

**The 11th Annual Expo
for Independent Arts**
Resources • Skills • Community

Saturday, Sept. 25, 11 a.m.-6 p.m.
\$5 Donation • No One Turned Away
CELLspace, 2050 Bryant St. (x 18th St.)
415.738.4975 • artsandmedia.net/expo/

*** FOR IMMEDIATE RELEASE ***

**Bay Area's Cultural Diversity Stars
11th Annual Expo Features Local Art, Performance,
Literature, Film and Video, Workshops & more**

From artist collectives to independent publishers, from dance and performance troupes to digital-media makers and film festivals ... local arts and culture are out in force and ready to connect with YOU at the 11th Annual Expo for Independent Arts on Sept. 25, 2010.

The Expo for Independent Arts is the Bay Area's only grassroots connection fair for local arts, music and culture, and for its eleventh anniversary returns to its birthplace at CELLspace in San Francisco's Mission District.

The Expo provide Resources, Skills and Community for local artists, musicians, performers and culture-makers of all stripes. All are welcome at this community melting pot — creative folks, fans, patrons, arts and culture workers, teachers, hobbyists, producers, youth, adults and families.

Admission is free, NO ONE is turned away, \$5 donation requested. The Expo features *dozens of Bay Area arts groups, free workshops, performance, and hundreds of local culture-makers*. Each year attendees browse tables staffed by local galleries, nonprofits, collectives and small businesses; access services and resources; and join workshops and salons on arts skills, methods, practices, history and issues.

2010 EXPO FEATURES

- RSVP now for "FACE TIME w/ the SF ARTS COMMISSION" on Sept. 25 at the Expo, for portfolio feedback, info on painting a local mural, participating in Art in Storefronts, starting a local festival, working with the Commission, and more. Space is limited!
- Sept. 19-25: Workshops & skillshares on independent publishing, social media, the War on Fun, Online Fundraising, Writing for Arts PR and Storytelling, and more.
- Dozens of exhibitors representing dozens of local arts organizations, service groups, galleries, studios, schools and nonprofits from every corner of the arts and music community.

Since 2000, the Expo has built a diverse and dedicated constituency described by the San Francisco Chronicle as “New Utopians” working for “a better future for San Francisco.” The Expo remains a low-cost event, firmly embedded at the grassroots, and dedicated to strengthening creative and cultural participation and cross-pollination at the community level.

*Expo 2010 is produced with support from
the Zellerbach Family Foundation, ArtsMarketSF.org, KUSF-FM.*

***** SEE NEXT PAGE FOR FULL LIST OF EXHIBITORS & EVENTS *****

*** MORE ***

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Current Expo 2010 Exhibitors, Saturday, Sept. 25, CELLspace
Reserve your Exhibitor Table at www.artsandmedia.net/expo/

—> ARTS SERVICES —>

Crafter's Local 415 — "Crafters Local 415 is a new San Francisco-based creative collective. All artists and makers welcome to join in. We will host in-person meet ups to create together, share online inspiration, promote periodic workshops, and even exchange some show and tell."

<http://crafterslocal415.com>

The Foundation Center — "The nation's leading authority on philanthropy, connecting nonprofits and the grantmakers supporting them to tools they can use and information they can trust."

<http://foundationcenter.org/sanfrancisco/>

Independent Arts & Media —

"Celebrating 10 years of support for people, projects and organizations that use media and the arts to build community. Services include Fiscal Sponsorship, Workshops and Connection Fairs."

<http://artsandmedia.net/>

Lightbox SF — "Lightbox SF is a support system for artists. We offer business advice, marketing, publicity, and even just a reassuring word that, 'Yes you can do this.' One day we would like to have a brick and mortar space that will house studio spaces, a gallery, and serve as a gathering place."

<http://www.lightboxsf.com>

Women's Audio Mission — "In a field where women are chronically under-represented (less than 5%), we provide training, experience, career counseling and job placement to women and girls."

<http://womensaudiomission.org>

—> VISUAL ARTS —>

Aftershock Magazine — an online journal on Bay Area visual arts.

