

## OMCA LAUNCHES THE OAKLAND STANDARD, A NEW CONTEMPORARY ARTS SERIES, ON FEBRUARY 4

*New contemporary arts project kicks off with a night of music by **DJ Mia Moretti**, street dancing with **Turf Feinz**, and **Tag Team Talks** with notable Oakland creatives*

***The Oakland Standard explores experimental ways to connect art to our contemporary lives***

(Oakland, CA) January 19, 2011—The Oakland Museum of California (OMCA) announces **the Oakland Standard**, a new contemporary art series set to launch on **Friday, February 4** with a free evening of music, dance, and discussion. Proudly produced in Oakland, and generously supported by **The James Irvine Foundation**, the Oakland Standard is an experimental series of music events, blogs, installations, film screenings, lectures, workshops, performances, and more—all exploring new ways for the Museum to present content and for the public to participate in the Museum experience. For more information, visit [www.museumca.org/theoaklandstandard](http://www.museumca.org/theoaklandstandard).

*“The Oakland Standard intends to be a hotbed for the experience and discussion of critical and timely ideas related to California,” says Senior Curator of Art René de Guzman. “Through the Oakland Standard’s many projects, OMCA aims to be a forum for public dialogue and participation—all while presenting the Museum in new and engaging ways. A world-class museum supports its local creative communities: artists, writers, musicians, and the public alike. The Oakland Standard aims to work with the talents around us in experimental and exciting ways.”*

### **The Oakland Standard Launch Party**

**Friday, February 4 | 8 p.m.–1 a.m.**

**FREE**

Enter the Oakland Standard—experiments in work and play by the Oakland Museum of California. Don’t miss this premiere launch party featuring Tag Team Talks with Oakland notables **Walter Kitundu**, **Tammy Rae Carland**, **Mary Roach**, **Novella Carpenter**, **Wajahat Ali**, and **Jerome Waag**; performances by East Oakland street dancing

pioneers **Turf Feinz**; musical interludes with Cory Wright; and more—all documented by the photography collaborative **Hamburger Eyes**. The party goes into the late hours with **DJ Mia Moretti**, an Oakland native and fashion industry favorite considered by the *New York Times* and *PAPER* magazine as the “it” DJ to see. Beer and cheap eats available at OMCA’s own Blue Oak café. Free bike valet parking by the **East Bay Bike Coalition**. Get in on the beginning of something great! For more information, visit [www.museumca.org/theoaklandstandard](http://www.museumca.org/theoaklandstandard).

## **PROGRAM PARTICIPANT BIOS**

**Mary Roach** is a popular science writer and the author of four celebrated books, *Stiff* (2003), on human cadavers; *Spook* (2005), on scientific efforts to verify the existence of an afterlife; *Bonk* (2008), on the awkward marriage of science and sex; and *Packing for Mars* (2010), on the human body in space. Her award-winning articles have run in *National Geographic*, *Wired*, *New York Times Magazine*, *Salon*, *Vogue*, and *GQ*. She’s been a guest on the *Daily Show* and the *Colbert Report*, and proudly resides in Oakland.

**Novella Carpenter** is the author of the best-selling memoir *Farm City: The Education of an Urban Farmer*. Inspired by her hippie back-to-the-land parents, studies with Michael Pollan at Berkeley’s journalism program, and her romance with Oakland’s neglected urban landscape, Carpenter undertook to transform an overgrown abandoned lot in West Oakland into a thriving farm. She writes the blog GhostTown Farm, and is a founding member of Biofuel Oasis Cooperative in Berkeley. She lives in Oakland.

**Wajahat Ali** is an attorney, writer, and playwright. His play “The Domestic Crusaders”—published by McSweeney’s in 2010—is one of the first major plays about the American Muslim experience post-9/11. The play has been praised by Toni Morrison, the BBC, NPR, Dave Eggers, and many others, and Ali has been honored by the US State Department as an “Influential Muslim American Artist” and, for his journalism work, a “Muslim Leader of Tomorrow.” He writes and edits the political blog GOATMILK, and is a frequent contributor to the *Washington Post*, the *Guardian*, *Salon*, *Slate*, *Huffington Post*, and the *Wall Street Journal*. He lives and practices law in Oakland.

**Tammy Rae Carland** has produced a series of seminal fanzines, including *I (heart) Amy Carter*, and collaborated on record art of underground music releases central to the Riot Grrrl movement, from bands such as Bikini Kill, The Fakes, and The Butchies. From 1997 to 2005, she co-ran Mr. Lady Records and Videos, an independent record label and video art distribution company dedicated to the production and distribution of queer and feminist culture. An accomplished multimedia artist and Chair of the Photography Department at California College of the Arts, her work has been exhibited and screened in New York, Los Angeles, San Francisco, Berlin, and Sydney, and published in numerous books and national media. She lives in Oakland.

