

MUSEUM CRAFT DESIGN

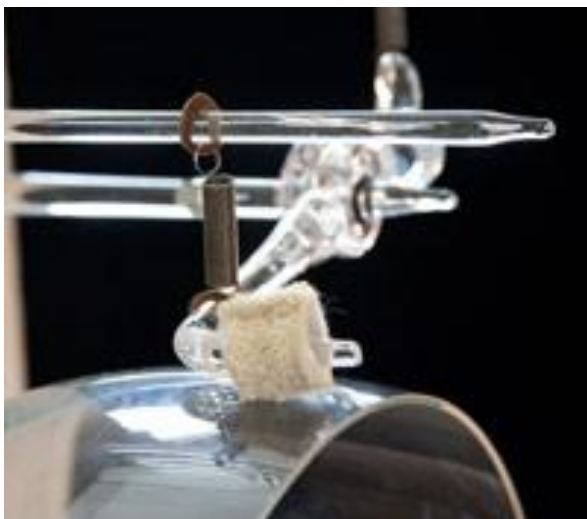
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Museum of Craft and Design Announces *Transference* as First Pop-Up Museum Exhibition in Series of Short-Term Locations Planned Throughout San Francisco

Exhibition at 499 Castro Street features glass and sound installation by Andy Paiko and Ethan Rose, November 10, 2010-January 9, 2011

SAN FRANCISCO (November 2, 2010) – The [Museum of Craft and Design](#), previously known as the San Francisco Museum of Craft+Design, has announced *Transference* as its first in a series of pop-up museum exhibitions in temporary locations. The debut exhibition features a glass and kinetic-sound installation on view November 10, 2010 – January 9, 2011 at 499 Castro Street in the heart of San Francisco’s Castro District. The short-term museum exhibition is the first planned pop-up in San Francisco neighborhoods in the coming year as the Museum of Craft and Design (MCD) prepares for a new permanent home in late 2011. The change signifies MCD’s emergence as a national leader in the exhibition and burgeoning of contemporary craft and design.



Andy Paiko and Ethan Rose, Transference, 2009; Glass and mixed-media sound installation; Dimensions vary; Images by Heather Zinger.

“We are thrilled to announce our first pop-up museum exhibition as well as our mobile museum store and MakeArt educational programs as we move forward with planning for our permanent new space,” said JoAnn Edwards, executive director of the Museum of Craft and Design. “With a series of short-term exhibitions in local San Francisco neighborhoods, we can bring the experience of innovative works in craft and design to new audiences throughout the city while we work toward opening our permanent new home. *Transference* is the perfect debut exhibition for us, as it represents a leading-edge experience in contemporary craft and design while also embodying the evolution of the Museum of Craft and Design.”

Transference is a collaborative kinetic-sound installation between [glass artist Andy Paiko](#) and [sound artist/composer Ethan Rose](#) that reinterprets the armonica and glass harp musical instruments made of glass. These instruments employ a series of glass bowls or goblets of varying sizes; by rubbing a wet finger on a rim of glass, a performer uses friction to create musical tones. *Transference* presents a contemporary interpretation of the strangely ethereal sounds of the “singing wine glass” by removing the performer, relying on electronic composition to trigger movement, vibration and sound in bowls mounted on walls and atop pedestals. This alternative version of the musical instrument calls attention to its history while reminding the viewer of the unexpected potential of the simple glass bowl.

“*Transference* explores the aural potential of glass by bringing together glass art, historical instruments, and the science of sound,” said Edwards. “We are delighted to introduce our visitors to a fresh contemporary craft and design exhibition that engages the senses and is sure to inspire the creative potential in peoples’ lives.”

Transference was commissioned by Museum of Contemporary Craft in partnership with Pacific Northwest College of Art, Portland OR, and originally installed at MoCC from November 19, 2009 to January 9, 2010. Artwork © Andy Paiko and Ethan Rose. All rights reserved.

Information on *Transference* and the Museum of Craft and Design at 499 Castro

- WHERE:** Museum of Craft and Design at 499 Castro
499 Castro Street
San Francisco, CA, 94114
- WHEN:** November 10, 2010 – January 9, 2010
- EXHIBITION HOURS:** Daily, 11 a.m. to 7 p.m.
Closed for holidays: Nov. 24, Dec. 25, Dec. 26, Jan. 1, Jan. 2
- ADMISSION:** Free for MCD members
\$3 general admission
Free for children under 12
- FOR PUBLIC INFORMATION:** Call the Museum of Craft and Design at (415) 773-0303 or email info@sfmcd.org.

Special events for *Transference* at the Museum of Craft and Design at 499 Castro

Artists' Reception

Tuesday, November 9, 2010, 6 p.m. – 9 p.m.

Museum of Craft and Design at 499 Castro

Free to the public

Celebrate the opening of *Transference* with artists Andy Paiko and Ethan Rose at the Museum of Craft and Design at 499 Castro.

