



FOR IMMEDIATE RELEASE

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SOMArts Cultural Center Awarded Western States Arts Federation (WESTAF) Grant

\$50,000 GRANT TO SUPPORT TOURING EXHIBITION AND THE CREATION OF INNOVATIVE EXHIBITION TECHNOLOGY

San Francisco, CA, August 24, 2010 — The Western States Arts Federation ([WESTAF](#)) has awarded SOMArts Cultural Center \$50,000 in support of the creation and premiere of *It's All A Blur*, an exhibition about levels of empowerment and enfranchisement in the American West. Through newly commissioned installations, performances, readings, and historic pieces that have never before been seen by the American public, this exhibit looks at how the lines between action, inaction, peace, war, subject, object, authentic and inauthentic have become increasingly blurred in today's world. *It's All A Blur* focuses on three local artistic masters, [Guillermo Gómez-Peña](#), [Dale Hoyt](#) and [Tony Labat](#), presenting a survey of work that spans over 75 combined years of investigative artistic production.

Specifically, *It's All A Blur* is comprised of video work and drawings by Dale Hoyt and Stephen Thurston, video, wall pieces, and sculptural installation by Tony Labat, and performances and art video installations by Guillermo Gómez-Peña and La Pocha Nostra.

SOMArts Executive Director Lex Leifheit commented, "This exhibition represents a significant expansion of SOMArts exhibitions programming and embodies our commitment to art that explores cultural identity, definitions and boundaries. We are thrilled that WESTAF's support of this work will allow it a wider audience."

SOMArts Curator and Gallery Director Justin Hoover conceived of *It's All A Blur* and has been working with three galleries in Nevada and Oregon to plan the exhibition tour in 2011. Touring venues and dates are: The Contemporary Art Center Las Vegas from March 13 - April 23, 2011, The Sierra Arts Foundation Reno Nevada, May 2 - June 23, and the Feldman Gallery at the Pacific Northwest College of Art in September and October 2011.

In addition to reaching a wider audience geographically, WESTAF's support includes funding for the development of an online component of the exhibition. The opening of *It's All A Blur* will be accompanied by the launch of *ArtSpeak*, a new interactive audio commentary that allows gallery visitors to create their own version of an audio tour. By encouraging viewers to both observe art and articulate their experience of art in the gallery, SOMArts endeavors to deepen the connection between Bay Area artists and audiences, and provide a diverse array of opinions about the challenging--and often provocative--work they create.

Exhibition curator Justin Hoover commented, "Through WESTAF funding, *It's All A Blur* will bring the ideas of the local San Francisco community, such as the propensity for hybrid bodies and transgenic forms in concert with notions of utopia and the slowly deflating American dream, to a much larger pool of constituents who perhaps share aesthetics and philosophies. In this way, *It's All A Blur* uniquely serves the local community, in expanding their sphere of influence. Furthermore, through WESTAF support SOMArts is able to reinvent new technologies that serve the community directly and help bring participants into the creative dialogue in new and exciting ways."

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

For more information about the WESTAF Grant, visit <http://www.westaf.org/>

SOMArts *It's All A Blur* public 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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