<http://aftershockmagazine.com>

Aorta Magazine — Formerly ArtXX Magazine, Aorta is a collective publication for women, queer and trans artists, and welcomes new members.

<http://www.aortamagazine.com>

Flash Publications — Charles Gatewood's pioneering photography imprint exploring the diversity of human sexuality.

Last Gasp Books — One of the world's leading publishers of art, comics and culture, and a San Francisco original.

<http://lastgasp.com>

Mission Artists United — "There are more artists in the Mission than any other neighborhood in San Francisco." Working to make the Mission the city's destination for art lovers!

<http://www.missionartistsunited.org/>

Moholy Ground Project — supporting artist careers, currently via a photo journal "publishing compelling, authentic images about people and places of San Francisco."

<http://moholyground.org>

Scrounger's Center for Reusable Art Parts — THE destination for affordable arts-making materials of all sorts ... and the place to take the home and art-stuff you want to give to the world.

<http://scrap-sf.org>

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WE Artspace — "Our mission is to help navigate primarily 2-D culture by emerging artists residing in the Bay Area ... initiating dialog within our culture, in creating a community."

<http://www.weartspace.com>

—> *LITERARY ARTS* —>

Invisible City Audio Tours — "We're in the business of surreal tourism. Our mission: to create surreal geographies in cities worldwide by producing literary- and art-based walking audio tours."

<http://www.invisiblecityaudiotours.org>

The Fabulist — A new home for fables, yarns, tales, fantastical fiction, literary fantasy and SF, visual art, poetry, and comments on the fantastical in the arts.

<http://the-fabulist.org/>

Left Curve: Art, Critical Culture, Theory & Politics — "An artist-produced journal addressing the problem(s) of cultural forms emerging from the crises of modernity that strive to be independent from dominant institutions and free from the shackles of instrumental rationality."

<http://www.leftcurve.org/>

PM Press — We launched PM Press as a means to impact, amplify, and revitalize the discourse and actions of radical writers, filmmakers, and artists. We [publish] radical and stimulating fiction and non-fiction books, pamphlets, t-shirts, visual and audio materials."

<http://www.pmpress.org>

Pureplay Press — "Founded in 2001 to publish works about Cuba's history and culture. At present we have 12 books in print, all with Cuban themes, and we are beginning to publish on other subjects."

Our byword is freedom from the status quo ... We are convinced that culture is infinite, and creativity general."

<http://www.pureplaypress.com>

Re/Search Publications — Legendary Bay Area imprint: "Every RE/Search book continues the Punk Rock Cultural Revolution, but strives to provide permanent inspiration to artists/cultural scientists of the future, providing careful editing, reference sections, photos, art and anthropological history."

<http://www.researchpubs.com>

—> *FILM/VIDEO/MEDIA* —>

Artists' Television Access — "A nonprofit, all-volunteer, artist-run, experimental media arts gallery in operation since 1984. ATA hosts a series of film and video screenings, exhibitions and performances by emerging and established artists and a weekly cable access television program."

<http://www.atasite.org>

Legba Digital, Black Diamond Shining Crew, Endless Canvas — Oakland and Bay Area multimedia and multi-disciplinary artist community specializing in small-press publishing, cultural products, street art, T-shirts and more.

<http://legbadigital.com>,

<http://endlesscanvas.com>

The Bay Area Native — Articles and YouTube channel "dedicated to supporting photographers, artists and musicians. If you are a photographer or musician, we'd love to hear from you! Although we focus on local artists, we love to interview bands and review music from around the globe."

<http://bayareanative.com>

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Friends of KUSF — Dedicated to supporting KUSF-FM, the Bay Area's vital source for diverse, independent and underground music, talk and ideas.

<http://fokusf.org/>

Hologlyphics — "A performance based video synthesis system that displays moving, true-3D images, intertwined with music and spatial sound."

<http://www.hologlyphics.com/>

Newsdesk.org — "An award-winning source for important but overlooked news, and an open publishing platform for independent journalists."

<http://newsdesk.org/>

Planetwize.com — "A music and media company on a mission. Actiontrax, our music download service, turns music lovers into activists."

