

SOUTHERN EXPOSURE

3030 20th Street (@ Alabama)
t- 415-863-2141/f- 415-863-1841
www.soex.org/director@soex.org

Southern Exposure's Grand Opening Saturday, October 17, 2009



The Golden Gate 1 by Jay Nelson;

Time Capsule Triptych by Ant Farm

Artwork in the air, on the ground, and in a glass all for the public

*Featuring inaugural exhibition 'Bellwether' with commissions by artists and art collectives:
Ant Farm, Renée Gertler, Liz Glynn, Jonn Herschend, Whitney Lynn, Jay Nelson, Nonchalance, Lordy
Rodriguez, Christine Wong Yap, and SoEx's Youth Advisory Board*

San Francisco, CA. September 16, 2009 – When you look up and see the plane flying over the city on Saturday October 17th carrying an unusual banner, then you know the long-anticipated permanent home of Southern Exposure is officially open and their Grand Opening party has begun.

In conjunction with its 35th Anniversary, Southern Exposure (SoEx) will publicly unveil its new space in the Mission District at 3030 20th Street on Saturday, October 17, 2009. Inaugurating the new 4,000 sq. ft. space is *Bellwether*, one of Southern Exposure's most ambitious exhibitions to date, comprised entirely of newly commissioned projects by artists and artists groups from across the nation who envision scenarios related to an uncertain and ever-shifting future. In addition to visiting *Bellwether* at the new SoEx home, the exhibition will extend to public sites throughout San Francisco and includes a series of public events through the end of 2009.

In celebration of their Grand Opening on October 17th, SoEx will open their doors to the public at 4pm and mark their official opening with the commencement of a free block-party between 20th and 19th Streets on Alabama Street, with SoEx's new Richard Johnson-designed space as the center of attention. Grand Opening activities include participatory public artworks and will feature artworks only SoEx artists could create, from airborne art in the form of Jonn Herschend's enigmatic "I'm Sorry" banner being flown over the city, liquid art provided by Whitney Lynn's *Survival Spirits*, and the option to teleport oneself into a digital mural thanks to the ingenuity of SoEx's Youth Advisory Board. A member's opening takes place the night before on October 16, 2009 from 8 – 10 pm.

Reflecting the true community spirit of Southern Exposure, there will be outdoor seating, food from some of San Francisco's best street food vendors, live music, bicycle parking provided by San Francisco Bicycle Coalition and a free neighborhood celebration. (See below for a full list of activities and participants)

###

Media Preview: Wednesday, October 14th -- 10:30am - 12:00pm

Be the first to view the inaugural exhibition, meet the artists, the Board, and the SoEx staff!

R.S.V.P. at (415) 863-2141

Public Grand Opening Activities and Times

Saturday, October 17, 2009, 4:00 – 10:00 pm
3030 20th Street (@ Alabama)

Join Southern Exposure staff, Board, artists, members and friends in the celebration of their new home and 35th anniversary!

Another Fine Mess (part 1)

Saturday, October 17, 2009, 4:00 – 6:00pm

As part of his project for *Bellwether*, *Another Fine Mess (parts 1 and 2)*, and Southern Exposure's grand opening Jonn Herschend sends a plane flying overhead carrying a banner with a narrative for everyone in the city to read and experience all at once. Be sure to look up.

Portal Pin Making

Saturday, October 17, 2009, 4:00 – 6:00 pm

For the opening of *Bellwether*, SoEx's Youth Advisory Board (YAB) engages the community in the making of "Portal Pins." The Portal Pin is a highly advanced technological device that is activated when touched by its maker. When touched, the pin is used as a teleportation device that places its maker inside the digital mural that YAB created for *Bellwether*. Projects and photos of YAB's process creating their project for *Bellwether* will also be on view.

Banner Year: The Party Procession

Saturday, October 17, 2009, 6:00 – 7:00 pm

Locations: 3030 20th Street and surrounding area

For the grand opening of Southern Exposure's new building and inaugural exhibition, *Bellwether*, artist Liz Glynn invites you to join her in a processional around SoEx's new home and neighborhood. Driven by live music and punctuated by site-specific events, the procession will trace the spirit of SoEx through its new neighborhood in the Mission District. The event will end with the unfurling of Glynn's project for *Bellwether*, *Banner Year*, a collectively created banner meant to serve as a manifesto from which to move into the future.

Survivalist Spirits

Saturday, October 17, 2009, 7:30 – 8:30 pm

In a survivalist situation, an alcohol stash provides entertainment and a product that can be bartered. *Bellwether* artist Whitney Lynn offers a tasting of her DIY survival spirit recipes including Dandelion Wine, Prison Pruno, MRE Hooch and Boarding School Brew. Get it while supplies last.

Other Grand Opening Activities

Snapshots, Tours and Music

- + Snapshots by local luminary photographers Maize Gilbert, Todd Hido, Vanessa Marsh, Abner Nolan, Suzy Poling, Michael Rauner, Ari Salomon, Alice Shaw, Lindsey White, Kelli Yon and others of the occasion. Pictures will be uploaded to soex.org all weekend long.
- +Tours of the new space by SoEx's architect and designer, Richard Johnson.
- +Bicycle Valet Parking by the San Francisco Bicycle Coalition.
- +Music Matthew Troy + Dave Tribbs, Wobbly, DJ Frau Holly, Eats Tape and others.

Food and Drinks

- + Food Carts! Purchase food from some of SF's favorite street food vendors including El Tonayense- Taco Truck, Le Banh Mi- Vietnamese Sandwiches, Crème Brule Cart, Who's your Daddy - Bacon Potato Chips, Gobba Gobba Hey- Gobs, and more to come.
- +Drinks and libations by donation from Bridge Port Brewery, Firestone Walker Brewing Company, Hint Beverage, IZZE Beverage Company, J. Lohr Winery, Shiner Brewery TX, and Trumer Brauerei Berkeley.

On Sale: New SoEx Poster Edition, T-Shirt, and Exhibition Catalog

- +A new Southern Exposure limited edition poster by Jason Munn of The Small Stakes, \$20
- +*Bellwether* exhibition catalog, published by Southern Exposure, \$8
- +SoEx's new t-Shirt designed by artist Jeff Canham, \$15. (Become a member and get a 20% discount.)

FOR MORE INFORMATION, JPEGs, OR INTERVIEWS CONTACT:

Courtney Fink, Southern Exposure

(415) 863-2142, director@soex.org.

Wendy Norris, Norris Communications

(415) 307-3853, wendy@norriscommunications.biz