

PASSPORT

POW!  
WOW!  
LONG BEACH

TWENTY FIFTEEN



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POW! WOW! IS A  
GATHERING OF  
CONTEMPORARY  
ARTISTS THAT  
ENGAGES WITH THE  
BROADER COMMUNITY  
IN THE PROCESS AND  
CREATION OF ART.

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## DIRECTORS

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JASPER WONG	Founder and Lead Director
KAMEA HADAR	Co-Lead Director
JULIA HUANG	POW! WOW! Long Beach Director
RON NELSON	POW! WOW! Long Beach Director
TANYA RAUKKO	POW! WOW! Long Beach Director
JOHN HALL	POW! WOW! Long Beach Director
BRANDON SHIGETA	POW! WOW! Long Beach Director
CALVIN NAKAMARU	POW! WOW! Long Beach Director
ANDY SONG	POW! WOW! School of Music Director
NICK KALEIKINI	POW! WOW! School of Music Director

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#### EVENT SCHEDULE

### MONDAY, JUNE 22 - SATURDAY, JUNE 27

- Mural painting by all the POW! WOW! artists in Long Beach.

*See map for locations*

### MONDAY, JUNE 22, 10PM

- Opening party with DJ Neil Armstrong.

*Federal Bar*

### WEDNESDAY, JUNE 24, 7:30-9PM

- Imprint presents Jeff Staple 1-2-1 with Fafi.

*Art Theatre of Long Beach*

### THURSDAY, JUNE 25, 7:30-10PM

- "The Deepest Depths of the Burrow" Screening and Nychos Talk.

*Art Theatre of Long Beach*

### FRIDAY, JUNE 26, 7-10PM

- Vitality and Verve: Transforming the Urban Landscape.

*Long Beach Museum of Art*

### SATURDAY, JUNE 27, 3-5PM

- Ruck Out Long Beach.

*The Varden Hotel*

### SATURDAY, JUNE 27, 5-10PM

- POW! WOW! School of Music Concert @ 720 Pine

*Pine Ave (bet. 6th & 7th)*

*Schedule may change. Go to [www.powwowlongbeach.com](http://www.powwowlongbeach.com) for the most up to date listing.*

NATALIA RAK, POW! WOW! HAWAII 2015



## VISITING VISUAL ARTISTS

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AARON DE LA CRUZ	(California)
AARON HORKEY	(Minnesota)
BENJIE ESCOBAR	(California)
BUMBLEBEE	(California)
CRYPTIK	(California)
FAFI	(France)
HUEMAN	(California)
JAMES JEAN	(California)
JEFF MCMILLAN	(California)
JEFF SOTO	(California)
LOW BROS	(Germany)
MADSTEEZ	(California)
NYCHOS	(Austria)
PUSH	(California)
TRISTAN EATON	(California)

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JAMES JEAN, POW! WOW! HAWAII 2015



## OTHER PARTICIPANTS

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ANDREW HOSNER

(Curator)

BRANDON SHIGETA

(Photographer)

CHRISTINE YUAN

(Videographer)

CRAIG SCHULTZ

(Photographer)

GABE YEH

(Videographer)

IAN ROCHE

(Videographer)

JASPER WONG

(Curator)

JEFF HAMADA

(Designer)

JEFF STAPLE

(Designer)

DJ NEIL ARMSTRONG

(Musician)

SAYER DANFORTH

(Videographer)

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BRENDAN MONROE, POW! WOW! TAIWAN



# MAP





## MURAL AND EVENT LOCATIONS

### Art Theatre of Long Beach

2025 E 4th Street

### Ocean Chateau

44 Alboni Place

### Berlin Café

420 E 4th Street

### Bixby Knolls Business Improvement Association

4321 Atlantic Boulevard

### City Hall East

301-355 E 1st Street

### Convention Center

300 E Ocean Boulevard

### Federal Bar

102 Pine Avenue

### J.W. Goodson's Salon

2205 E Broadway

### Long Beach Museum of Art (LBMA)

2300 E Ocean Blvd

### Lyons' Fence

441 E 4th Street

### Park [d] Plaza

411-421 E 4th Street

### The Varden

335 Pacific Avenue

## SUPPORTING RESTAURANTS

This POW! WOW! passport entitles you to discounts at these participating restaurants. Only valid between June 22nd and the 27th.

