

**\*FOR IMMEDIATE RELEASE\***

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## New Immersive Arts Experience, to Honor Downtown San Francisco’s Past, Present and Future

*The Downtown SF Partnership – supported by the Office of Mayor London N. Breed & Office of Economic and Workforce Development – to host CREATE!, an outdoor visual and performing arts celebration paying tribute to the creative origins of the historic Monkey Block building and surrounding downtown area*

*Over ten participating artists and restaurants to offer interactive workshops and complimentary bites for attendees*



**YEAR 3024**

- 1 – DJ SCHOOL & AI SONGWRITING COACH / Blue Bear School of Music and Laura Gallmeyer
- 2 – A ROBOT MADE IT FIRST / Tactile art experience from Museum of Craft and Design
- 3 – THE FUTURE OF SAN FRANCISCO AI ART EXHIBIT & IMAGINATION STATION

**YEAR 2024**

- 4 – LET’S DANCE! / 4:30-5:30 / Performance & guided participation by MoToR/dance
- 5 – PAINT THE DOWNTOWN / Live digital painting by Jeremy Sutton
- 6 – CHEERS! / Mocktail bar from The Barrel Room
- 7 – SONGS OF TODAY
  - 5:30 / Jackie Chavez
  - 6:30 / TBD
  - 7:30 / Aidan Moore
- 8 – THE SPIRIT OF SAN FRANCISCO ART EXHIBIT
- 9 – YUM! / Goodies from Wayfare Tavern, Voodoo Love, San Francisco Sweet Potato & Ozumo

**YEAR 1924**

- 10 – A POEM FOR YOU / Personalized poetry from Silvi the Typewriter Poet
- 11 – PICK YOUR POSTER / Live screenprinting of our commemorative poster from The Lords of Print
- 12 – STUDIO FRIDA / Paint butterflies with our “Frida” by Catalyst Arts
- 13 – SONGS OF YESTERDAY
  - 4:00 & 6:00 / Richelle Scales
  - 7:00 / Richelle Scales & Jae Jackson
- Q – QUESTIONS? / Event hospitality desk

Be on the lookout for TIME TRAVELING MAGICIANS & MENTALISTS from Curated Entertainment

**San Francisco, CA (April 5, 2024) - [CREATE!](#)**, a free, outdoor immersive visual and performing arts celebration — spotlighting San Francisco's creative past, present and future — will take place on Thursday, April 25, from 4 to 8 pm at [Landing at Leidesdorff](#), downtown San Francisco’s newest destination located at the intersection of Commercial and Leidesdorff Streets. The visual and performing arts activation will showcase a diverse array of local artists, performers and chefs to honor the artistically innovative roots of the downtown area, specifically those that resided in the Montgomery Block building also known as “Monkey Block.”

Free and open to the public, CREATE! attendees are invited to not only view art but also participate in the creative process through a range of activities ranging including screen-printing, painting, DJing and songwriting. CREATE! will unearth the creativity that has always existed in downtown San Francisco — from Jackson Square’s gallery lined streets to the Monkey Block, a legendary artist enclave that once thrived where the Transamerica Pyramid stands today. In its nearly 100-year lifespan, the building hosted a multitude of creatives including Frida Kahlo, Jack London, Robert Louis Stevenson, Dorothea Lange and Diego Rivera.

"CREATE! is a true and necessary investment into downtown San Francisco's art scene," said **Robbie Silver, Executive Director of the Downtown SF Partnership**. "By hosting a diverse set of performances and creators that invite public participation and highlight the area's existing cultural offerings, attendees can interact with the public realm in new, delightful ways. A longtime home to creatives, we are dedicated to bringing the resilient imagination and wonder of downtown to life — proving that it can be a platform for a variety of industries."

"We're thrilled to see this latest community event taking place at the Landing at Leidesdorff, and so appreciate Downtown SF Partnership's ongoing stewardship and leadership in this space," said **Sarah Dennis Phillips, Executive Director of the Office of Economic and Workforce Development**. "Bringing people downtown to take active part in San Francisco's thriving arts scene and cultural history is a key part of the vision Mayor Breed has laid out for the future of downtown."

### **CREATE! Lineup**

Attendees can enter on either Commercial Street or Leidesdorff Street, and walk down Landing at Leidesdorff, instantly enveloped by a string of creative performances, live painting, interactive activities, music, and food. Participating food vendors – including The Barrel Room, Wayfare Tavern, Ozumo, Voodoo Love, and San Francisco Sweet Potato – will provide unique, complimentary themed drinks and bites, such as the Leidesdorff Lemon mocktail. Featured artists and interactive experiences include Richelle Scales, Jae Jackson, hands-on DJ tutorials, 3D installations, screen printing, and more.

