

**Fine Arts
Museums of
San Francisco**

**de Young
Legion of Honor**

Media contact:
Robin Wander rwander@famsf.org 415-750-2604

MEDIA ALERT

WHO: Cultural Encounters: Friday Nights at the de Young presents Mission Muralismo in partnership with Precita Eyes Muralists and Intuitive Impressions in partnership with the San Francisco Bay Guardian.

WHAT: Mission Muralismo Film Series Part 2
A spectacular evening of rare and cutting edge, old school and new school, Mission film making that shadows and illuminates Mission art and life. The films mirror the themes and history chronicled in the book *Street Art San Francisco: Mission Muralismo*. The evening's highlight is the world premiere of *Why I Ride: Low and Slow*. Filmmakers and artists represented in the film will participate in a Q & A following the screening.

Intuitive Impressions includes palm and tarot card readings, henna by Holistic Henna, live music by the gypsy jazz sextet Gaucho, and DJ Schmeejay.

WHEN: September 3, 2010

Details:

6:00–8:30 pm

Wilsey Court

Enjoy French music classics with DJ Schmeejay and live gypsy jazz with Gaucho.

6:00–8:30 pm

Wilsey Court

Tarot card readings and henna by Holistic Henna in the Piazzoni Murals Room and art-making with Mademoiselle Kim.

7 pm

Koret Auditorium

Mission Muralismo Film Series Part 2

Street Art San Francisco: Mission Muralismo film series presents Film Series Part 2—Cutting edge independent local films including the world premier of *Why*

I Ride: Low and Slow and rare archival footage of early Mission District murals. Filmmaker discussion follows.

WHERE: de Young Museum, Golden Gate Park

COST: Programs are free of charge

INFO: www.deyoungmuseum.org and www.MISSIONMURALISMO.com

San Francisco, August 2010—On Friday, September 3, the de Young Museum presents another dynamic program in the ongoing series Mission Muralismo in conjunction with the recently published book *Street Art San Francisco: Mission Muralismo*, edited by Annice Jacoby for Precita Eyes Muralists, foreword by Carlos Santana (Abrams, 2009).

The evening in the highly acclaimed Mission Muralismo Cultural Encounters series at the de Young features stellar independent and rare archival films focused on Mission street art. The films of Mission life range from experimental to classic with an emphasis on the street art as a backdrop. They expose risks and achievements, bonds and divisions. The work in the series is celebratory and critical, humble and highly stylized, and includes found history and award winning experimental films.

Koret Auditorium

7 pm

Francisco Herrera opens the evening with classic Mission street song, followed by a spectacular evening of rare and cutting edge, old school and new school, Mission film making that both shadows and illuminates Mission art and life. The films mirror the themes and history chronicled in the book *Street Art San Francisco: Mission Muralismo*. The evening's highlight is the world premiere of *Why I Ride: Low and Slow*. Filmmakers and artists represented in the film will participate in a Q & A following the screening.

Blame It on the Reds

Mission Mediarts Archives

1972, 10 minutes

Poet Roberto Vargas responds to the murder of Vincent Gutierrez, who was found dead in a SFPD paddy wagon.

Paco's Tacos Mural Dedication

Michael Nolan

1974-75, 5 minutes

Las Mujeres Muralistas—Consuelo Mendez, Graciela Carrillo, Susan Cervantes and Patricia Rodriguez—created the Paco's Tacos Mural or "Para El Mercado" in support of locally opened businesses and in opposition to McDonald's moving into the Mission District. It is one of the most famous example of early feminist art collectives and cited as seminal in shift of power of women artists as transforming community. Joe Bonilla, a real estate broker and owner of Paco's Tacos funded the mural project.

I Reminisce

Veronica Majano

2004, 2:50 minutes

Using archival images and a golden oldie, *I Reminisce* is a slow cruise through time and place and the people in the Mission District.

Calle Chula

Veronica Majano

1998, 12:00 minutes

Veronica Majano depicts the character of a Mission District street in San Francisco. A fifteen-year-old Salvadoran/Ohlone girl, Chula, searching to understand the changes brought on by colonization, dislocation, and more recently, gentrification, personifies the street. Tracing the history of the Mission from its first residents, the Ohlone Indians, Chula explores the effects of re-colonization on memory and memory loss. For Chula, memory loss is a birthmark that was passed down to her from her ancestors. *Calle Chula* is Majano's way of addressing the causes and consequences of cultural amnesia.