### Berlin Bistro

420 E 4th Street

10% off

### Big Catch

150 E Broadway

15% off

### Buono's

250 West Ocean Boulevard

10% off

### Claire's at LBMA

2300 E Ocean Boulevard

10% off

### Doly's Delectables

245 E Broadway

15% off

### Federal Bar

102 Pine Avenue

15% off

### Hot Java

2101 E Broadway

10% off

### Lola's

2030 E 4th Street

15% off

### MADE in LB

236 Pine Avenue

\$5 off \$30 purchase

### Portfolio

2300 E 4th Street

10% off

### Rainbow Juices

246 Long Beach Boulevard

10% off

### Restauration

2708 E 4th Street

15% off

### Sweet Dixie Kitchen

401 E 3rd Street

15% regular menu  
(non dessert/pastry)

### Thai District

149 Linden Avenue

15% off

### Wokcano

199 The Promenade N

15% off





## VITALITY AND VERVE: TRANSFORMING THE URBAN LANDSCAPE

Vitality and Verve: Transforming the Urban Landscape examines the current developments in the growing field of urban contemporary art. It will feature site-specific ephemeral murals and multi-media installations by established and emerging cutting-edge artists who will be demonstrating the skilled and nuanced application of their craft.

Vitality and Verve aims to illuminate the sensory value and powerful practice of these artists as they transform the urban landscape around them. The meticulous renderings, the hyper-realistic imagery and patterns and the gestural strokes assert the diversity in a fully immersive experience. Participating artists will include: Aaron Horky, Alex Yanes, Andrew Schoultz, Audrey Kawasaki, Brendan Monroe, Brandon Shigeta, Cryptik, Esao Andrews, Greg 'Craola' Simkins, Hottea, James Bullough, Jeff Soto, John S. Culqui, Low Bros, Meggs, Nosego, Nychos, Saber, and Tristan Eaton.

The Vitality and Verve exhibition at Long Beach Museum of Art will be one of several locations in Long Beach this summer that will feature mural art. POW! WOW! Long Beach 2015, celebrates an inaugural art festival that will feature mural projects, gallery shows, and exciting programming – throughout downtown and nearby locations, which is slated to run the week of June 22 to June 27 featuring internationally renowned artists. Vitality and Verve was made possible in collaboration with Thinkspace and POW! WOW!

More info at [powwowlongbeach.com](http://powwowlongbeach.com).

YOSKAY YAMAMOTO, POW! WOW! SXSW



## POW! WOW! SCHOOL OF MUSIC

In partnership with Flexfit, we are proud to announce that POW! WOW! School of Music will be coming to Long Beach. Already in our 3rd year, POW! WOW! School of Music will build upon its success from Hawaii and expand to Long Beach in order to give local and young musicians an opportunity to collaborate with music industry professionals and taste makers. This expansion to Long Beach could not have been consummated without the help of Imprint Culture Lab and our close associates at InterTrend, who are monumental cultural brokers to the Long Beach community.

An action-packed program is planned for the POW! WOW! School of Music Long Beach. Participants will be able to partake in daily roundtable discussions amongst musicians and collaborate on musical ensembles, including the opportunity to produce the theme song for POW! WOW! Long Beach. Furthermore, POW! WOW! School of Music participants will also perform at key events during the festival.

More info at [powwowlongbeach.com](http://powwowlongbeach.com).



#### MEDIA PARTNERS

ACCLAIM

Andrew Montell

ARRESTED MOTION

Hung Hei Yung

BLISS

Madsteez

BOOOOOOOOM

Jeff Hamada

COMPLEX

Cedar Pasori

HIGHSNOBIETY

Pete Williams

HYPEBEAST

Alexander Lendrum

IMPRINT

John Hall

FLUORO

Audrey Bugeja

JUXTAPOZ

Kristin Farr

LA TACO

Erwin Recinos

MONSTER CHILDREN

Erin Bromhead

NELLA MEDIA GROUP Jason Cutinella, Lisa Yamada, Ara Feducia

STREET ART NEWS

Rom Levy

SUPERSONIC ART

Zach Tutor

SPONSORS AND PARTNERS









POW!  
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SIGNATURES AND TAGS

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LAUREN YS, POW! WOW! HAWAII 2015





SPECIAL THANKS TO

LONG BEACH   
CONVENTION & VISITORS BUREAU™

DOWNTOWN   
LONG BEACH  
ASSOCIATES

**jetBlue®**





Long Beach Museum of Art THE VARDEN

thinkspace



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