



**FOR IMMEDIATE RELEASE:**

Contact: Mayor's Office of Communications  
(415) 554-6131

**\*\*\*PRESS RELEASE\*\*\***

**MAYOR NEWSOM ANNOUNCES *ART IN STOREFRONTS*, A PILOT PROGRAM TO REENERGIZE COMMERCIAL CORRIDORS STRUGGLING WITH STOREFRONT VACANCIES**

*Pilot to be launched on Central Market, Taylor Street in the Tenderloin, Third Street in the Bayview, and Lower 24<sup>th</sup> Street Corridors*

**SAN FRANCISCO, CA** – Mayor Gavin Newsom is pleased to announce *Art in Storefronts*, a pilot program that will temporarily place original art installations by San Francisco artists in vacant storefront windows located on Taylor Street in the Tenderloin, Third Street in Bayview, Central Market Street and Lower 24<sup>th</sup> Street in the Mission. Initiated by the Office of Economic and Workforce Development (OEWD) and the San Francisco Arts Commission (SFAC), the program will engage local artists in reinvigorating neighborhoods and commercial corridors that have been hard-hit by the economic downturn. It also provides artists, who have also been affected by the economy, with a unique opportunity to showcase their creativity in transforming vacant storefronts into free exhibition spaces and to garner public recognition for their work. Launching this September in the Central Market neighborhood, the program will run through January 2010 and will culminate in a supporting website that will provide a toolkit for private property owners and neighborhoods who would like to implement similar temporary art projects in the future.

“These tough economic times have had an impact on our treasured neighborhoods, leaving storefronts empty or underutilized,” stated Mayor Newsom. “*Art in Storefronts* encourages a temporary alternative use of storefronts that will reinvigorate our neighborhoods and commercial corridors, improve streetscape conditions and safety, and support merchants by increasing foot traffic and instilling community pride. We also believe that the art installations will ultimately help get these spaces leased.”

*Art in Storefronts* will be implemented in partnership with Triple Base Gallery, a Mission District organization with previous experience curating art in storefronts, and other community-based organizations supported by OEWD's neighborhood commercial revitalization initiatives, including the Central Market Community Benefit District, Tenderloin Economic Development Project and the Third Street Corridor Project of the Renaissance/Bayview Business Resource Center. Properties will be selected by these community partners.

According to Luis R. Cancel, Director of Cultural Affairs for San Francisco, “This initiative is important for two reasons: it transforms vacant storefronts into attractive exhibition spaces and provides greater visibility to the creative community that calls San Francisco their home. *Art in Storefronts* recognizes the role that artists can play in promoting economic and community vibrancy.”



**Artists interested in participating must apply by August 14.** Artists will be selected through an open application process followed by a curatorial review. Representatives from SFAC, the Mayor's Office and community representatives will provide feedback for the curator's selection. Priority will be given to artists who live or work in the Tenderloin, Central Market, Bayview and Mission neighborhoods where their art is to be displayed. All genres of art will be considered, with a special emphasis on high quality presentations that respond to the history, unique character and positive qualities of the neighborhood. Artists will agree to create an installation within the financial limitations of a modest stipend. **Applications can be downloaded at [sfartscommission.org](http://sfartscommission.org).**

# # # #