<http://www.planetwize.com>

The San Francisco Public Press — "A nonprofit news outlet that aims to do for print and Web news what public broadcasting has done for radio and TV."

<http://sfpublicpress.org>

The Women's Film Institute/ SF Women's Film Festival — "Women and girls around the world access multiple media outlets, yet their voices are overwhelmingly absent. WFI increases the visibility of female filmmakers, media-makers and storytellers."

<http://www.sfwfi.com/>

What's Live SF — An original performance show in San Francisco, broadcast on cable channel 29 every first and third Wednesday at 7:30 PM.

<http://wlsf.info>

—> **PERFORMANCE** —>

The Convergence Festival — A multimedia festival bringing together fashion, art, music, film and video.

<http://convergencefest.com/>

CounterPULSE — "A nonprofit theater, community center, and gallery in SoMA, with roots deep in the Bay Area's provocative performance and dance scenes. CounterPULSE produces its own shows, helps support local artists and activists with its programs and can be rented for productions and rehearsals."

<http://www.counterpulse.org>

SAMAVESHA — "An international multidisciplinary performing arts collective. We encourage both performers and audience to discover and express, with authenticity, that which is sacred in art."

<http://samavesha.com/>

Studio Gracia — "Our mission is to provide a clean, beautiful, relaxing and inspiring space for a wide variety of dance classes. Classes offered: Salsa-Casino, Rueda, Belly Dance, Tango, Modern, Hip-Hop, Samba and more."

<http://www.studiogracia.com>

—> **CULTURE MARKET** —>

Flying in a Blue Dream — Oil, acrylic, mixed-media screen prints, pastel and pencil from Delhi-born Mallika.

<http://www.flyinginabluedream.com>

Intwined Bows — for diverse fashion needs, from hair to bow ties.

<http://www.intwinedbows.com>

***** Next Page: Workshop Schedule, Expo 2010 Sponsors *****

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The 11th Annual Expo for Independent Arts **WORKSHOP SCHEDULE, Sept. 19-25**

Sunday, September 19, 6-8PM

State of the SF Arts Community

Sub-Mission Gallery, 2183 Mission St., San Francisco

How to keep SF's art and art community going: The War on Fun: What's happening to SF entertainment venues and street fairs? The Condo Issue: How is the rapid development of condos in SF affecting the arts' community and venues in SF?

- Terrance Alan (California Music and Culture Association, SF Late Night Coalition, Tenderloin Community Benefit District)
- Other Panelists TBA

Monday, September 20, 6-8PM

Independent Publishing: Where's It At?

Viracocha SF, 998 Valencia St. @ 21st. St., SF

What will rule publishing? Print vs. Internet? ... or are people even reading? How do you start and run your own small press? What literary events are happening? What spaces are available? How do you promote your lit'ry endeavor? Who's writing, who's reading, what's happening around the Bay Area?

- Mike Skott (Ink. Publishing <http://www.inkonbooks.com>)
- Ramsey Kanaan (PM Press, <http://www.pmpress.org/>)
- Tony DuShane (Cherry Bleeds, <http://www.cherrybleeds.com>)
- Deborah Grabien (Plus One Press, <http://www.plusonepress.com>)
- J. Brandon Loberg (Performance poets, publisher of "The 16th & Mission Review")
- Ginger Murray (Whore Magazine - <http://whoremagazine.net>)

Tuesday, September 21

Promoting Your Underground Art

Mission Comics & Art, 3520 20th St. x Mission St., 6-8PM

How to promote your event on a limited budget, and on the edge of propriety.

- Evan Karp (QUIET LIGHTNING Reading Series, <http://qlightning.wordpress.com/>)
- Bix Warden (Bookings/Outreach, Mission Control, <http://missioncontrolsf.org/>)
- Doctor Popular
- Caroline Thompson (promotions for Broadway musicals "Wicked," "Peter Pan," etc.)

Saturday, Sept. 25, at the Expo, Panel: 1-2 p.m., Face Time: 2-4 p.m. RSVP REQ'D.

Face Time with SF Arts Commission

CELLspace, 2050 Bryant St. x 18th St., SF

Want feedback on your portfolio? Interested in painting a mural in your community? Heard about our Art in Storefronts program and want to participate? In this service to the cultural

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[SFAC Face Time Cont'd]

community, SFAC staff will meet one-on-one for 15 minutes to talk about any thing you like.