Speaker Series

Designing with Sound: Recording Antarctica

Wednesday, November 17, 2010, 6:30 p.m. - 8:00 p.m.

Museum of Craft and Design at 499 Castro

Free for members of MCD

\$10 for non-members

\$5 for students with valid ID

Cheryl Leonard, a designer of sound effects, composer, performer, and instrument designer and maker, talks about her work recording sound in Antarctica. In January 2009, Ms. Leonard journeyed to Palmer Research Station on the Antarctic Peninsula to create musical compositions using natural sounds and materials. The Designing with Sound presentation is followed by a visit to the exhibition *Transference*, a kinetic sound installation by Andy Paiko and Ethan Rose.

MakeArt Workshop for Kids: Bell Jars

Saturday, November 13, 2010, 3 p.m – 4:30 p.m.

Eureka Valley Branch Library, 1 Jose Sarria Court, San Francisco, CA 94114

Free to the public

Come transform recycled glass jars! Create sculptural displays from our selection of natural and found objects. Personalize them by bringing your own specimens such as shells, feathers, stones, trinkets, or any other objects you find special. A workshop for kids ages 6-12 offered in partnership with the [San Francisco Public Library](#).

MakeArt Workshop for Kids: Bell Jars

Saturday, November 20, 2010, 2 p.m. – 4 p.m.

Museum of Craft and Design at 499 Castro

Free for MCD members

\$10 for non-members

Advanced registration required. To register, call 415.773.0303.

Come join us for a special workshop in our pop-up museum! Take a tour of *Transference*, an exhibition exploring glass and sound. Then settle in for a demonstration video and art activity. Transform recycled glass jars into “bell jars”! Create sculptural displays from our selection of natural and found objects. Make them personal by bringing your own specimens such as shells, feathers, stones, trinkets, or any other objects you find special. A workshop for kids ages 6-12.

MakeArt Workshop for Kids: Sound Instruments

Saturday, December 11, 2010, 2 p.m. – 4 p.m.

Museum of Craft and Design at 499 Castro

Free for MCD members

\$10 for non-members

Advanced registration required. To register, call 415.773.0303.

Do you like making noise? Then this is the MakeArt workshop for you. Join us for a special tour of our exhibition *Transference*, which explores the mediums of glass and sound. Enjoy an engaging presentation on sound art, and create your own original sound instrument! We will end the day with a collaborative “sound symphony”! A workshop for kids ages 6-12.

MakeArt Workshops for Kids: Pop-Up Greeting Cards

Saturday, December 18, 2010, 12 p.m. – 6 p.m.

Renegade Craft Fair Holiday Sale in San Francisco, Concourse Exhibition Center (East Hall), 620 7th Street, San Francisco, 94103

Free to the public

Join us at the Renegade Craft Fair for a day of pop-up greeting cards! Using various craft techniques to create 3-dimensional cards with a seasonal theme, learn to use v-folds, internal stand mechanisms, the hinge technique and more to create your own unique greeting card. Templates and examples provided. A workshop for kids ages 6-12 sponsored by [FLAX art & design](#).

MakeArt Workshops for Kids: Paper Ornaments & Hand-Made Wrapping Paper with Bows

Sunday, December 19, 2010, 12 p.m. – 6 p.m.

Renegade Craft Fair Holiday Sale in San Francisco, Concourse Exhibition Center (East Hall), 620 7th Street, San Francisco, 94103

Free to the public

Come join us on Sunday for a day of creating fun and useful holiday crafts! Using looping techniques with colorful paper strips, design your own unique paper ornament. You can also make your own wrapping paper using stamps and stencils. Add to that a hand-made bow and you're ready to wrap! A workshop for kids ages 6-12 sponsored by [FLAX art & design](#).

MakeArt Workshop for Kids: Sound Instruments

Saturday, January 8, 2010, 3 p.m. – 4:30 p.m.

Eureka Valley Branch Library, 1 Jose Sarria Court, San Francisco, CA 94114

Free to the public

Create your own original sound instrument using recyclables and everyday materials. Session concludes with a collaborative "sound symphony." A workshop for kids ages 6-12 offered in partnership with the [San Francisco Public Library](#).

MEDIA, PLEASE NOTE: For high-resolution images, interviews with JoAnn Edwards, executive director of the Museum of Craft and Design, or to attend/cover the show, please contact Jessica Lee at 415-359-2312/jessica@landispr.com or Rob Farmer at 415-359-2316/rob@landispr.com.

About the Museum of Craft and Design

The Museum of Craft and Design, formerly known as the San Francisco Museum of Craft+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 is launching a series of pop-up museums – exhibitions, programs, and store – in temporary locations throughout San Francisco, while we seek a new permanent home. The Museum of Craft and Design at 499 Castro will be open to the public daily, 11 a.m. – 7 p.m. To become a member, sponsor or for more information, please call 415-773-0303, email info@sfmcd.org or visit www.sfmcd.org.

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