

**CONTACT:** Kelly A. Koski  
510-318-8453 or  
[communications@museumca.org](mailto:communications@museumca.org)

## OAKLAND MUSEUM OF CALIFORNIA GOES GREEN FOR SEPTEMBER O ZONE

### ***OMCA'S FALL O ZONE CELEBRATES HOW JOHN MUIR INSPIRES ECO-ACTIVISM IN ALL OF US***

**From a beard and mustache photo booth to DJs, live music, gallery tours,  
and earth friendly activities for all ages—OMCA is all about  
John Muir on Friday, September 30**

**(OAKLAND, CA)** August 31, 2011—Celebrate the eco-active spirit of California at the Oakland Museum of California's **O Zone** celebration on **Friday, September 30**, from **5 p.m. to midnight**. Event goers will learn how making small changes can have big effects on conserving our natural world through an evening of food, cocktails, music—including headliners **The Coup**, performances, and eco-friendly activities inspired by the special exhibition *A Walk in the Wild: Continuing John Muir's Journey*. Don't miss the beard and mustache contest—OMCA is in search of the best John Muir-inspired beard in the Bay! All activities are included with Museum admission. This O Zone is inspired by John Muir, the Sierra Club and Urban Releaf, and is made possible by Pacific Gas and Electric Company.

#### Activities include:

- Activist hip hop band **The Coup**
- Acoustic folk music featuring Oakland's **Whiskerman**
- Special tours of the new section **California...To Be Continued** in the Gallery of California History, highlighting California 1975 to present
- Acoustic music in the galleries featuring **Conspiracy of Beards**
- **Shacking Up with J. Otto and John Muir**. Build a replica of John Muir's shack in the OMCA gardens with artist J. Otto!
- Create your own Muir-inspired facial hair at the Beard & Mustache Station
- Beard & mustache photo booth presented by Amoeba Music
- Amoeba Music features **DJ Platur** (of the Oakland Faders)

- **WildCrafting and Wild Harvesting Workshops** with **Juniper Ridge** in the OMCA Store, followed by wild tea tasting and a special trunk show
- Artist **Linda Yamane** Ohlone basket weaving demonstration
- Screening of the film **A Profile of Four Squares** about 10,000 Steps: Walking the inner City
- **East Bay Breweries** Beer(d) Garden

## **ABOUT O ZONE**

O Zone is an extended-hours public program at the Oakland Museum of California designed to bring an engaging and entertaining mix of experiences that give depth to OMCA exhibitions and collections. Appealing to the hearts, minds, and souls of visitors, O Zone features programs that are stimulating, unusual, intriguing, fun, and social—all in one venue in the center of the burgeoning cultural scene in downtown Oakland.

## **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 share the California narrative with many voices, often drawing on first-person accounts by people who have shaped the state's cultural heritage. Visitors are invited to actively participate in the Museum as they learn about the natural, artistic, and social forces that affect California 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**

The Oakland Museum of California is located at 1000 Oak Street in Oakland. 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 [museumca.org](http://museumca.org).

## **FEATURED EXHIBITION**

### **A Walk in the Wild: Continuing John Muir's Journey Through January 22, 2012**

Explore John Muir's life and the ways he continues to influence our relationship with the natural world in this exhibition highlighting the legacy of history's most radical environmentalist. Through interactive, multisensory displays, and digital mash-ups, travel alongside Muir during his exploration behind Yosemite Falls, his trek from Yosemite to

Mount Whitney, and the night he spent in a hollow giant Sequoia observing the forest burning around him. Told through the OMCA's collections of art, history, and natural science, as well as interactives and select loans—journals, manuscripts, and original drawings—the exhibition is a tribute to the radical Father of the National Parks.

### **UPCOMING EXHIBITIONS**

#### **1991: Oakland-Berkeley Fire Aftermath, Photographs by Richard Misrach**

***October 15, 2011–February 12, 2012***

In October 1991, immediately following the catastrophic firestorm which struck the Oakland and Berkeley Hills, Bay Area photographer Richard Misrach ventured into the fire zone armed with his 8x10 inch view camera. Working alone amidst the ruins, he roamed devastated neighborhoods, recording both stark vistas and intimate details of destroyed homes. Out of respect for the victims of the fire—which killed 25 people, injured 150 others, and destroyed 1,520 acres—Misrach's images have remained in storage with limited visibility to the public. This October, to commemorate the 20th anniversary of the monumental firestorm, the Oakland Museum of California and the Berkeley Art Museum and Pacific Film Archive simultaneously present identical exhibitions featuring 16 large-format photographs documenting this tragic part of the Bay Area's history.

#### **Love & Loss: Days of the Dead 2011**

***October 12–December 11, 2011***

OMCA celebrates the 17th annual *Días de los Muertos* exhibition this fall. The special installation, on view in the Gallery of California Art looks beyond traditional icons, to explore the heartfelt tales that *ofrendas* have to tell. Featuring 13 individual artists and three school installations, the exhibition pays special attention to the importance of *ofrendas* and to the intimate sacred spaces that house them. Organized by OMCA Senior Experience Developer Evelyn Orantes and guest curator Patricia Rodríguez, Chicana artist, educator, co-founder of Bay Area art Collective "Mujeres Muralistas."

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### **OMCA MEDIA CONTACT**

Kelly A. Koski: 510-318-8453; [communications@museumca.org](mailto:communications@museumca.org)