

# SITES UNSEEN

## FOR IMMEDIATE RELEASE

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### SITES UNSEEN TO UNVEIL NEW ART INSTALLATION IN DOWNTOWN SAN FRANCISCO'S YERBA BUENA NEIGHBORHOOD

Free All-Ages Launch Event on Saturday, July 29, 3–6PM

July 5, 2017 — San Francisco, CA — Sites Unseen is pleased to announce the launch of its second public art project on **Saturday, July 29 from 3PM–6PM** at a free all-ages event in Natoma Street, an alley located adjacent to the Academy of Art University School of Fashion building at 180 New Montgomery Street in downtown San Francisco's Yerba Buena neighborhood.

The event, which is free and open to members of the public of all ages, will celebrate *Local Color*, a multi-colored functional seating and lighting artwork designed by local artist **Leah Rosenberg**. The event will also feature temporary, participatory programming by local artist Ramekon O'Arwisters, who will host the third in a series of nine Crochet Jams, and by Los Angeles-based artist collective Fallen Fruit, who will bring their *Fallen Fruit Magazine* zine-making workshop to the alley.

Rosenberg's project responds directly to feedback garnered from local residents, workers, and visitors who have communicated their desire for more seating and lighting in the neighborhood's alleys. "Leah's project reflects the many ways in which various forms of artistic practice can transform urban public spaces by responding to the needs of each place, which is an essential part of Sites Unseen's mission," said Jessica Shaefer, Sites Unseen Project Director.

As part of Sites Unseen's temporary programming, local artist **Ramekon O'Arwisters** will host the third of a series of nine Crochet Jam events, which invite members of the public to think differently about the role of art within community and the power of art within society. Once the nine Crochet Jam events have been completed next year, artist **Clare Rojas** will translate the finished product into a permanent mosaic artwork installed in one of the alleys.

**Fallen Fruit**, an artist duo from Los Angeles that produces socially-engaged projects focused on fruit as a material or media, will host a collaborative collage and magazine-making workshop for *Fallen Fruit Magazine*, a participatory project created for different cities around the world. The subject matter and themes of each issue honor the history and narratives of the places and cultures wherein the work is created, and the majority of texts and images are collected by public engagement through group collage-making, interviews and storytelling. "Collectively, the magazine captures a story of place-making in a contemporary zine," said Austin Young, who co-founded the group with David Allen Burns. "We're excited to continue working with San Francisco neighborhoods to explore their rich histories."

### ABOUT SITES UNSEEN

Sites Unseen believes that art and artists have the power to shape society and that public art does more than beautify; it stimulates dialogue and participation across cultures. Through a series of creative place making initiatives, Sites Unseen is bringing arts programming to under-used alleys in the Yerba Buena neighborhood of San Francisco in the form of permanent and temporary art installations and activations. The project — supported by private funders including the Bently Foundation, the Kenneth Rainin Foundation, the VIA Art Fund, and the Phyllis C. Wattis Foundation, among others — aims to transform these areas into thriving cultural destinations for diverse audiences. Sites Unseen is a project supported by the nonprofit Yerba Buena Community Benefit District, which supports quality of life improvements. Learn more at [sitesunseen.org](http://sitesunseen.org).

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