



San Pablo Art District Fund Announces Silver Screen Meltdown

A Storefront Installation by Oakland Artist **Michael Patrick Perez**

OAKLAND, CA – May 14, 2010, The San Pablo Arts District Fund (SPAD) is proud to host Oakland-based artist Michael Patrick Perez and his “Silver Screen Meltdown,” a dazzling mixed-media exhibit, at 5512 San Pablo Avenue in North Oakland’s Golden Gate District this Friday from 7pm to 10pm. Infusing video compression techniques with computer software applications, Perez manipulates Hollywood blockbusters through a series of multiple looped projections, blending pop culture and high art, with a result that challenges popular attitudes regarding commercialism, creativity, and what constitutes originality.

“Nothing seems to be original,” says Perez, currently attending the Art Institute of California in San Francisco where he studies digital filmmaking and video production. “Everything is re-used or derives from something that already exists. What about taking that ‘something’ and pushing it beyond itself to new forms of originality?”

With an eclectic background that includes classical music, photography, and digital art manipulation, Perez draws upon modern psychedelic cinema, forging work that displays a heavy 70’s influence.

Curator Tracey Snelling is an internationally exhibiting artist based in Oakland. Snelling explores reality and scale through her sculpture, photography, and video, which is featured in numerous collections, including the Baltimore Museum, de Saisset Museum, and the West Collection in Pennsylvania, among others. Most recently Snelling completed a four-month residency in Beijing, and exhibited a sculptural/video installation at the Sundance Film Festival, January 2010.

“As curator,” Snelling says, “my interest is in creating opportunities for both unknown and renowned artists to show their work in unconventional and urban settings, [as well as] nurturing strong ties between global art and local community. We hope to foster an experimental drive in the arts—one that will attract and excite not only art appreciators but also the general public and neighborhood alike.”

The San Pablo Arts District Fund is dedicated to promoting art while facilitating urban development in the Golden Gate District in North Oakland. Converting abandoned storefronts in long-neglected neighborhoods into functional, alternative art galleries, SPAD confronts inner-city blight and strengthens community relations, while showcasing cutting edge art.

"We are pleased to present Michael Patrick Perez's work to such a wide audience as we continue our quest to turn the Golden Gate District into fertile ground for the arts and business alike," says SPAD Executive Director Idan Levin. "Art events in the San Pablo corridor contribute to strengthening the community and making our district a safe and desirable destination."

Opening night reception:

Friday May 14, 2010 7:00-10:00 pm

Storefront projection viewable to the general public

Everyday through July 5, 2010 from 8:00 pm until 1:00 am

5512 San Pablo Avenue, Oakland, CA 94608