Why I Ride: Low and Slow (World Premier!)

Conscious Youth Media Crew, Debra Koffler, Veronica Majano

2010, 30 minutes

Custom painted lowrider cars are central to the visual tableau of the Mission District. The spray techniques and palate link to both the nostalgia and themes of tacqueria murals, complex ornamentation of master old school calligraphy, and spray can art. In the 1980s on Friday and Saturday nights in the Mission, the streets were packed with a parade of candy apple paint and shiny chrome, cruising up and down Mission Street from 16th to Geneva, where sidewalks filled with young Latinos and other spectators came for the weekend ritual of gathering, socializing, and dancing to oldies. Through lowriding, young Latinos expressed their cultural pride and claimed their public space. In the Mission, the streets embodied a unique artistic expression and grassroots community empowerment that would later be threatened by police harassment. *Why I Ride: Low and Slow* documents the history of street culture and lowriding in the Mission when anti-lowrider traffic laws, police aggression, and stereotypes changed the dynamics of the community.

New Mission

Armand Emamdjomeh

2010, 4:55 minutes

New Mission is a slideshow of photographs taken over two years in the Mission District, a neighborhood that is walking the line between Latino working class and the West Coast mecca of cool. Poem "In Twenty Years" by Marcella Ortiz.

Year-long Series

The 2009–2010 Street Art San Francisco: Mission Muralismo series offers an enriching schedule of themed programs that celebrate one of San Francisco's greatest assets, the internationally recognized Mission District street artist community. A variety of outstanding Mission District artists offer presentations and performances, sharing their art, insights, musings, experiences, and perspectives that have put the Mission District on the global art map.

Final Fridays of the Series!

Mission Muralismo has been celebrated on the first Friday of every month since November 2009. The final Mission Muralismo Fridays are:

Sep 3: Mission Film Series Part 2

Oct 1: Clarion Alley CAMP

Nov 5: ¡GRAND FINALE! Art and Revolution: Centennial Commemoration of the Mexican Revolution

Friday Night at the de Young

On Friday nights, the entire museum is open until 8:45 pm. Friday Nights at the de Young offers a variety of interdisciplinary arts programs, including live music, poetry, films, dance, tours, and talks. The Museum Café is open with a special Friday Nights dinner menu and a no-host cocktail bar offers drinks. There are art-making activities for everyone. Programs take place in the FREE zone of the museum. General gallery admission is always free to members; regular gallery fees apply for nonmembers. \$10/adults, \$7/seniors, \$6/youths, (13–17) and college students with ID, free for children 12 and under.

For more information about Friday Nights, go online to www.deyoungmuseum.org, call 415.750.7694, or email publicprograms@famsf.org.

Cultural Encounters at the de Young is a series of interconnected programs developed in collaboration with community arts programs developed in collaboration with community arts organizations and performing and visual artists. These programs are designed to attract new and diverse audiences to the museum while creating exciting educational and artistic possibilities from the permanent collection and temporary exhibitions.

Friday Nights at the de Young is part of the Fine Arts Museums' Cultural Encounters Initiative, which is generously funded by The James Irvine Foundation, The Wallace Foundation, the Institute of Museum and Library Services, and the Winifred Johnson Clive Foundation.

Museum Admission:

Friday Night programs are offered in the free zone.

Permanent collection: \$10 adults; \$7 seniors; \$6 youths 13–17 and students with a college I.D.; members and children 12 and under are free. The permanent collection is free the first Tuesday of every month.

Special exhibition (advance): \$20 adults; \$17 seniors; \$16 students with a college ID; \$10 youths 6–17 years old; members and children 6 and under are free. Special exhibition tickets include access to the permanent collection.

Special exhibition (same day): \$25 adults; \$22 seniors; \$21 students with a college ID; \$15 youths 6–17 years old; members and children 6 and under are free. Special exhibition tickets include access to the permanent collection.