#### ***The Past - Honoring 1924***

Artists will pay tribute to the rich history of San Francisco, highlighting the creative spirit that has long thrived in the downtown area. Over the course of nearly a century, the downtown neighborhood has nurtured countless talents, contributing to the broader city's cultural tapestry. By celebrating these roots, CREATE! will evoke this artistic heritage and preserve its legacy for generations to come. The artist and vendor lineup includes:

- [The Poetry Store](#) - Prolific San Francisco poet, Silvi Alcivar (with work featured in SF Chronicle, 7x7, and more) will craft on-demand poems about attendee-chosen prompts on a vintage typewriter, in three minutes or less.
- [The Lords of Print](#) - The full-service shop will screenprint custom CREATE! designs on posters, where guests can select their favorite ones.
- STUDIO FRIDA - An artist from [Catalyst Arts](#) will be dressed as legendary artist Frida Kahlo, passing along hand painted artworks. Guests can take one to go, or paint one of their own.
- [Richelle Scales](#) - A classically trained pianist and vocalist, Richelle has opened for artists such as Robert Glasper, Gil Scott-Heron, and The Last Poets. She will be playing two sets of classic Roaring 20's hits like "Rhapsody in Blue" and "California Here I Come".
- [Jae Jackson](#) - The Bay Area native band leader, drummer, and musical director will be joining Richelle on the drums for a fantastic finale.

#### ***The Present - Honoring 2024***

Examining the present, artworks will capture the spirit of contemporary San Francisco as a lively and diverse community. Despite facing challenges, the city remains an inclusive haven for innovators, disruptors, and creators integrating different mediums to deliver a mesmerizing convergence of art and atmosphere. The artist lineup includes:

- [Jeremy Sutton](#) - CREATE!'s live event painter will capture the very soul of the artistic activation on a digital canvas. As the evening unfolds, attendees will be able to watch the scene captured before their eyes on a giant screen.
- [MoToR/dance](#) - Under the Artistic Direction of Evie Ladin, the all-female MoToR/dance percussive dance company redefines movement — transforming their bodies into percussive instruments that create a captivating symphony of sound and motion. Guests will also be invited to learn moves and dance along.
- [Jackie Chavez](#) – Born and raised in the Philippines, Jackie will perform heartfelt renditions of today's popular music and OPM (Original Pilipino Music), with a voice and style that are a delight to the ears.
- [Aidan Moore](#) – A one-of-a-kind, one-man band, live-looped show, Aidan will be providing a multitude of music, combining beats with bass lines, vocal harmonies and acoustic guitar – all while singing lead and back up vocals.

### ***The Future - Honoring 3024***

Embracing a forward-looking perspective, creations will explore the power of AI, harnessing its potential as a transformative tool to unite humanity and propel San Francisco, along with the world, towards a future marked by creativity and innovations. The artist and performer lineup includes:

- [Blue Bear School of Music](#) - The pro DJ will spin tracks we know and love using a playlist sequence generated by AI. The list will also include an album of AI-generated songs produced by AI Artist Laura Gallmeyer, specifically for CREATE!. Guests can unleash their inner DJ by learning pro techniques live and getting hands-on experience. Laura will also be there to coach guests in producing their very own AI-generated song.
- [Museum of Craft and Design](#) - “[A Robot Made It First](#)” is a tactile art experience for people with any level of vision capability. Developed in a collaboration between local artist [Rae Lanzerotti](#) and the Museum of Craft and Design, guests view and touch robot-designed, 3D-printed textiles. They will select their favorite piece to recreate using supplied textured materials.

CREATE! is hosted by [Downtown SF Partnership](#) (DSFP), the community benefit district that oversees 43 blocks across San Francisco’s Financial District and Jackson Square Historic District, and supported by the Office of Mayor London N. Breed and Office of Economic and Workforce Development. Advancing San Francisco’s artistic history and potential as more than a technology hub, DSFP is putting local artists at the forefront to drive more activity to the area. The event is part of continued citywide efforts to activate downtown’s public realm and increase programming as a form of placemaking and economic development.

[Landing at Leidesdorff](#) is a new destination exemplary of downtown San Francisco’s progress over the last few years. The historic alleyway at the intersection of Commercial and Leidesdorff Streets has been reimaged and activated as a new pedestrian-centric space with murals, expanded outdoor seating, rotating programming, increased signage and new decor – encouraging workers, visitors, and residents now have a new, vibrant space to visit, walk through, eat lunch and spend their time beyond the typical 9-5. Since launching in September 2023, Landing at Leidesdorff has hosted live music events, lunchtime comedy shows, movie screenings, and historical walk and talks — with more programming to come throughout the year. Downtown SF Partnership created Landing at Leidesdorff with support from the Office of Mayor London N. Breed and Office of Economic and Workforce Development as part of the [Roadmap to San Francisco’s Future](#). A full calendar of programming can be found [here](#).

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**About The Downtown SF Partnership**

The Downtown SF Partnership is a 501(C)3 non-profit organization driven by a mission to create a more vibrant, active downtown that directly supports San Francisco's economic development. Created by a coalition of property and business owners, The Downtown SF Partnership is a community benefit district leading a transformation in the Financial District and Jackson Square, working across the intersection of economic development and programming to revitalize 43-blocks in two of the oldest continuous business districts in San Francisco. These services include activating downtown's public spaces, promoting the district's identity and offering cleaning and safety services. For more information visit [www.downtownsf.org](http://www.downtownsf.org). Follow The Downtown SF Partnership on [Facebook](#) (@sf\_downtown), [Instagram](#) and [Twitter](#) (@sf\_downtown) and [LinkedIn](#) (Downtown SF).