



SOMARTS
cultural center

FOR IMMEDIATE RELEASE

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SOMARTS CULTURAL CENTER PRESENTS
Mobile Arts Platform at Cherry Blossom
Festival
April Exhibitions Program, 2011

Exhibition: *Mobile Arts Platform Cherry Blossom Festival*

Date: April 9, 2011, 11:00 AM–5:00 PM

Location: 1610 Webster St (approximate address), MAP located in parking lot between Webster St. and Buchanan, half block from Post St.

Press images available [here](#)

Schedule of Participatory Events:

11:00 - 12:00 Festival begins

12:00 - 1:00 Ceramics workshop I - Japanese Tea Bowl

1:00 - 2:00 Origami Performance and Folding Class I - Jeremy Shafer of BARF teaches how to make the basic Cherry Blossom Flower

2:00 - 3:00 Origami Performance and Folding Class II - Jeremy Shafer of BARF teaches how to make the basic and the advanced Cherry Blossom Flower

3:00 - 4:00 Ceramics Workshop II - Japanese Tea Bowl

4:00 - 5:00 Typewriter Haiku Flash Mob - Haiku workshop lead by Silvi Alcivar of the Poetry Store and sponsored in part by Viracocha SF.

5:00 Festival ends

February 3, 2011 – SOMArts Cultural Center, in collaboration with the [Mobile Arts Platform](#) (MAP) presents a pop-up exhibition in conjunction with the [Northern California Cherry Blossom Festival](#) on April 9th 2011, from 11:00 AM – 5:00 PM. This one-day-only exhibit will focus on participatory artwork and fine art installations by local Japanese–American artists as well as Bay Area artists who practice art forms rooted in the cultural traditions of Japan. Individuals and families who attend the festival can participate in the production of artwork through live origami lessons with [Bay Area Rapid Folders](#) (BARF) teacher Jeremy Shafer, hands-on

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perfume making instruction designed by [Yosh Han](#), ceramics demonstrations and instruction on Japanese tea bowl creation by ceramicist Kate Stirr, and haiku practice sessions on a bank of twelve antique typewriters provided by Viracocha SF and led by [Silvi Alcivar and The Poetry Store](#) and read them aloud using the MAP PA system. Additionally, visitors can experience the artwork of MAP lead artists [Peter Foucault](#) and [Chris Treggiari](#), as well as hanging scroll etchings by [Seiko Tachibana](#). MAP invites people of all ages to join this participatory, multi-faceted installation, and experience art fueled by the creativity and energy of the Cherry Blossom Festival.

New work on exhibition include Yosh Han's new *Scent Piano* – an interactive perfume installation where the viewer can experience a new Cherry Blossom fragrance commissioned for this event and deconstructed it into twelve components, all individually on display. The viewer is invited to engage with them and mix and match the components, thereby creating his or her own variations on the theme and walking away with a sample of this new scent.

Additionally, origami master Jeremy Shafer, from Bay Area Rapid Folders (BARF), will be teaching participants to fold a newly designed cherry blossom flower with a stem based on a pentagonal paper base, as opposed to the conventional square paper base. Students can then use this paper flower to dip into Yosh Han's perfume components, creating blends of aromas in the shape of flowers, and arranging their own take-away displays. The flowers and perfumes produced will be photographed in a paper flower photo booth, and the day's bouquet of images will be displayed in a virtual gallery at www.somarts.org/blossom after the event.

Mobile Arts Platform: Cherry Blossom Festival is the second in a series of five pop-up exhibitions presented by SOMArts Cultural Center and MAP in 2010–11. Each exhibition is designed to deepen arts participation at city fairs and festivals and to make art accessible to all communities. On Sunday March 9, Mobile Arts Platform will bring activities and art from the Cherry Blossom Festival to SOMArts during *SOMArts ALL ACCESS*, a free open house from 2:00 PM–6:00 PM at 934 Brannan Street. Future events will be announced at www.somarts.org and at mobileartsplatform.wordpress.com.

This project is supported in part by the Community Arts & Education Program of the San Francisco Arts Commission, as well as by the Creative Work Fund, a program of the Walter and Elise Haas Fund supported by generous grants from The William and Flora Hewlett Foundation and The James Irvine Foundation.

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

Listing:

What: MAP Cherry Blossom Festival

Where: Nihonmachi Parking Corp. parking lot on Webster S. Japantown
Cherry Blossom Festival

When: April 9th, 2011

What else: Free admission. For more information about the festival, visit <http://nccbf.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.

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

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