

**The Central Market Renaissance**

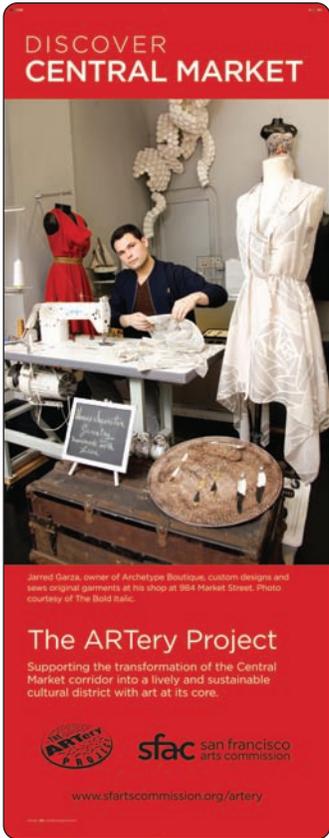
**FISCAL YEAR 2011-12  
 ANNUAL REPORT**

San Francisco is witnessing unprecedented change in the Central Market corridor. Over the past two years the San Francisco Arts Commission has been deeply involved in the transformation of Central Market into a lively and sustainable cultural district with the arts at its core. We are partnering with a variety of neighborhood non-profit organizations, local businesses and city agencies on this comprehensive effort. With seed money and a second grant provided by the National Endowment for the Arts (NEA), the SFAC manages *The ARTery Project*, a series of creative place-making programs aimed at capitalizing on the neighborhood's strengths and bringing positive cultural activity and interest to the area.

*The ARTery Project* is a key element of the Central Market Economic Strategy, the City's holistic approach to economic and community development in the district. Mayor Lee released the Economic Strategy to identify high priority activities for the City and private sector partners with the goal of revitalizing and stabilizing Central Market. This ten-month community process, led by the Office of Economic and Workforce Development, highlighted the need for activation of public areas, arts programming, filling vacant storefronts, serving residents and increasing safety. See <http://centralmarketpartnership.org>.

*The ARTery Project's* programs have been critical in fostering an environment in which civic goals can be realized in Central Market and it has become a model for the Mayor's Invest in Neighborhoods initiative, which aims to direct City resources and assistance to neighborhood commercial corridors throughout San Francisco.

Some of *The ARTery Project's* successes include the critically acclaimed **Art in Storefronts** program, which has become a national model for remediating urban blight by harnessing the creativity of artists to transform vacant or under-used spaces into destinations for cutting-edge art. From May to September 2011, Central Market showcased six original art installations and five new murals, all by **San Francisco-based artists**. The program provides a forum for artists, who have been affected by the down economy, to create new work in a non-traditional space and to gain exposure, leading to more visibility, exhibition opportunities and/or art sales.



Discover Central Market kiosk poster campaign.



The Bold Italic's Mid Riff Microhood Event. Photo by Brent Nunez.

## The Central Market Renaissance, cont.

*The ARTery Project* also promotes and supports a number of neighborhood arts organizations. **Hospitality House** moved into the ground floor of the luggage store in October 2010 and programs began immediately. In spite of initial concerns about maintaining its users—homeless or marginalized artists—Hospitality House saw an increase in Community Art Program participation. Hospitality House joined forces with its neighbors, the **Gray Area Foundation for the Arts and the luggage store gallery** to host four coordinated gallery openings which increases foot traffic on the street by creating a lively community artwalk. Additional organizations have relocated to the Central Market corridor, bolstering the promise of a rich cultural arts district: **SF Camerawork, Black Rock Arts Foundation, KUNST-STOFF dance company, Blix Art Supply, A.C.T., Twitter, Pearl's Burgers, and most recently, Dolby.**



Noontime Dance at U.N. Plaza featuring Fogo Na Roupa.

Visual and performing art street activation projects over the last year have included:

- **Market Street Blooms** - an installation of two twenty-foot flower sculptures by Karen Cusolito, on view on both sides of Market Street across from U.N. Plaza;
- **Art Market at U.N. Plaza** - open Thursdays from June through December, draws shoppers to dozens of booths featuring unique, hand-crafted merchandise by local artists;
- **24 Days of Art festival** - from September through October Central Market Arts partnered with local businesses to present 30 dance troupes, an artwalk on 6th Street and the EXIT Theater's Best of the Fringe Festival performance series;
- **Noontime Dance at U.N. Plaza series** - presented in partnership by the SFAC and Mission Cultural Center for Latino Arts, drew hundreds for free classes or simply to enjoy the Latin, Haitian, and Caribbean beats while lunching on delicious bites courtesy of Off the Grid;
- **Denia Dance and People in Plazas** - both presenting free lunchtime series of live music, dance and theater at U.N. Plaza; and
- **The Bold Italic's Mid Riff Microhood** - a block party of art receptions, discounted food, libations, and entertainment, co-sponsored by the luggage store, Hospitality House, SF Camerawork, and the SFAC.



RAWdance's 8-hour outdoor contemporary dance installation, *Two by 24: Love on Loop*, at U.N. Plaza.  
Photo by J. Astra Brinkmann.

With funding from Grants for the Arts, the Kenneth Rainin Foundation and the NEA, the Arts Commission will continue to support short-term activation in U.N. Plaza and throughout the Central Market district.

As a visual demonstration of how far Central Market has advanced, the Arts Commission recently launched a promotional poster campaign in the Decaux kiosks along Market Street, between 5<sup>th</sup> and Octavia. The **Discover Central Market** campaign spotlights the organizations and individuals who are contributing to the corridor's revitalization, such as fashion designer Jarred Garza of Archetype Boutique; neighborhood icon Darryl Smith, director of the luggage store gallery; and Marina Fukushima, a dancer with Yannis Adoniou's KUNST-STOFF dance company, among others. **For a calendar of events, go to: [www.sfartscommission.org/artery](http://www.sfartscommission.org/artery).**

Also documenting Central Market's cultural initiatives was "The ARTery Project: Photographs of Central Market," a photography exhibit at District Six Supervisor Jane Kim's office, which featured ARTery activities that have brought renewed interest and activity to the Central Market neighborhood. Marcus Shelby provided musical entertainment.

With support from our partners (Art Institute of California, Mayor's Office of Neighborhood Services, North of Market/Tenderloin Community Benefit District, Office of Economic and Workforce Development, and Supervisor Jane Kim's Office) the Arts Commission held a **Community Convening** at the Art Institute in which over 60 community and cultural leaders discussed how to create meaningful change in the neighborhood with arts and culture at its core.