

## PHOTO OPPORTUNITY: the Oakland Standard Launch Event

*To cover this photo opportunity, please call Kelly Koski at 843-670-5355.*

**WHAT:** OMCA's new contemporary arts series—the Oakland Standard— kicks off with a [live radio broadcast](#) and [launch party](#). Specific photo opportunities include a live DJ performance (12-3PM) and live dance performance (9:30PM).

**WHEN:** Friday, February 4

### **12–3PM LIVE BROADCAST**

#### **Put the Needle on the History of the California DJ**

Billy Jam broadcasts music and conversation about California DJ culture in a live remote broadcast from WFMU. OMCA's ticketing area turns into a DJ booth featuring some of California's top turntable guests spinning records for the broadcast, including: Pam the Funktress (The Coup and BASS), DJ Platurm (Oakland Faders), DJ Quest (Live Human and Space Travelers), Dawgisht (live beats), Mista B, DNZ, and Deeandroid. Emerging talent DJ Mia Moretti joins the conversation before her performance later in the evening.

### **9:30PM LIVE PERFORMANCE**

#### **Turf Feinz perform on OMCA's Oak Street Plaza**

The Turf Feinz perform 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. A style of elegiac breakdancing, turfing has won global admiration. A video of the Turf Feinz 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.

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

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## **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.

[www.museumca.org/theoaklandstandard](http://www.museumca.org/theoaklandstandard)

## **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.

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