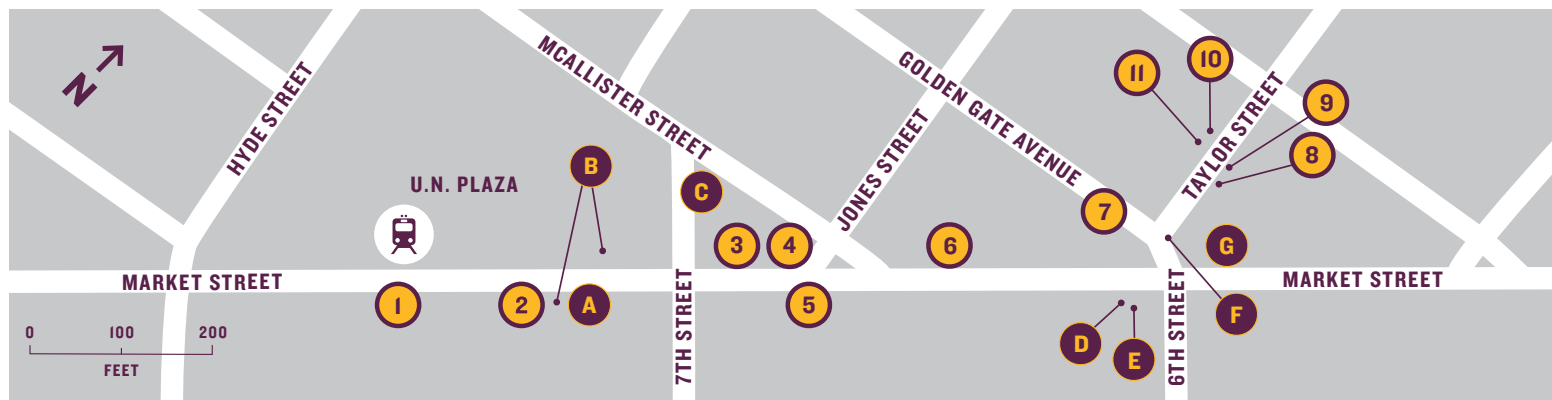


ALONG THE ARTery PROJECT



PARTICIPATING ARTISTS

1 **MADELINE TRAIT** | *Trashformation* 1155 Market Street

This storefront installation speaks to the neighborhood's metamorphosis. A pile of discarded aluminum cans magically transforms into gracefully flying butterflies, which "escape" the window scene to alight in the trees outside the building.

2 **PAZ DE LA CALZADA** *Central Market Dreamscape* 1127 Market Street

The artist wraps the façade of the old Strand Theater with a detailed charcoal drawing of tangled strands of hair. Her wall drawing challenges the spatial boundaries of art, playfully engaging with the architectural space and creating a sense of wonder.

3 **INDIGENOUS ARTS COALITION** *Displaced/Replaced: A Look at Being Native American in San Francisco* 1112 Market Street

The Indigenous Arts Coalition's video projection juxtaposes historical video footage, personal photography, appropriated images, and traditional tribal designs and patterns with impactful text to represent the "double life" of individuals straddling cultural identities.

4 **ALEXIS ARNOLD** | *Crystal Bike Blanket* 1106 Market Street

Arnold celebrates Market Street's bicycle culture and the iconic detritus of "theft-overs." Comprised of bicycle tire rims encased in crystals, the installation is an undulating pattern of sparkling renewed objects suspended within the storefront window. The crystals refer to Market Street's illustrious past when it was known as the "Crystal Palace."

5 **AMBER HASSELBRING** *Swallowtails & Sycamores*

Hasselbring brings to life the story of the Western Tiger Swallowtail butterfly and the London Plane tree, two indigenous species found on Market Street. Her saturated, realistic photo-collage mural illustrates the metamorphosis of the butterfly and its specific relationship to the trees that populate Central Market.

6 **VANESA GINGOLD** | *Dreams on Market* 1066 Market Street

This installation of colorful sculptures and mobiles is inspired by interviews and art projects with individuals from the Central Market community. Asking neighborhood members to recall childhood memories of favorite places, the soft tunnel-like sculptures reflect a shared sense of safety and comfort.

7 **RAFAEL LANDEA** | *20,000 Missing Seats* 1020 Market Street

This mural pays homage to the historic theaters that once lined Market Street. Rendered in black and white on a bright red background, the image depicts a swirl of old theater seats swept up in a tornado-like whirl of activity. An estimated 20,000 theater seats once populated Market Street. Each chair represents and reflects the lost glamour of the neighborhood.

8 **ROBERT D. HARRIS** | *Renewed Perspective* 998 Market Street

Harris's urban/abstract landscape offers a renewed perspective of the city's shapes and textures. Featuring a composite of historical and contemporary views of Market Street looking towards the Ferry Building, the mural presents a timeless scene of overlapping decades.

9 **VICKY KNOOP/BEATRICE THOMAS** *Greetings from Market Street* 998 Market Street

Rendered in bold colors and in the style of a vintage tourist postcard, the mural depicts four deeply rooted Central Market sites including Pipers Jewelers and the F line. In conjunction with the mural, the artists have produced four different postcards of their selected sites, which will be distributed throughout the neighborhood.

10 **ERIK OTTO** | *Change Comes from Within* 55 Taylor Street

Using light, shadow and geometric shapes, the installation reflects the continuum of past and future change in Central Market through symbolic metaphors. A cluster of silhouetted houses, painted clouds, and a neon circle represent the neighborhood, misconceptions, and a possible future.

11 **CAT U-THASOONTHORN** | *Post Meridiem* 55 Taylor Street

U-Thasoonthorn combines black-and-white images of defunct commercial signage in and around Central Market with vintage photographic sources to create a panoramic fictional street view, which is animated by neon and fluorescent lights that recall the bright lights that once characterized the neighborhood.

ADDITIONAL PROJECTS

A **JIM CAMPBELL** | *Urban Reflection* 1119 Market Street

B *Market Street Blooms*

U.N. Plaza and across the street at 1123 Market Street

Dandelion and *Valiant Flowers*, two 20-foot flower sculptures created by artist Karen Cusolito out of recycled steel, find their way through the cracks of an urban landscape and are designed to survive in even the harshest conditions, standing as symbols of strength, hope, and endurance. Made possible by Black Rock Arts Foundation.

C **PAUL NOTZOLD** | *Storylines* Corner of 7th and Market streets

D *City of Green* the luggage store: 1007 Market Street

Keith Agoada's installation of living plants transforms the exterior wall between the gallery's second- and third-floor windows into a lush garden.

E **Central City Hospitality House Community Arts Program**: 1009 Market Street

F **THEODORE WATSON** | *Faces Capture Station* 998 Market Street

G **Gray Area Foundation for the Arts** 998 Market Street



Win a Limited-Edition Messenger Bag

Rickshaw, a San Francisco-based bag company, is creating a limited-edition bag lined with custom artwork by Art in Storefronts artist Rafael Landea.

Fill out an online form at <http://sfartscommission.org/raffle>