*** *RSVP Required for Face Time!* Email Robynn Takayama, robynn.takayama@sfgov.org.

Indicate who you would like to meet and what you'd like to discuss. Half the slots are available for RSVPs. The other half will be scheduled first-come-first-serve at the Expo.

SF ARTS COMMISSION FACE TIME PANELISTS:

- Tyra Fennell (Arts Education Manager, SF Arts Commission, oversees the Arts Providers Alliance, StreetSmARTS program, and arts education policy.)
- Aimee Le Duc (SFAC Gallery Manager; former Associate Director, Southern Exposure)
- Lex Leifheit (Executive Director, SOMArts, including the Commons Curatorial Residency Program, the Ramp Gallery, fiscal sponsorship, space, tech. support)
- Genevieve Masse (Intern, SF Arts Commission Public Art Prgrm, Civic Art Collection)
- Robynn Takayama (Manager, SF Arts Commission Art in Storefronts Program; multimedia community artist exhibiting in Los Angeles, Chicago, the Bay Area)
- Zoe Taleporos (Independent curator; member, Queens Nails Projects artspace; Program Associate, SFAC's Public Art Program; former gallery manager for New Langton Arts)

Sept. 25, at the Expo, time TBA

Social Networking

CELLspace, 2050 Bryant St. x 18th St., SF

Powerful new tools for online community building and promotions have emerged in the last ten years. Now social networking is changing how we talk to each other and work together. How can you harness social networking for your art?

- Emily Goligoski (<http://thesanfranista.com/>, @emgollie, women2.org/in-conversation)
- Therese Davis ("Networking, In Person and Virtually"; Songbird Festival Founder)
- Kwan Booth, Oakland Local, Legba Digital
- OTHERS TBA

Sept. 25, at the Expo, time TBA

Online Fundraising

CELLspace, 2050 Bryant St. x 18th St., SF

- Michael Stoll, SF Public Press, www.sfpublicpress.org
- Lisa Lee, Publisher, Hyphen Magazine

Sept. 25, at the Expo, time TBA

Writing For Marketing, Pr, Grant Proposals, Storytelling And More

CELLspace, 2050 Bryant St. x 18th St., SF

- Dalya Massachi (writing teacher and coach, <http://www.dfmassachi.net>)

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The 11th Annual Expo for Independent Arts **SPONSORS & PARTNERS**

Arts Market SF in UN Plaza

Independent Arts & Media, the Mayor's Office of Economic & Workforce Development and the SF Arts Commission present a brand new market at San Francisco UN Plaza for local artists! The market runs every Thursday from 12pm-6pm in UN Plaza in Downtown San Francisco. The market's purpose is to help local entrepreneurs as well as revitalize the arts community around the Civic Center. Artists, vendors, performers and nonprofit service groups are all welcome. <http://artsmarketsf.org/>, 415-738-4975

CELLspace — Collectively Explorative Learning Labs

The birthplace of the Expo! CELL provides a safe and supportive public environment for the exploration of art, education, performance and community-building. Through cooperative relationships and multidisciplinary programs, CELLspace encourages the celebration of inter-generational, cross-cultural collaborations and the promotion of social justice. www.cellspace.org. 415.648.7562

KUSF 90.3 FM

San Francisco's true home for independent music and diverse cultural programming. New Music: Midnight-6pm weekdays; hip-hop, electronic, twang, opera, orchestral and ensemble music plus talk 6pm-midnight weekdays and all weekend. www.kusf.org, 415.386.KUSF.

Zellerbach Family Foundation

The arts in all their variety are indispensable to the spirit and quality of life of the Bay Area. For over a quarter of a century, the Zellerbach Family Foundation has sought, through its community arts grants, to ensure the availability of a wide variety of art experiences, to promote multicultural community art, encourage new artists, and improve the capacity to perform and develop new audiences. www.zellerbachfamilyfoundation.org/

Visit www.artsandmedia.net/expo/ for updates

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*** MORE ***