

SF WEEKLY



MasterMinds™ is a program developed by the SF Weekly to celebrate local artists who are changing the creative and cultural landscape of San Francisco. SF Weekly would like to thank all artists who submitted entries. Congratulations to our 2007 MasterMinds!



Visual Arts: Institute for Unpopular Culture

Since 1989, the Institute For Unpopular Culture (www.ifuc.org) has existed in San Francisco to shake up the non-profits arts sector and do things differently for the sake of the creative geniuses they sustain. IFUC supports emerging artists and promote artistic attempts to challenge the status quo, while lessening the financial disparity between subversive artists and those who cater to public taste and opinion in order to survive. Legal support, public relations strategy, career advice, and mentoring are among the many services the Institute provides; they also give financial assistance in the form of "no strings attached" IFUC grants, with which artists can do as they please! Most importantly, all services are offered FREE of charge to their unpopular creators. Among the past stable of IFUC creators are graffiti artists "Twist" aka Barry McGee and Dream, and environmentalist Julia Butterfly. Some of our recent "unpopular culture" geniuses include Karen Cusolito & Dan Das Mann ("Passage" on the Embarcadero), Bulgarian Master painter Nikolai Atanassov (www.moderniko.com), Brian Goggin ("Defenestration" building on 6th St.), and William Noguera of San Quentin's Death Row. For almost two decades the Institute has fearlessly supported those creators that can't or won't find a home with other institutions; they are proud to be the Court of Last Resorts for the arts!



Performance Arts: Rupa and the April Fishes

Rupa & April Fishes makes music that is an artful patchwork of sounds from the Far East, Eastern Europe, Latin America, France and the US. With songs written by Rupa during her time as a physician in training at UCSF, the music tells tales of love in the face of uncertainty, stories of people in motion finding common ground and hope for a world with fluid borders. Bringing together different musical folk languages, the band invites people from diverse backgrounds to get together and groove. The band includes Rupa on voice and guitar, Ed Baskerville on cello, Marcus Cohen on trumpet, Isabel Douglass on accordion, Aaron Kierbel on drums and Elyahu Sills on bass and flutes. Their songs are in French, Spanish, English, Roma and Hindi and the textures range from raucous to romantic. Rupa & the April Fishes will be celebrating music of romance and rebellion at a Bastille Day show July 14th at the Great American Music Hall.

Literary Arts: Michael Disend

I began creating the Penman Chronicles in 2005 at a time when the incessant gentrification of San Francisco had me heartbroken. I saw cultural landmarks and hipster hangouts disappear; my favorite dance companies, bookstores, funky food joints, martial arts studios, galleries, and bicycle shops were suddenly gone; the population of whole neighborhoods appeared to transform overnight. As friends and communities dispersed, I felt the history of my own life vanishing, as well. Then one morning — without forethought or planning — I woke up and suddenly began to write fiction again for the first time in years. The Penman Chronicles is a collection of interleaved stories that celebrate the everchanging phenomenon called San Francisco, a breathtaking urban vista of contrary spirits where the rebellion, passion, and innocence of youth collide with technological bromides, demonic delusion, and myth. My aim is to convey San Francisco to print as fast as it's morphing into something radically different. Penman, who lives in the neighborhood of Lower Pacific Heights, is a hypnotherapist seeking Self Realization by any means necessary. His clients include an F-to-M dominatrix with nail-biting concerns, an aspiring jihadist who wants to quit smoking, and an insomniac developer tormented by Displaced Tenant Phobia. Through it all, Penman's ongoing Quest for enlightenment — noble yet quixotic and kind of nuts — illuminates both the narrative and the city itself. From its inception my concept has been to have the series serve San Francisco directly by reading the stories aloud, and to this end I've performed in over 25 venues to date, including The Mechanic's Institute Library, Edinburgh Castle Pub, Adobe Books, Exit Theater, the Rickshaw Stop, and Java Beach Café, as well as spontaneous offerings to homeless people in the Civic Center and sex workers in the Tenderloin.



Film/Video/Media Arts: Artists' Television Access Artists'

Television Access is an all volunteer-run, independent screening and exhibition gallery which has provided for nearly 25 years a venue for regular film and video screenings, performances and gallery exhibitions for artists in the San Francisco Bay Area and beyond. ATA provides a mix of curated and open programs, which allows a wide range of work to be presented—ranging from student to professional, political to abstract, narrative to experimental. Regular programs include Craig Baldwin's "Other Cinema" film series, ATA's monthly open screenings, monthly gallery exhibitions, ATA's weekly cable television access show, the ATA webzine and the annual ATA Film & Video Festival. With its accessibility and range of exhibition opportunities, ATA is often the first place where artists present their work to the public. ATA also serves as host to many local and traveling film festivals and independent filmmakers and performers who continue to come back to show work year after year.



Fashion/ Design: New Leaf Clothing

New Leaf Clothing's Art-Inspired Designs Bringing a Message of Hope and Inspiration through Its Latest Installation, "Rise" SAN FRANCISCO, May 28, 2007 New Leaf Clothing's art-inspired designs offer more than a positive message for our generation and the opportunity to express individuality in a genuine and purposeful way. They offer hope by giving 10 percent of all proceeds to the International Justice Mission, an organization bringing peace and freedom to socially troubled countries. New Leaf Clothing is a San Francisco Bay Area-based upstart label, first conceived by Erik Otto and Dany Khoung in January, 2004. The two freelance artists combined organic works of art with modern graphic design aesthetics, using clothing to create an entirely new platform for their concepts, not bound by specific limitations or design requirements. "Our aim is to not just create another clothing line, but to uncover an effective medium to do something positive," said Otto. "We're not here to add another useless product to the market, but to offer something that will make people think." New Leaf Clothing designs seasonal collections, as well as hand numbered limited edition pieces. Both are printed onto a variety of quality garments. Each design comes in a variety of sizes and colors, though some designs are exclusive to men or women. For more information, please visit www.newleafclothing.com. 1400 Dubert Lane #3, San Jose, CA. 95122 p: 408-896-1816 f: 408-432-1086 email: info@newleafclothing.com web: www.newleafclothing.com Media Contact Information: Mary Scott Media/Public Relations ph: 530-227-9193 email: mary@newleafclothing.com

Visual Arts: Institute For Unpopular Culture

Since 1989, the Institute For Unpopular Culture has existed in San Francisco to shake up the non-profits arts sector and do things differently for the sake of the creative geniuses they sustain. IFUC supports emerging artists and promote artistic attempts to challenge the status quo, while lessening the financial disparity between subversive artists and those who cater to public taste and opinion in order to survive. Legal support, public relations strategy, career advice, and mentoring are among the many services the Institute provides; they also give financial assistance in the form of “no strings attached” IFUC grants, with which artists can do as they please! Most importantly, all services are offered FREE of charge to their unpopular creators. Among the past stable of IFUC creators are graffiti artists “Twist” aka Barry McGee and Dream, and environmentalist Julia Butterfly. Some of our recent “unpopular culture” geniuses include Karen Cusolito & Dan Das Mann (“Passage” on the Embarcadero), Bulgarian Master painter Nikolai Atanassov, Brian Goggin (“Defenestration” building on 6th Street), and **William Noguera of San Quentin's Death Row**. For almost two decades the Institute has fearlessly supported those creators that can't or won't find a home with other institutions; they are proud to be the Court of Last Resorts for the arts!