



SOMARTS
cultural center

FOR IMMEDIATE RELEASE
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SOMArts Cultural Center Presents
MOBILE ARTS PLATFORM POP-UP WRAP-UP EXHIBITION
Free MAP Exhibition August 14th Wraps Up Year Long Mobile
Exhibitions Program

San Francisco, CA, July 29, 2011—SOMArts Cultural Center, in collaboration with the Mobile Arts Platform (MAP), presents *Pop-Up Wrap-Up*, a street-side exhibition at SOMArts on Sunday, August 14, 2011, 1PM – 5PM. This free public event marks the last in series of five collaborative exhibitions for 2010 – 2011. *Pop-Up Wrap-Up* celebrates the many creative forces who contributed to and interacted with mobile participatory art structures conceived by lead artists Peter Foucault and Chris Treggiari.

Pop-Up Wrap-Up features participatory art making activities as well as original artwork produced by collaborating local artists and by the public at four prior interactive pop-up exhibitions at SOMArts and the Potrero Hill Neighborhood, Northern California Cherry Blossom and Urban Youth Arts festivals.

The retrospective component of *Pop-Up Wrap-Up* includes a mural by Miranda Bergman and ergonomically innovative seating and structural installations by Furniture Design and Architecture MFA students from California College of the Arts.

In addition, *Pop-Up Wrap-Up* will display video and digital media content commissioned for and displayed at the neighborhood exhibitions: live poetry and performance from the Potrero Hill Neighborhood Festival, video combining historic and contemporary photographs of Potrero Hill by artist and Interim Director of Cultural Affairs JD Beltran, a short documentary about Bay Area murals by John Urquhart, Chris Treggiari and Peter Foucault, and video by Peter Foucault and Nico Crisafulli featuring street art from India & Berlin.

Pop-Up Wrap-Up revisits three participatory projects included in MAP's installations at the Urban Youth Arts and Cherry Blossom festivals. Artist James Gregg will produce a new set of stencils for an interactive stencil art assembly station. *Pop-Up Wrap-Up* also resurrects the Yes, We Can _____ Positive Picketing Project, which allows any member



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of the public to create a mini- pronouncement of values by customizing a ready-made protest style sign with their own message. There will be a live reading of haiku submitted by the public at the Cherry Blossom festival, as well as an opportunity to submit new haiku.

MAP is comprised of two large-scale, interactive sculptures that form an autonomous exhibition space complimented by a mobile exhibitions program and activated by public participation. The dynamic pop-up exhibition strategy was designed to increase arts participation at city fairs and to deepen community engagement with the arts by moving the public along a spectrum of participation beginning with viewership and ending with creation. Past MAP exhibitions have included film screenings, visual art, performance art, flash mobs, live music, culinary art, and have featured local talent.

MAP receives core funding from 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.

LISTING

What: MAP: Mobile Arts Platform Pop-Up Wrap-Up Exhibition

When: August 14, 1 – 5pm

Where: Street side at SOMArts, 934 Brannan St. (between 8th & 9th)

What else: Free admission

More information: <http://www.somarts.org/pop-up-wrap-up>

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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