



1131 Mission Street, San Francisco, CA 94103
rootdivision.org / 415.863.7668

PRESS INQUIRES

Amy Cancelmo, Art Programs Director
press@rootdivision.org / 415.863.7668

FOR SAN FRANCISCO ARTS, ROOT DIVISION'S NEW HOME HERALDS A BIGGER, BETTER, BRIGHTER FUTURE

ARTIST DRIVEN CAPITAL CAMPAIGN MAKES POSSIBLE GRAND OPENING OF NEW MID-MARKET HOME

San Francisco, CA, July 2015 – Root Division is pleased to announce that the public grand opening of their new mid-Market home will occur on Saturday, September 12, 2015. In celebration, the public is invited to participate in hands-on activities, engage with artists featured in the inaugural exhibition *RESONATE*, and explore the organization's new multi-story, more spacious and dynamic brick-and-mortar facility.

Founded by three MFA graduate students in 2002 and today guided by Executive Director and artist Michelle Mansour, Root Division's dedication to arts sustainability in the San Francisco Bay Area is proving the seemingly impossible to be possible in San Francisco, even on a budget. With a tenacious attitude and unwavering confidence in the community that has supported and benefitted from Root Division's dynamic art programs for over a decade, Root Division found opportunities to strengthen and grow the organization's public offerings during their unexpected displacement in 2014.

Community connections are at the core of Root Division's mission. Through the creation of a dynamic ecosystem of arts education, exhibitions, and below market rate artist studios, Root Division has consistently, over the past decade, served as a constructive remedy to address the challenges facing emerging artists and the lack of arts education in schools. After losing their long-term Mission District home in 2014, Root Division was fortunate to locate a bigger, better, and brighter home and future in the mid-Market District of San Francisco.

Root Division's new home, its current renovations, artist studios, and much more to come in the way of art-making tools (both analog and digital), have been made possible by the organization's current capital campaign. To date, Root Division has raised approximately 90% of its total \$850,000 campaign goal. Bay Area residents, businesses, private foundations, and the City of San Francisco are the primary sources of these contributions, along with a \$50,000 in-kind donation of architectural design services from San Francisco-based firm Studio O+A.

Reflecting the strength of their local constituent base, Bay Area artists and arts and culture sector workers comprise approximately 40% of campaign donors and are responsible for one third of the total funds raised.

In addition to the organization's local capital campaign support, Root Division's success has been nationally recognized with several prestigious and highly competitive grants, including multi-year funds from two prominent private foundations.

- \$80,000 from The Andy Warhol Foundation for the Visual Arts, for Root Division's visual arts programming through June 2017.
- \$40,000 from Bloomberg Philanthropies' Arts Innovation and Management (AIM), an invitation-only program that will support Root Division's audience development and institutional capacity building at the new site.

Root Division's new 13,400-square-foot home at 1131 Mission Street (@ 7th Street) will ultimately provide subsidized studio space for 25 artists—twice as many as its prior location offered. With an increase in artists and arts space, the organization will expand the roster of class offerings to provide arts education to over 2000 youth and adults annually. Likewise, Root Division will exhibit over 400 artists and engage thousands of Bay Area residents and visitors in the visual arts.

Inaugural Exhibition: *RESONATE*

Root Division's inaugural exhibition *RESONATE*, features seventeen Bay Area artists and collectives. Curators Amy Cancelmo and Dana Hemenway intentionally selected artists with prior and/or current affiliations with Root Division to spotlight the interconnectivity the organization has fostered over many years and to encourage visitors to become a part of its future. The exhibition focuses on engagement and interaction, shifts in the cultural landscape, and the value of artistic survival. It also highlights what Root Division does best: provide opportunities for artists to create and exhibit exciting new works; provide a space for the public to interact and engage with art exhibitions; and afford audiences of all ages the opportunities to create and learn. From sculpture and paintings to interactive artmaking, *RESONATE* provides a looking-glass into Root Division's past and a lens through which to envision its future.

Participating artists: Jeremiah Barber, JD Beltran & Scott Minneman, Lizzy Brooks w/ Susa Cortez, Kevin B. Chen, Congratulations Pine Tree (Kate Rhoades & Maysoun Wazwaz), Seth Curcio, Christian Davies, Amy Ellingson, Hannah Ireland, Kari Marboe, Ramekon O'Arwisters, Shipping + Receiving (Torreya Cummings, Audrey Nieh, H.R. Smith), Stairwells (Carey Lin & Sarah Hotchkiss), Kate Stirr, Stephanie Syjuco, and Amber Jean Young.

