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World's Fair set to take place on Third Street

Coinciding with the opening of the Third Street Light Rail, artists and local community groups debate the nature of progress in

The San Francisco World's Fair of 2007
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What could the World's Fair of today look like if artists were involved in envisioning the future? The graduating class of the MA Curatorial Practice Program at the California College of the Arts have considered this scenario as they prepare to launch **The San Francisco World's Fair of 2007**.

The San Francisco World's Fair of 2007 is a weekend event showcasing new commissions, films and artworks that connect local and international conversations about the nature of progress.

With the advent of the Third Street Light Rail, the Fair amplifies heated debates around redevelopment and mobility specific to Dogpatch and Bayview Hunter's Point, two neighborhoods adjacent to CCA that are, in many ways, the city's "final frontier." Through site-specific projects and interventions, the Fair attempts to question whose voices, how, and what should be represented in a celebration of change and movement.

The San Francisco World's Fair of 2007 will take place April 21-22, 2007 in multiple locations along the Third Street Corridor including Warm Water Cove Park, Cyclone Arts Center, Agua Vista Park, Sundance Coffee, and The Bayview Opera House. The Fair invites the public to encounter a number of artist projects while journeying via light rail, bicycle, on foot or aboard a bio-diesel bus, in an exploration of the beautiful and contested neighborhoods of Dogpatch and Bayview Hunter's Point.

A limited edition catalogue with essays and projects will be available at the event.

A map locating the various public projects and a timetable of events will be made available at The San Francisco World's Fair hub, stationed at Pier 40.

Images are available.

Participating Artists:

Daniel Cheek, Sergio de la Torre and Vicky Funari, Kevin Epps, Amy Franceschini, Pablo Helguera, Natalie Jeremijenko, Neighborhood Public Radio, Floating Neutrinos, William Pope L., William Scott with Kyu Che

Daniel Cheek was born in Detroit, Michigan and lives in San Francisco. His work has been exhibited around the Bay Area and at Northeastern Nevada Museum, in Elko and the Nevada Museum of Art in Reno. Cheek's photographs chronicle some of the Bay Area's peripheral regions and conflate the quotidian life with encroaching industries, oil refineries and chemical plants. Though issued major health and environmental citations, these industries remain part of the landscape. For The San Francisco World's Fair, Cheek has photographed contested sites along Third Street to illuminate the changing scenes inherent in the redevelopment of post-industrial neighborhoods.

Sergio de la Torre and Vicky Funari, both based in San Diego, have worked with a group of female activists in Tijuana to create *Maquilapolis*. This collaborative project takes the form of a documentary, in which they take a considered look at the ramifications of Mexico's International Monetary Fund (IMF) debt and the boom of factories since the creation of North American Free Trade Agreement (NAFTA). *Maquilapolis* offers a self-reflexive look at progress by telling the story of globalization through a multiplicity of voices. It will be screened at Cyclone Art Center during the San Francisco World's Fair of 2007.

Kevin Epps is a filmmaker who has spent his entire life in Bay View Hunters Point and has created a series of films very pointedly addressing his community. His latest film, *Rap Dreams*, chronicles the experiences of three upcoming rappers as they strive for acceptance and success in the Bay Area's vibrant and often violent underground hip hop scene. In *Straight outta Hunter's Point*, Epps examines the daily drama of gang-related rap wars that plague Hunter's Point as the community fights for social and economic survival. This film will be screened during the San Francisco World's Fair of 2007.

Amy Franceschini is an artist and educator living and working in San Francisco. She works with notions of community, sustainable environments and a perceived conflict between humans and nature. Her work manifests in the form of large-scale installations, dynamic websites, open-access laboratories, and educational formats that collectively question or challenge the cultural, social and economic systems we live in. Much of Franceschini's work is informed the San Joaquin Valley farm on which she grew up and augmented by intensive research into Bay Area history. She received SFMOMA's SECA award for her ambitious *Victory Gardens* project. Illuminating the potential for community-organized garden projects to bring fresh food to an otherwise underserved neighborhood, Franceschini will extend *Victory Gardens* into Bayview in conjunction with The San Francisco World's Fair.

Pablo Helguera, born in Mexico City, is a visual artist based in New York. His work often adopts unusual formats, ranging from experimental symposiums, phonograph recordings, exhibition acousti-guides, or nomadic museums and incorporates research, discussion, and education theory. In 2006 Helguera created *The School of Panamerican Unrest*, a mobile schoolhouse that traveled from Anchorage, Alaska to the southern tip of Argentina, generating connections between different regions of the Americas through screening, discussions, and think tank exercise. Documentation from this project will be exhibited at the San Francisco World's Fair of 2007. Helguera has presented his work at museums worldwide and participated in the 8th Havana Biennial. He is an educator and cultural promoter and has authored two books. He is represented by Enrique Guerrero Gallery in Mexico City.

