily base itself in San Francisco to cover Asia, the Pacific and Silicon Valley. Trade and industry involving those regions make up less than 20 percent of the U.S. economy, but 80 percent of its growth, he said.

But the real proof in this pudding? Fortune's opulently occupied guest gift bags, the likes of which are rarely seen these days. Tucked inside a snazzy Samsonite carry-on, co-sponsors Nasdaq, Armani and Lenovo also piled in with enough cool stuff (Tom's sunglasses, Skull Candy earbuds, Henri Bendel gift card) to outlast any occupation.

This article appeared on page **E - 2** of the San Francisco Chronicle

<http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/11/02/DD2D1LOACE.DT>