**Walter Kitundu** is a musician, inventor of musical instruments, and an accomplished avian photographer. His signature “phonoharps” are turntable and stringed instrument hybrids that allow digital manipulation as well as percussive and string resonance. His instruments have been exhibited and played at venues worldwide, including the Singapore Arts Centre, the Walker Art Center, and the Museum of Craft and Folk Art. **Kitundu** has been awarded residencies at Headland Center for the Arts and the Exploratorium, and in 2008, he won a MacArthur “Genius Award” Fellowship for his interdisciplinary approach to making music. He lives in Oakland, California.

**Jerome Waag** is an artist and chef at Chez Panisse. His work incorporates elements of the collaborative project OPENrestaurant, an experiment in rethinking issues related to the production, distribution, and consumption of food. Each OPENrestaurant event, at venues such as SFMOMA and Yerba Buena Center for the Arts, focuses on a specific theme and creates discussions about food, art, and activism.

The **Turf Feinz** are the originators of turfing—a form of urban street dance that originated in East Oakland as a memorial dance for family and friends killed in police and gang violence. Looking something like elegiac breakdancing, turfing has won admiration from a global audience. A video of their dance “RIP Rich D,” performed at the intersection of MacArthur and 90th and shot and edited by YAK Films, currently has over 2 million YouTube hits. The **Turf Feinz** live in Oakland, California.

**DJ Mia Moretti** has become New York's nightlife girl of the hour, playing a mash-up of classical, dance and rock for audiences that span the worlds of art, fashion, and music. With “is-that-Chloe-Sevigny?” looks and impressive DJ credentials, Moretti learned her trade under industry pioneer and mentor DJ AM. Considered by the *New York Times* and *PAPER* magazine as the one of the top five DJs working in the country, Mia was born and raised in Oakland.

In print since 2002, **Hamburger Eyes** is a publication of street photography. A collaboration between brothers Ray and David Potes, photographs are cheaply reproduced in black and white, and without any text or ads. *Hamburger Eyes*, the photo album, documents urban street life, with a keen eye for gritty, weird, and intimate encounters. Hamburger Eyes' photographs have been exhibited around the country and reprinted in publications like *Thrasher*, *Vibe*, and *Trace*. The book *Hamburger Eyes: Inside Burgerworld* was released by PowerHouse Books in 2007.

### **Calendar Editors Please List:**

**WHO:** The Oakland Standard Launch Party

**WHAT:** OMCA launches the Oakland Standard at a premiere launch party featuring music by **DJ Mia Moretti**, street dancing with **Turf Feinz, Tag Team Talks** with notable Oakland artists, and more—all free.

**WHEN:** Friday, February 4, 8 p.m. – 1 a.m.

**WHERE:** Oakland Museum of California, 1000 Oak Street, Oakland, CA

### **ABOUT THE OAKLAND STANDARD**

The Oakland Standard is a series of contemporary art projects by the Oakland Museum of California. Ranging from experimental exhibitions to blogs to public programs, these projects explore innovative ways for the Museum to present content and engage audiences. The Oakland Standard is a forum for new ideas as well as an arena to support the creativity of artists and the public alike. From January 2011 to July 2012, the Oakland Standard will host concerts, artist residencies, installations, film screenings, lectures, workshops, meals, tours, performances, markets, and whatever else strikes our interest and the public's. The Oakland Standard is proudly produced in Oakland, and generously supported by The James Irvine Foundation.

### **ABOUT THE OAKLAND MUSEUM OF CALIFORNIA**

The Oakland Museum of California (OMCA) brings together collections of art, history and natural science under one roof to tell the extraordinary stories of California and its people. OMCA's groundbreaking exhibits tell the many stories that comprise California with many voices, often drawing on first-person accounts by people who have shaped California's cultural heritage. Visitors are invited to actively participate in the Museum as they learn about the natural, artistic and social forces that affect the state and investigate their own role in both its history and its future. With more than 1.8 million objects, OMCA is a leading cultural institution of the Bay Area and a resource for the research and understanding of California's dynamic cultural and environmental heritage.

### **VISITOR INFORMATION**

Museum admission is \$12 general; \$9 seniors and students with valid ID, \$6 youth ages 9 to 17, and free for Members and children 8 and under. OMCA offers onsite underground parking and is conveniently located one block from the Lake Merritt BART station, on the corner of 10th Street and Oak Street. The accessibility ramp is located at the new 1000 Oak Street main entrance. For more information, visit [www.museumca.org](http://www.museumca.org).

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### **For more information and visuals, please contact:**

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