



San Pablo Arts District Fund Presents

Freestyle, a Video Installation by Kristen Poola

Friday, September 3, 2010, 5512 San Pablo Avenue, CA 94608

OAKLAND, CA – The San Pablo Arts District Fund (SPAD) is proud to host Kristen Poola's latest video installation at the storefront 5512 San Pablo Avenue. The exhibition pairs freestyle slalom skating with cutting-edge visual art.

Freestyle slalom skating is a technical field of skating encompassing an assortment of tricks performed around a straight line of equally spaced cones. The most common spacing used in competitions is 80cm, with larger competitions also featuring lines spaced at 50cm and 120cm. The action is fast-paced and gravity defying.

Having discovered freestyle slalom on YouTube, Kristen quickly moved from the basics of the sport to creating his own tricks and combos, turning transitions and techniques into a highly stylized skating performance, which he records and digitally manipulates.

To create the visual and auditory effect, Kristen films with a high frame rate camera to make his slow motion videos, and experiments extensively with music selection and color correction in the final editing process to supply the desired mood and tone.

"We are very excited to present Mr. Poola's video work," says Idan Levin, SPAD's Executive Director. "This is a true form of street art that brings people of all cultures and backgrounds together in a very positive, friendly, yet competitive environment that fosters imagination, skill-building, and determination."

A new media artist, Kristen Poola is a native of Estonia, who recently completed studies at San Jose State University. He will begin teaching at the Tallinn University in Estonia next semester.

This showcase is made possible by the San Pablo Arts District Fund, which is dedicated to promoting the arts and facilitating economic development in the Golden Gate District by converting empty storefronts along the San Pablo corridor into functional galleries. The storefront at 5512 San Pablo Avenue is made available through the generosity of the Whittier Family.

The event is free and visible from San Pablo Avenue Mon-Sat 8pm-1am, Sun 8pm-midnight