



FOR IMMEDIATE RELEASE

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SOMArts Cultural Center Awarded Creative Work Fund Grant

\$40,000 GRANT WILL SUPPORT LAUNCH OF NEW COMMUNITY-BASED MOBILE ARTS PLATFORM (MAP), EXPANDING ARTS PARTICIPATION AT NEIGHBORHOOD CULTURAL FESTIVALS

San Francisco, CA, August 19, 2010 — The Creative Work Fund has awarded SOMArts Cultural Center and lead artists Peter Foucault and Chris Treggiari \$40,000 to support the launch of the Mobile Arts Platform (MAP), a mobile sculpture that serves the community through a series of curated exhibitions of art by local artists. The MAP program consists of a redesigned van and trailer combination that serve as a transient gallery space activated through a series of five “pop-up” exhibitions. These exhibitions are collaborative partnerships between two SOMArts programs—SOMArts Technical Services, and the SOMArts Main Gallery—and local cultural and neighborhood-based festivals. The five exhibitions represent a significant expansion of SOMArts gallery programming and will be coordinated by SOMArts Curator and Gallery Director Justin Hoover.

The goal of the MAP is to increase arts participation and deepen community engagement through the arts via an innovative intervention into three local street fairs

and festivals. Working with the festival organizers, Foucault and Treggiari will design a novel platform for the arts that augments the vision of each festival. This initiative builds on the long history of SOMArts Technical Services Program, a program that has provided support services to street fairs and festivals for more than 30 years, including wheelchair-accessible lifts, staging, catwalks, bleacher seating, sound systems and consultation.

SOMArts Executive Director Lex Leifheit commented, "SOMArts has a 30-year history of helping cultural fairs and festivals in San Francisco grow and thrive through the support of our Technical Services Program. This partnership with Peter Foucault, Chris Treggiari, as well as cultural and civic organizations, will provide Bay Area citizens with opportunities to create art, and will build awareness of the arts as a vital form of creative expression that can be experienced on many different levels."

With CWF funding, the MAP will expand opportunities for artistic participation and engagement by commissioning and presenting multi-disciplinary work; integrating the arts further into San Francisco's street festival culture; nurturing the arts and artistic collaboration; and providing the structure for interaction with the arts in an unconventional setting.

For more information about SOMArts Cultural Center, visit www.somarts.org

For more information about the Mobile Arts Platform, visit <http://mobileartsplatform.wordpress.com/>

For more information about the Creative Work Fund Grant, visit <http://www.creativeworkfund.org/>

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SOMArts MAP events are all **FREE** and to be held in the SOMArts Cultural Center Main Gallery and at off-site locations to be determined.

SOMArts Cultural Center

934 Brannan St, San Francisco, CA 94103

Enter down long driveway.

Street parking available and flat rate parking is accessible at Brannan & 8th St

SOMArts is within two blocks of the Muni lines number 12, 19, 27 and 47.

ABOUT SOMARTS CULTURAL CENTER

Insurrection, Connection and Community through the Arts
SOMArts (South of Market Arts, Resources, Technology, and Services) was founded in 1979 and operates the South of Market Cultural Center, one of four city-owned cultural facilities in San Francisco. SOMArts supports exhibitions, performances, classes and other collaborations that serve its mission: to promote and nurture art on the community level and foster an appreciation of and respect for all cultures.

For more information about upcoming events, space rentals and technical services, visit www.somarts.org or call 415-863-1414.

SOMArts exhibitions are supported by the San Francisco Arts Commission's Community Arts and Education Program, with funding from Grants for the Arts/San Francisco Hotel Tax Fund.

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