



SOMARTS
cultural center

FOR IMMEDIATE RELEASE

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SOMARTS CULTURAL CENTER PRESENTS SOMARTS: ALL ACCESS WEEKEND

*3-day festival of FREE activities, April 8–10, 2011
allaccess.somarts.org*

San Francisco, CA, April 1, 2011—SOMArts Cultural Center is opening its doors and taking to the streets for *SOMArts: All Access Weekend*—a three-day festival of free activities highlighting the support services, exhibitions and classes that SOMArts offers all year long.

SOMArts Executive Director Lex Leifheit commented, “Few people know that SOMArts provides support services for more than 80 Bay Area nonprofits each year and exhibits more than 1,000 artists. For those who have only heard of SOMArts, this is an opportunity to drop by, try out and plug in to an exciting and ever-changing arts hub. For those who already call SOMArts home, this is a chance to come together and to celebrate.”

The fun begins **on Friday, April 8th from 6:00 p.m. to 9:00 p.m.** with the **SoMa Social and opening reception of [Spread: California Conceptualism Then and Now](#)**. On Saturday, April 9th SOMArts will be at the Northern California Cherry Blossom Festival in Japantown with the pop-up exhibition, ***Mobile Arts Platform: Cherry Blossom Festival*** from 11:00am to 5:00pm. There will be free workshops including instruction in haiku, ceramics and origami.

SOMArts All Access will culminate with an **Open House and Pop-Up Shop** on Sunday, April 10th from 2:00—6:00 p.m. The exhibition will feature accessibly priced work by over 30 Bay Area artists ranging in price from \$5–\$25, as well as studio demonstrations, readings and tours of the facility. More information available at [allaccess.somarts.org](#).

FRIDAY APRIL 8, 6–9PM

SoMa Social and Opening Reception of [SPREAD: California Conceptualism Then and Now](#)

SoMa is a hub of creative activity for workers in technology, art and design. We’re inviting the whole neighborhood to stop by after work, grab a bite to eat and enjoy the exhibition opening for

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SPREAD with the creative community who make up the SOMArts family.

Curated by the OFF Space collective, *SPREAD* investigates a 60-year history of conceptual art and new media in the Bay Area. The exhibition is the fourth and final 2010/11 Commons Curatorial Residency in the SOMArts Main Gallery.

SATURDAY, APRIL 9, 11AM–5PM

Mobile Arts Platform: Cherry Blossom Festival

Location: NPC Lot (enter on Buchanan St between Sutter and Post)

SOMArts Cultural Center, in collaboration with the Mobile Arts Platform (MAP) artists Peter Foucault and Chris Treggiari, present a pop-up exhibition at the 2011 Cherry Blossom Festival. The exhibit will include hanging scroll etchings by Seiko Tachibana, origami lessons with Jeremy Shafer of Bay Area Rapid Folders, an interactive “scent piano” designed by Yosh Han, tea-bowl making workshops by ceramicist Kate Stirr and a haiku flashmob led by Silvi Alcivar of The Poetry Store.

The Cherry Blossom Festival annually receives support from the SOMArts [Technical Services Program](#), which provides staging, runways, seating, wheelchair-accessible lifts and pa systems to neighborhood fairs and festivals throughout the city.

SUNDAY, APRIL 10, 2–6PM

SOMARTS ALL ACCESS! Open House & Pop-Up Shop

SOMArts opens its doors for a Sunday of art, food and entertainment! Stroll through the community garden, grab lunch from a local food cart, and learn more about our classes, activities and events, including opportunities to:

- **Purchase artwork** and crafts made by local artists at the SOMArts Pop-up Shop—all within the accessible price range of \$5–25.
- **Get a behind-the-scenes look at our studio spaces** (print studio, darkroom, dance & ceramics studios), including demonstrations by Katie Gilmartin of [Chrysalis Print Studio](#), as well as Tom Ferentz and Rene Jones of [Sixth Street Photography Workshop](#).
- **Meet Ajay Deshmukh**, coordinator of San Francisco’s longest-running [figure drawing class](#)! Ajay will be showing

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artwork from students and answering questions for the drawing-curious.

- **Eat, write and share** with past guests from [Feast of Words: A Literary Potluck](#)
- **Visit the Mobile Arts Platform's** recreation of its Cherry Blossom Festival exhibit in the SOMArts Bay Gallery.

Thank You's:

Generous support for SOMArts programming is provided by the Community Arts and Education Program of the San Francisco Arts Commission and the Creative Work Fund. Support for All Access Weekend is provided by Bed Bath & Beyond, Rainbow Grocery, Peet's Coffee & Tea and Trader Joe's.

Promotional support has been provided by community partners at the Mayor's Office of Neighborhood Services, YMCA of San Francisco, Catholic Charities CYO, La Casa de las Madres, Imagine Bus Project and Independent Living Resource Center of San Francisco.

Listing Info:

What: SOMArts All Access

Where: SOMArts Cultural Center (934 Brannan St, between 8th and 9th) and the Cherry Blossom Festival in Japan Town

When: Friday, April 8 from 6:00—9:00: SoMa Social and opening reception of *Spread*.

Saturday, April 9 from 11:00—5:00: Mobile Arts Platform at the Cherry Blossom Festival in Japan Town.

Sunday, April 10 from 2:00—6:00: All Access Open House.

What else: SOMArts All Access is a series of FREE activities that will showcase the various classes, exhibitions, performances and events that SOMArts offers to the community. More information at allaccess.somarts.org.

About SOMArts Cultural Center

SOMArts (South of Market Arts, Resources, Technology, and Services) 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.

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