**Exhibiting artists and curators will be onsite for interviews during the press preview and the public opening.*

On Saturday, September 12, 2015 Root Division will open the doors of their new home to the public with an engaging inaugural exhibition, special activities for all ages, and a celebration of the organization's ongoing commitment of supporting the cultivation of community-based arts in San Francisco.

UPCOMING GRAND OPENING EVENTS

Wednesday, September 9 (11:30 am - 1 pm) | BY INVITATION ONLY / NOT PUBLIC

Press Preview of Root Division's Building & Inaugural Exhibition

Highlights include: short public comment by Tom Decaigny, Director of Cultural Affairs, San Francisco Arts Commission; tours of the building with Root Division's Executive Director Michelle Mansour; Inaugural Exhibition artists and curators onsite to discuss their work; and Root Division Studio Artists onsite to discuss impact of the programming.

Thursday, September 10 (6:30 - 8:30 pm) | BY INVITATION ONLY / NOT PUBLIC

Luminary Circle Preview: Donor Wall Dedication & Reception

Featuring staff-led tours of Root Division's new facility, studio visits with Root Division Artists, several *RESONATE* exhibiting artists onsite to discuss their work, and dedication of our donor wall celebrating our supporters at the \$1000 level and above. Includes live music by Jack Perla, sumptuous treats by Citizen Fox, and signature cocktails by Oddjob.

Saturday, September 12 (6-7 pm) | VIP Reception / BY INVITATION ONLY

The Big Bash: Inaugural Exhibition & VIP Opening Celebration

Celebrating our campaign supporters at or above the \$250 level with a special preview hour of the inaugural exhibition, *RESONATE*, with VIP tour of Root Division's new building. Includes dj'd tunes and catered treats as well as signature cocktails by Forgery.

Saturday, September 12 (7-11 pm) | PUBLIC / FREE
The Big Bash: Public Opening Celebration (7-11 pm)

Free and open to the public featuring an engaging inaugural exhibition, special activities for all ages, and a celebration of our ongoing commitment to support the cultivation of community based arts in San Francisco. Guests are invited to explore our new building and engage with interactive works in the inaugural exhibition, *RESONATE* as well as meet Root Division Studio Artists and peek inside their new light-filled studios. Guests can also grab some refreshments in our new larger classroom while perusing the schedule of upcoming workshops and classes or get creative on the spot with hands-on art activities.

PUBLIC WORKSHOP & FAMILY PROGRAMS

Wednesday, September 23 6-8 pm | REGISTER ONLINE / ALL AGES
PicsArt Workshop: Learn to Draw on Your Photos

Join representatives from PicsArt in an interactive photographic workshop. Learn more about digital manipulation and get creative by reimagining the possibilities of Root Division's new gallery space with tools on handheld devices. Don't have a device? We have one you can use!

Saturday, September 26 (2-5 pm) | PUBLIC / FREE / ALL AGES
Community Crafternoon

Join *RESONATE* artists Ramekon O'Arwisters and Amber Jean Young in an afternoon of community building through artmaking. Ramekon O'Arwisters will lead an all ages "Crochet Jam," using recycled fabric to create a collaborative sculptural installation, or small individual projects. Amber Jean Young will guide workshop participants in creating their own "square" of a collaborative community quilt.

Sunday, September 27 (3-6 pm) | PUBLIC / FREE / ALL AGES
Intertidal Field Trip

Go off-site with *RESONATE* Artist Kate Stirr and Biologist and Educator Karen Kalumuck, PhD., to the Intertidal Zone along Sausalito's wharf. Meet at the Ferry Building in San Francisco for a journey to the tide pools. Learn about the intertidal zone, survival strategies of its inhabitants, and parallel strategies of artists' survival.

ABOUT ROOT DIVISION

Root Division is a visual art non-profit in San Francisco that connects creativity and community through a dynamic ecosystem of arts education, exhibitions, and studios. Root Division's mission is to empower artists, foster community service, inspire youth, and enrich the Bay Area through engagement in the visual arts. The organization is a launching pad for artists, a stepping-stone for educators and students, and a bridge for the general public to become art supporters.

Root Division is supported in part by a plethora of individual donors and by grants from The Andy Warhol Foundation for the Visual Arts, Bloomberg Philanthropies, National Endowment for the Arts/ ArtWorks, San Francisco Arts Commission: Community Investments, Grants for the Arts: San Francisco Hotel Tax Fund, Walter and Elise Haas Fund, Crescent Porter Hale Foundation, Bothin Foundation, Drusie Davis Family Fund, Adobe Foundation, Wallis Foundation, Zellerbach Family Foundation, Bialkin Family Foundation, Fleishhacker Foundation, Salomon Family Foundation, Morton Foundation, Garver Family Foundation, A Better Place Foundation, and Art4Moore.