

# SOUTHERN EXPOSURE

3030 20<sup>th</sup> Street  
San Francisco, CA 94110  
t- 415-863-2141  
f- 415-863-1841  
www.soex.org

## FOR IMMEDIATE RELEASE

Contact:  
-Courtney Fink, Executive Director, Southern Exposure  
(415) 863-2141, director@soex.org  
-Morgan Peirce, Development & Communications Assistant, Southern Exposure  
(415) 863-2141, development@soex.org

### ***On the Ground***

**A group exhibition with new work by Taha Belal, Gaye Chan, Sofia Cordova, Sergio De La Torre, Malak Helmy, Juan Luna-Avin, Jerome Reyes, and Rene Yung. Curated by Weston Teruya, Southern Exposure Curatorial Committee Member**



Jerome Reyes, 2010

**Exhibition Dates:** March 11 – April 23

**Opening Reception:** Friday, March 11, 2011 7:00 – 9:00 pm

### ***And Public Programs***

***Mi Nueva Nación: Sights and Sounds of Punks in Contemporary Mexico***

**An artist's talk and live punk performance:** Thursday, March 24, 2011, 7:30 – 9:30 pm

***Under the Influence of Love, A live performance and release of Chucha Santamaría and Usted's self-titled first album:*** Saturday, April 9, 2011, 8:30 – 10:00 pm, Doors open at 8:00 pm

**San Francisco, CA, January 26, 2011** – Southern Exposure presents ***On the Ground***, a group exhibition of new work arising from artists' relationship to particular localities. An opening reception will take place on Friday, March 11, 2011 from 7 – 9 pm and the exhibition will remain on view from March 11 – April 23, 2011.

San Francisco. O'ahu. Cairo. The North coast of Egypt. Tijuana. Puerto Rico and its diaspora. Mexico City, Puebla, Monterrey and Queretaro. The artists in ***On the Ground*** build from the specific codes and nuances of these places, creating their own narratives and gestures that begin to reveal or reimagine their communities. Whether through community engagement, historical research, musical performance or language, each artist delves into a specific facet of a site's cultural structure. While each artist has taken his or her own approach to interpreting and dissecting a locality, all of their projects emerge from an honest reflection on the terms and textures of their respective sites. From the particularities of each community, they help to build a sense of differences and shared dynamics globally and locally.

### **ABOUT EACH PROJECT**

**Taha Belal** presents *Advertisements*: a series of Arabic exhibition announcements modeled after those found in prominent art world magazines to imagine a thriving and high-profile arts scene in Cairo.

**Gaye Chan's** installation, *Free Grindz*, extends her ongoing *Eating In Public* project on O'ahu by documenting the freely available edible weeds through the island.

Through her performative alter-ego, *Chucha Santamaria*, **Sofia Cordova** creates an installation and debut LP that hints at the complications of Puerto Rican diasporic identity, the history of colonialism in the region and the liberating possibilities of club music.

In a mysterious but foreboding sequence, **Sergio De La Torre's** *Nuevo Dragon City* depicts six Chinese-Mexican youth slowly barricading themselves in an empty Tijuana storefront in an act that hints at the historic marginalization and underground survival of the Chinese community in Mexico.

**Malak Helmy's** *Statements from the Compound* draws on both location (the North Coast of Egypt) and language, capturing the changing character of a place through a multi-stage translation into a sculptural installation.

**Juan Luna-Avin's** exploration of punk music maps a chronological timeline of bands from Mexico City, Puebla, Monterrey and Queretaro complemented by the deejay/selector's interwoven mass of loving details including imagined album covers, a custom playlist and gig flyers.

**Jerome Reyes** excavates the ghostly histories tied to the International Hotel and Mabuhay Gardens in San Francisco to create *Flash Mab*, a pair of drawings and accompanying audio piece that explore the social and political movements surrounding both spaces.

In *Whereas-A Declaration of Place*, **Rene Yung** uses the language of legal documentation to engage the neighborhood around Southern Exposure in creating collective statements of belonging and to negotiate a future together.

## **ABOUT THE PUBLIC PROGRAMS**

### *Under the Influence of Love*

A live performance and release of Chucha Santamaría y Usted's self-titled first album

Saturday, April 9, 2011

8:30pm, Doors open at 8:00pm

FREE

Celebrate the release of ChuCha Santamaría y Usted's self-titled debut album with the performance extravaganza, *Under the Influence of Love*. Featuring the unforgettable ChuCha herself in a never-before-seen show of psychedelic projections, special effects and multiple costume changes, the musical duo transports the audience to a dance floor where mainland-tinged dreams of success come to life in the pulsing rhythms of the music.

### *Mi Nueva Nación: Sights and Sounds of Punks in Contemporary Mexico*

An artist's talk and live punk performance

Thursday, March 24, 2011

7:30 – 9:30 pm

Lecture begins at 7:30 pm. Performance starts at 8:30 pm.

FREE

In *Mi Nueva Nación: Sights and Sounds of Punk in Contemporary Mexico*, artist Juan Luna-Avin traces the history of punk music in Mexico from the late 1970s to the present. Punk ideology, while primarily identified with rebellion, individualism, and free thought, was influential for the cultural, social and political movements taking place. Seeing himself as more of a "fanboy" than music historian, Luna-Avin presents this history in a lecture format, accompanied by lively music samples, diy videos and interviews of key characters from the scene.

Punk band Desmadre en Crisis follows the lecture with a live set. Earplugs and merchandise will be available!

-end-

## **ABOUT SOUTHERN EXPOSURE**

Southern Exposure (SoEx) is a nonprofit visual arts organization founded in 1974 that supports emerging artists and youth in a dynamic environment in which they can develop and present new work and ideas. An active presence in the Bay Area for 36 years, the organization evolves in response to the needs of artists and the community, engaging the public in the artists' work. Activities range from exhibitions of local, regional, and international visual artists' work, education programs, and lectures, panel discussions, and performances. Southern Exposure is dedicated to giving artists—whether they are exhibiting, curating, teaching, or learning—an opportunity to realize ideas for projects that may not otherwise find support. Southern Exposure supports artists through three main program areas including the Exhibitions Program, Artists in Education Program and Alternative Exposure Grant Program/Artists Resources Program.

For more information and images, contact Courtney Fink at (415) 863-2141 or [director@soex.org](mailto:director@soex.org). Southern Exposure is located at 3030 20<sup>th</sup> Street, San Francisco, CA 94110. Office Hours are Monday through Friday from 10 am to 6 pm and Gallery Hours are Tuesday through Saturday from 12 to 6 pm. Admission is always FREE. Website: [www.soex.org](http://www.soex.org).