



SOMARTS
cultural center

FOR IMMEDIATE RELEASE

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SOMARTS CULTURAL CENTER PRESENTS MAP POTRERO HILL EXHIBITION

Free MAP Exhibition, October 16, Will Feature Local San Francisco Artists and Live Performances

San Francisco, CA, October 1, 2010 — SOMArts Cultural Center, in collaboration with Mobile Arts Platform and the Potrero Hill Neighborhood House, presents *MAP Potrero Hill Exhibition*, a one-day special exhibit presenting local artists of the Potrero Hill neighborhood and San Francisco to be held on Saturday, October 16, from 11am to 4pm at Potrero Hill's "Festival on the Hill." Featured from MAP's unique mobile gallery space on 20th Street and Kansas, the *MAP Potrero Hill Exhibition* will showcase various art mediums, including poetry, spoken word, visual arts, games and performances. MAP invites friends and neighbors to join in this one-day-only, multi-media installation and experience art fueled by the creativity and energy of the community. Admission is free of charge and welcome to the public for participation and interaction.

MAP Potrero Hill Exhibition is first of a series of five collaborative exhibitions with SOMArts for 2010-2011, made possible with a \$40,000 grant from the Creative Work Fund. This dynamic pop-up exhibition strategy is designed to increase arts participation at city fairs, and to deepen community engagement through the arts. SOMArts and the MAP will collaborate with two other street fairs and festivals later in the year and will present two exhibitions at SOMArts.

The one-day-only MAP exhibition at the Potrero Hill Festival was conceived of by SOMArts Cultural Center and lead artists Peter Foucault and Chris Treggiari of MAP.

Featured spoken word artists include Nico Crissafulli, Kathleen McClung, Lisa Gluskin Stonestreet and A.D. Winans. Accompanying the spoken word pieces of these poets will be a video anthology of spoken word groups and artists including 16

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Rivers, Karen Benke and many more. Local artist J.D. Beltran will also feature a video piece on Potrero Hill and artwork for the chapbook. Featured creative groups in this exhibition include the Bay Area Video Coalition, with a video piece, and SFZero, with an interactive game.

The Mobile Arts Platform presents artwork within community spaces and outside formal gallery walls. Throughout the day visitors are encouraged to explore the rest of the Potrero Hill Festival on 20th Street between Wisconsin and Missouri Streets. A list of vendors, activities, and festival information can be found online at <http://potrerofestival.com/>.

The MAP Potrero Hill Exhibition is funded by Creative Work Fund and received additional support from Potrero Hill Neighborhood House and Potrero Hill Merchants Association.

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

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Listing Info:

What: MAP Potrero Hill Exhibition

Where: Potrero Hill "Festival On the Hill" (Arkansas and 20th Street)

When: 11am to 4pm

What else: Free admission. For more information about the MAP, visit <http://www.somarts.org>

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.

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