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MUSEUM OF CRAFT AND DESIGN ANNOUNCES THIRD POP-UP MUSEUM AS PART OF SAN FRANCISCO'S 'PROXY' IN HAYES VALLEY

*MUSEUM OF CRAFT AND DESIGN WILL PRESENT PLACEMAKING: INSTALLATIONS AT HAYES AND OCTAVIA
THREE OUTDOOR INSTALLATIONS TO BE EXHIBITED SUMMER/FALL 2011*

San Francisco, CA –June 23, 2011—The [Museum of Craft and Design](#) (MCD) announces involvement in [proxy](#), the temporary two-block food, art and culture construct in Hayes Valley. MCD will present a series of three outdoor installations starting this summer and running through fall 2011. Three artists will each conceptualize and install a site-specific installation at the corner of Hayes and Octavia streets, in the heart of Hayes Valley's growing *proxy* project. Each artist will develop work in one of three themes: transparency, light and layering. Each installation will respond to the site's urban features and allow viewer interaction and engagement. Members of the public are invited to join the artists to construct the installs during three "placemaking events" over the next three months.

"We're excited to announce the third in our successful series of pop-up museums," says Museum of Craft and Design's executive director JoAnn Edwards. "The *proxy* project is a natural fit for us and we're thrilled to be part of this innovative concept. We look forward to working with the diverse community of San Francisco arts, culture and culinary organizations joining the project. As artistic and cultural trailblazers, we're interested in the entire process of creating vital public destinations, not just the act of building or fixing up a space. Wherever we pop-up, we want to contribute to people feeling a strong stake in their communities and a commitment to making things better. It is our goal to capitalize on our community's strengths, inspiration and potential."

Upcoming Artist Installations and Public Placemaking Events

Placemaking Event: Sunday, July 17 from 11:00am- 5:00pm

Sculptor [Andy Vogt](#) invites the public to work with him in using salvaged wood from local construction sites. The work provokes visitors to consider cultural view of materials as disposable, and to see value in re-imagining how we perceive our material world. The installation will be on view to the public through August 15.

Placemaking Event: Sunday, August 21 from 11:00am - 5:00pm

Artist [Jesse Schlesinger](#) will collaborate with other local artists in a site specific sculpture installation. The public will be invited to participate in the fabrication of the installation. The installation will be on view to the public through September 15.

Placemaking Event: Saturday, September 17 from 11:00am - 6:00pm

Experimental architects and CCA professors [Nataly Gattegno](#) and [Jason Kelly Johnson](#) will create an environmental seating experience. The public is invited to join Nataly, Jason and several CCA student volunteers for this final "placemaking event." The installation will be on view to the public through October 15.

A placeholder for a more permanent building, *proxy* is a temporary two-block construct that imagines a vibrant focal point for commerce and community. Using refurbished shipping containers, *proxy* will offer space for retail, restaurants, art galleries, gardens and community-based uses that add to the richness and diversity of Hayes Valley. Envisioned with a lifespan of two to three years, *proxy* is an investigation into the potentials of impermanence.

"We are thrilled to have the Museum of Craft and Design as *proxy's* first cultural partner," says [Envelope A + D](#) founder and *proxy* project architect Douglas Burnham. "The Museum's plan to create various craft and design installations fits hand-in-hand with *proxy's* vision to bring compelling ever-changing content to the public realm."

MEDIA, PLEASE NOTE: For interviews with JoAnn Edwards, executive director of the Museum of Craft and Design, or request additional information on the partnership, please contact Keely Garibaldi, keely@landispr.com, 415-359-2312.

About the Museum of Craft and Design

The Museum of Craft and Design, formerly known as the San Francisco Museum of Craft and Design, is an environment for experiencing innovative contemporary work that engages the community while stimulating the creative potential in peoples' lives. In the fall of 2010, the Museum launched a series of pop-up museums – exhibitions, programs, and store – in temporary locations throughout San Francisco, while the organization seeks a new permanent home. Visit MCD online for the latest information about future pop-up museums. To become a member, sponsor or for more information, please call 415-773-0303, email info@sfmcd.org or visit www.sfmcd.org.