

# SOUTHERN EXPOSURE

3030 20<sup>th</sup> Street  
San Francisco, CA 94110  
t- 415-863-2141  
f- 415-863-1841  
[www.soex.org](http://www.soex.org)

## FOR IMMEDIATE RELEASE

Contact:

-Courtney Fink, Executive Director, Southern Exposure  
(415) 863-2141, [director@soex.org](mailto:director@soex.org)

-Amanda Ault, Associate Director, Southern Exposure  
(415) 863-2141, [assocdirector@soex.org](mailto:assocdirector@soex.org)

## ALTERNATIVE EXPOSURE ROUND IV, 2010

### Southern Exposure Announces *Alternative Exposure* Round IV, 2010

#### Application Deadline: September 15, 2010

**San Francisco, CA, July 27, 2010** – Southern Exposure is excited to announce the fourth round of its *Alternative Exposure* grant program. This year's deadline to apply is September 15, 2010, with a total of \$60,000 in awards going directly to artists in San Francisco and Alameda Counties. Winners will be announced on October 26, 2010.

As the most vital, independent hub for the visual arts in San Francisco, Southern Exposure is committed to growing its support of the independent visual arts community through *Alternative Exposure* and our other programs. Launched in 2007, in partnership with The Andy Warhol Foundation for the Visual Arts, Southern Exposure has awarded \$155,000 in direct funds to 50 Bay Area projects through the first three rounds of *Alternative Exposure* and will award an additional \$60,000 in 2010.

The goal of *Alternative Exposure* is to fuel the energy of the Bay Area visual arts community by supporting the vibrant artistic activity that occurs on the ground level – the independent, under-the-radar work of artists and small groups that has been a defining feature of the San Francisco Bay Area art community for decades. It directly supports the work of unincorporated groups, burgeoning art venues and gathering spaces, independent publications, collectives, one-time events, and arts education projects. These projects highlight new and innovative models for supporting the creation of new work and presenting the visual arts to the public in exciting and accessible ways.

*Alternative Exposure* grants provide up to \$3,500 in direct support to artists or groups of artists making and presenting work in a committed but informal way. Projects can include an exhibition or exhibition series, a public art project, a one time event or performance, the ongoing work of a venue or collective, the publication of writing directly related to the visual arts, an online project or publication, an artist residency, a series of screenings, and more.

To learn more about the many projects funded by *Alternative Exposure* visit [www.soex.org/alternativeexposure](http://www.soex.org/alternativeexposure).

## **LEARN MORE AND APPLY**

Southern Exposure will host three FREE information sessions to provide more detailed information on the application process, questions of eligibility, appropriate uses of the grant funds, and to answer any other questions for applicants.

Information Sessions Times and Locations:

Monday, August 2, 2010, 6:30 – 8:00 pm: Southern Exposure, 3030 20th St, San Francisco

Monday, August 9, 2010, 6:30 – 8:00 pm: Pueblo Nuevo Gallery, 1828 San Pablo Ave, Ste 1, Berkeley

Wednesday, September 1, 2010, 6:30 – 8:00 pm: Southern Exposure, 3030 20th Street, San Francisco

Full details about the Information Sessions and How To Apply can be found at:

<http://soex.org/alternativeexposure/>.

## **A NATIONAL NETWORK**

Since developing *Alternative Exposure* with SoEx, The Andy Warhol Foundation has invested in the creation of a growing national network of regional re-granting programs modeled after *Alternative Exposure* – supporting programs in Houston, Texas; Chicago, Illinois; and Kansas City, Missouri. To find out more about the network of regional re-granting programs beyond the Bay Area visit [www.warholfoundation.org](http://www.warholfoundation.org).

**Generous lead support for *Alternative Exposure* is provided by the Andy Warhol Foundation for the Visual Arts. Additional support is provided by Grants for the Arts/San Francisco Hotel Tax Fund.**

-end-

## **ABOUT SOUTHERN EXPOSURE**

Southern Exposure (SoEx) is a nonprofit visual arts organization founded in 1974 that supports emerging artists and youth in a dynamic environment in which they can develop and present new work and ideas. An active presence in the Bay Area for 35 years, the organization evolves in response to the needs of artists and the community, engaging the public in the artists' work. Activities range from exhibitions of local, regional, and international visual artists' work, education programs, and lectures, panel discussions, and performances. Southern Exposure is dedicated to giving artists—whether they are exhibiting, curating, teaching, or learning—an opportunity to realize ideas for projects that may not otherwise find support. Southern Exposure supports artists through three main program areas including the Exhibitions Program, Artists in Education Program and Alternative Exposure Grant Program/Artists Resources Program.

For more information and images, contact Courtney Fink at (415) 863-2141 or [director@soex.org](mailto:director@soex.org). Southern Exposure is located at 3030 20<sup>th</sup> Street (at Alabama), San Francisco, CA 94110. Office Hours are Monday through Friday from 10 am to 6 pm and Gallery Hours are Tuesday through Saturday from 12 to 6 pm. Admission is always FREE. Website: [www.soex.org](http://www.soex.org).