Natalie Jeremijenko is a design engineer and technoartist. Recently she was named one of the top 40 Most Influential Designers by I.D. Magazine and was named one of the top one hundred young innovators by the MIT Technology Review. Her work is shown internationally including the Whitney Biennial, Documenta, Ars Electronica, and the Museum of Modern Art in New York. She was a 1999 Rockefeller fellow. The San Francisco World's Fair invites audiences to visit a pair of Jeremijenko's cloned trees at Warm Water Cove Park. The pair is one of several sets of cloned trees planted around San Francisco, drawing attention to the dynamism between environment and genetics. The curatorial practice students are commissioning a limited edition of bike masks that visually gauge levels of air pollution. The masks may be borrowed during the World's Fair.

William David Pearlman, affectionately named **Poppa Neutrino**, spent his early childhood in San Francisco. As an adult, Poppa has lived and traveled on homemade boats, docking most often in New Orleans and

New York. In 1998 Poppa gained international attention for crossing the Atlantic Ocean on a vessel made of trash. His adventures have been chronicled by National Geographic and the New York Times. Poppa will return to the Bay Area for the first time in 35 years for the San Francisco World's Fair of 2007 from which he will attempt across the Pacific with a prospective landing in Beijing, China, in time for the 2007 Olympics. Poppa's latest raft, called Dwight's Soup, is made from discarded materials and will be on view during the San Francisco World's Fair at Agua Vista Park. In March 2007, Random House will release Poppa Neutrino's biography *The Happiest Man in the World*, written by acclaimed author Alec Wilkinson. In conjunction with the Fair, a book event will take place at Adobe Books on April 17th.

Founded in late 2003, **Neighborhood Public Radio (NPR)** is an independent, artist-run radio project committed to providing an alternative media platform for artists, activists, musicians, and community members. NPR's motto is, "If it's in the neighborhood and it makes noise we hope to put it on the air." As the FCC attempts to make it easier for radio stations to be co-opted by large corporations, NPR plays with the notion that they will not be restricted from accessing the airwaves that are rightfully their own. Amongst others, NPR is comprised of Bay Area artists Linda Arnejo, Elizabeth Biddlecombe, Jon Brumit, LeE Montgomery, Katina Papon, Michael Trigilio, and Zefrey Throwell. The collective holds regular events throughout the Bay Area and has traveled to Chicago and even Serbia to examine geographical and conceptual neighborhoods via their radio practice. NPR will collaborate with a number of artists participating in the San Francisco World's Fair of 2007 and will broadcast all weekend from a temporary station inside Sundance Coffee.

William Pope L. has had recent solo exhibitions and performances at the University of Massachusetts, Amherst and The Project, New York; he has also been featured at the Cleveland Center for Contemporary Art, The Museum of Contemporary Art in Los Angeles, and The Drawing Center in New York. He has performed in New York, Berlin, Prague, Budapest, and Madrid. Pope.L's awards include fellowships from the National Endowment for the Arts, and the Maine Arts Commission, a Franklin Furnace Award, and a Mid-Atlantic Residency. The San Francisco World's Fair is proud to present *141 Demands* in collaboration with Yerba Buena Center for the Arts.

William Scott is a self-taught artist capable of rendering his imagined public and private worlds with remarkable accuracy and meticulous detail. William draws, paints and re-builds his native San Francisco in search of the elusive "normal life," one of Baptist-sermon ideals and gleaming, safe, artistically franchised, city centers. San Francisco re-emerges as *Praise Frisco*, a place where Scott's public longing for wholesome, peaceful interactions take place within, re-developed idealized neighborhood landmarks. The Curatorial Practice students are commissioning collaboration between William Scott and Kyu Che, which will result in architectural articulation of *Praise Frisco* to be viewed at the Bayview Opera House during the San Francisco World's Fair of 2007. His work has been exhibited by White Columns in Miami and New York.

Kyu Che is an interdisciplinary environment designer involved with architecture, design, and the visual arts. Drawing from his professional architectural experience and expertise, Kyu specializes in art space projects collaborating with artists and galleries to realize thought provoking, experimental spaces. His works have been presented in exhibitions at New Langton Arts, Yale Architecture Gallery, and Yerba Buena Center for the Arts and have been internationally recognized in design publications including *Surface*, *Mark (Frame)* and *DAMn* magazines. Born in Korea, Kyu grew up in Santa Monica, California. He currently lives and works in San Francisco and Seattle. The World's Fair team is commissioning Kyu's collaboration with William Scott that will result in an architectural rendering of Scott's vision of *Praise Frisco*.