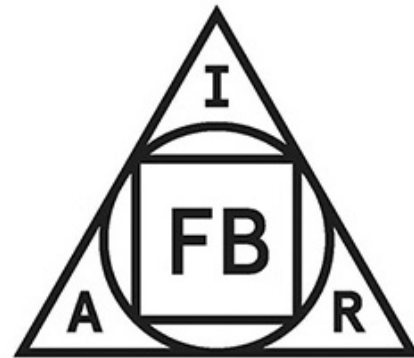


**FOR IMMEDIATE RELEASE**

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**New Partnership Brings Major Support to Southern Exposure's  
Alternative Exposure Grant Program**

**January 26, 2018, San Francisco, CA** – Southern Exposure is pleased to announce a major new partnership with Facebook's Artists in Residence (AIR) Program in support of the renowned Alternative Exposure grant program. Facebook AIR joins the Andy Warhol Foundation for the Visual Arts and San Francisco's Grants for the Arts programs as Alternative Exposure's funders.

Southern Exposure and Facebook AIR share a commitment to providing direct support to artists and bringing diverse artistic practices to broad audiences. As Facebook's on-site art initiative, the Artists in Residence Program provides significant funding to artists to work on campus alongside employees as a means to energize, inspire, and challenge the campus community. Alternative Exposure grants fund artist-led initiatives that create new platforms, opportunities, and audiences for Bay Area artist communities.

This two-year pilot partnership provides \$165,000 in funding to Southern Exposure to create widespread awareness of grantee projects, publicly explore models for direct funding for artists, and provide administrative support. Alternative Exposure grant recipients in 2017 and 2018 will receive mentorship and training to realize their project's goals and impact. Short documentary videos will be professionally produced for each project to aid grantees in reaching new audiences and securing additional support.

A one-day summit to be held annually beginning in 2019 will premiere the videos, debut the grant recipients, and offer a "state of the union" on artist-led initiatives in the Bay Area

with grantees as primary participants. Funding also enables further expansion of the grant's geographic scope and exploring the long-term vision for Alternative Exposure.

For years, arts organizations have sought support from the tech companies that dominate the Bay Area's economic landscape. Southern Exposure envisions that this partnership with Facebook AIR could catalyze a new funding paradigm in which the industry recognizes its obligation to support the artists communities that they have so dramatically impacted. Executive Director Patricia Maloney notes that "We welcome this opportunity to bring broader awareness to Alternative Exposure grantee projects and help amplify their impact."

#### ABOUT ALTERNATIVE EXPOSURE

The Alternative Exposure grant program was developed in 2007 in response to the dynamic, under-the-radar work of artists and collectives that have long been emblematic of the San Francisco Bay Area's arts community. With our 2017 round of funding, Alternative Exposure has awarded \$718,000 to 184 projects.

Grants of up to \$5,000 foster the development and presentation of artist-led projects and programs in San Francisco, Alameda, and Contra Costa counties that are direct, accessible and open to the public. Funded activities may include a new exhibition or exhibition series, the ongoing work of an arts venue or collective, a public art project, a one-time event or performance, publications directly related to the visual arts, an online project, an artist residency, a series of film screenings and more.

Alternative Exposure is administered with founding lead support from the Andy Warhol Foundation for the Visual Arts, lead support from Facebook's Artist in Residence Program, and additional generous support from Grants for the Arts, San Francisco Hotel Tax Fund. Alternative Exposure is the founding member of the Regional Regranting Program of the Andy Warhol Foundation for the Visual Arts.

#### ABOUT FACEBOOK AIR

The Facebook Artist in Residence program was formed in 2012 as an initiative of Facebook's Analog Research Laboratory, an in-house analog design/print studio that was created by Facebook designers who wanted a place where they could step away from their screens and get back to their roots as physical makers. The AIR program began by inviting local San Francisco Bay Area artists to create site-specific art installations throughout the company's headquarters in Menlo Park, along with fine art prints in the ARL. As the program has grown, artists from around the world are invited to do projects in offices on four continents.

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#### ABOUT SOUTHERN EXPOSURE

Southern Exposure (SoEx) is an artist-centered non-profit organization committed to supporting visual artists. Through our extensive and innovative programming, SoEx strives to experiment, collaborate and further educate while providing an extraordinary resource center and forum for Bay Area and national artists in our Mission District space and off-site, in the public realm.

An active presence in the Bay Area since 1974, SoEx is continually evolving in response to the needs of artists and the community while engaging the public in artists' work. Central to our mission is to remain the most accessible space for visual artists to produce and present new work, learn, and connect. SoEx provides visual artists with the tools

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and resources they need to experiment in an open and supportive environment. We also work to advocate to new, diverse audiences and build an ever-growing community of enthusiasts and supporters of the visual arts.

For more information and images, contact Lisa Martin at (415) 863-2141 x102 or [communications@soex.org](mailto:communications@soex.org). Southern Exposure is located at 3030 20th Street (at Alabama), San Francisco, CA 94110. Office hours are Monday through Friday, 10:00 AM – 6:00 PM and gallery hours are Tuesday through Saturday, 12:00 – 6:00 PM. Website: [www.soex.org](http://www.soex.org).

Generous support for Southern Exposure is provided by Art4Moore, the Arthur & Charlotte Zitrin Foundation, Bloomberg Philanthropies, the Crescent Porter Hale Foundation, the David Cunningham Memorial Bequest, Grants for the Arts/San Francisco Hotel Tax Fund, the L.E.A.W. Family Foundation, the National Endowment for the Arts, the San Francisco Arts Commission Grant Program, the Violet World Foundation, The Andy Warhol Foundation for the Visual Arts, the Westridge Foundation, the Zellerbach Family Foundation, and Southern Exposure's members and donors.