



Press Release
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Kenneth Rainin Foundation Selects Luggage Store Gallery for New Art & Technology Installations in Central Market Neighborhood

Rainin Foundation awards \$100,000 grant for series of site-specific art installations that promote San Francisco's Central Market corridor as an arts and technology district.

Oakland, Calif. – The Kenneth Rainin Foundation announced today that the Luggage Store Gallery was selected as the winner of its [Imagining Central Market](#) initiative. The Luggage Store, the lead organization in a collaborative effort that includes the Nighthouse Studio and Hyphae Design Laboratory, will receive a \$100,000 grant award to create [Light Up Central Market](#), seven site-specific art installations that will illuminate buildings and sidewalks on Central Market between Fifth and Seventh Streets. The initiative was designed to encourage interaction and dialogue around community identity, as well as to celebrate and showcase the vibrancy and innovative spirit that infuses the Central Market neighborhood.

“Art plays an important role in creating places where people want to live, work, and play,” said Shelley Trott, Director of Arts Strategy & Ventures at the Kenneth Rainin Foundation. “Our volunteer panel had a difficult decision to make given the outstanding proposals from the five finalists. In the end, they chose *Light Up Central Market* because the project both leverages and capitalizes on the art and technology resources already present in this community to further

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enliven the neighborhood. In short, the panel felt that *Light Up Central Market* would succeed in celebrating the community and bringing people together, which is the main goal of the initiative.”

Light Up Central Market will illuminate three existing public murals, and create two dynamic light installations and two modular benches that emit soft, glowing light. The illuminated structures are designed to inspire residents, pedestrians and tourists to engage with large-scale art that sparks the imagination, invites play and builds community. The project will build on the momentum of the newly-unveiled [Let There Be Light](#) video installation by Bay Lights producer Ben Davis on the side of 1019 Market, as well as the UN Plaza Fall Event Series and the work of San Francisco’s Living Innovation Zone Program, both part of the Mayor Edwin Lee’s initiative to revitalize Market Street.

“On behalf of the city, we are thrilled to see the Kenneth Rainin Foundation spearheading this initiative, which celebrates the unique identity of Central Market through the arts and innovation. The Rainin Foundation’s continued leadership in the arts will enliven Central Market in the evening and bring positive activity to the street level as well as draw attention to the neighborhood’s murals and historic buildings,” said Tom DeCaigny, director of the San Francisco Arts Commission.

A panel comprised of professionals working across the arts, community development, and the technology sectors participated in the selection of the winner of the Imagining Central Market grant. The art and technology installations are scheduled to unveil in early 2015 and will be displayed for one year.

"By illuminating the presence and importance of publicly accessible art experiences on the street and in store fronts, we strengthen our sense of community and identity in Central Market," said Darryl Smith, Co-founder and Director of the Luggage Store Gallery. "We are pleased to be working with light, video and sound artists from Nighthouse Studio and the innovative engineering design group at Hyphae Design Laboratory to create interactive installations that are not only distinctive to our community, but inclusive of the diverse audiences passing through."

Innovation, collaboration and community interaction were key elements of all of the proposals, which included a mix of arts and technology ideas. View the online exhibition for the Imagining Central Market initiative at krfoundation.org/arts/imagining-central-market/finalist-gallery.

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About the Kenneth Rainin Foundation

The Kenneth Rainin Foundation is a private family foundation dedicated to enhancing quality of life by championing and sustaining the arts, promoting early childhood literacy and supporting research to cure chronic disease. The Foundation believes that people trying to effect change need an early advocate for their ideas. Like our founder, the Foundation listens to and invests in innovative and collaborative projects, because with our support, real breakthroughs can make life better for us all. More at krfoundation.org.

About the Panelists for the Imagining Central Market Initiative

- Terrance Alan, Board of Directors, **North of Market Neighborhood Improvement Corporation**
- Caroline Barlerin, Community Outreach & Philanthropy, **Twitter**
- Joanna Haigood, Artistic Director, **Zaccho Dance Theatre**
- Andrew McClintock, Publisher & Editor in Chief, **San Francisco Arts Quarterly**; Owner/Director, **Ever Gold Gallery**
- Judy Nemzoff, Community Arts & Education Program Director, **San Francisco Arts Commission**
- Megan Trotter, Community Programs Manager, **Zendesk**

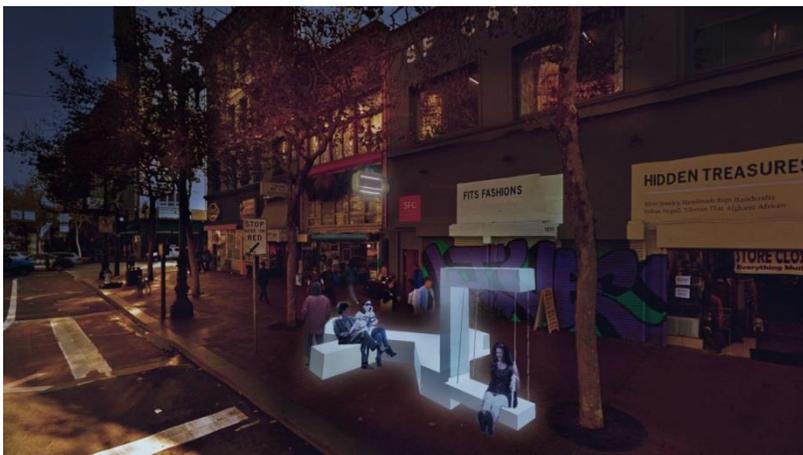
About Living Innovation Zones

San Francisco's Living Innovation Zone Program facilitates creative projects in public spaces and is part of broader efforts to activate, revitalize, and reconstruct Market Street. The City is making an effort to simplify the process to give creative people and entrepreneurs a venue to test new ideas while bringing fun and activity to the sidewalks. To learn more about Living Innovation Zones, visit www.sfliz.com.

Photos Options



Caption: *Light Up Central Market* will include the illumination of three existing murals in the Central Market neighborhood, including Clare Rojas' monumental mural on the East-facing wall of the Warfield Theater.



Caption: Two illuminated bench structures, such as the one depicted above, will be created as part of the art installations in *Light Up Central Market*.