

For Immediate Release

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Empty Downtown San José Storefront Activated for Two Months

Dec. 15 ribbon-cutting for Local Color's art, performance and retail pop-up

SAN JOSE, Calif. – [Exhibition District](#), a creative collective committed to bridging economic opportunity for artists with the beautification of San José, announces the launch of Local Color, a two-month pop-up arts and retail center.

What: Ribbon-cutting and ceremony to open the community/arts space

When: Thursday, December 15, 2016
4:30 -10 pm

Where: Former Ross Dress-for-Less space.
27 S. First St
San José, CA 95113

Schedule:
4:30p - Performance by Violinist Alan Chen & Pianist Alex Etherington
5:00p - Ribbon Cutting Ceremony with Councilmember Raul Peralez
5:15p - Facility Tour
5:45p - Living Mural Wall
6:30p - Opening Statement by Erin Salazar
6:45p - Words from Marlo Custodio with NEEBA MEDIA
7:00p - Mingle, Dance, Talk, and have fun!

Who: San José District 3 City Councilmember **Raul Peralez**
Exhibition District's Executive Director, **Erin Salazar**
NEEBA MEDIA's **Marlo Custodio**

Visuals: Music, art, dance, demonstrations.

Details:

Local Color is a two-month project of Exhibition District, designed to reactivate out-of-use or inactive buildings and transform these spaces into:

- Creative workshops for the community
- Shared studio space for independent artists
- Pop-up bazaars for local makers
- Art by: Jazz Fuller
- Pop-Up retail space by: Moonshine Rose Trading Co.

Property owner Mike Sarimsakci, whose Alterra International intends to build a residential tower on the site, opened up this former retail location, allowing it to be temporarily transformed into Local Color. Exhibition District's Executive Director, Erin Salazar, describes the reimagined space as "a haven for creatives, makers, artists and thinkers."

Open daily through Jan. 30, Local Color offers studio arts toward the back, a retail section up front, and a 111-foot mural along the north wall. Art classes are available on Wednesday and Thursday, yoga on Friday, and performances on Friday and Saturday nights. To learn more or RSVP visit: facebook.com/LocalColorSJ

Local Color is sponsored by [Knight Foundation](#) and brought to the community in partnership with San Jose Downtown Association ([SJDA](#)), an organization committed to making downtown San José a better place for business, residents and visitors.

About Exhibition District

Exhibition District is a collective of artists and creatives who pay working artists professional wages for professional work that beautifies San José for residents, businesses and visitors. Exhibition District works to strengthen the local economy by keeping professional artists engaged, employed, and active. The ultimate goal is to make San José the cultural destination of Silicon Valley. You can read more about Exhibition District's mission [here](#).

About Office of Economic Development

The City of San José Office of Cultural Affairs, a division of the Office of Economic Development, is the City's lead agency for promoting development of a rich arts and cultural environment for its diverse population of approximately one-million residents, its workers who live in neighboring communities, and its many visitors. It fosters cultural development through funding programs, arts industry support, creative entrepreneur support, specials event services, and public art. For more information, visit sanjoseculture.org.

About City of San José

San José, Capital of Silicon Valley, is the largest city in Northern California and the 10th largest city in the nation, with an ethnically diverse population of more than one million. San José was founded in 1777, once served as the state capital of California, and encompasses 180 square miles. The City's website is sanjoseca.gov.

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