



## 12TH ANNUAL ART & SOUL OAKLAND

August 4 & 5, 2012  
Downtown

### For Immediate Release

July 17, 2012

## Bay Area's Best Festival – Art & Soul Oakland – Just Got Better

### National Recording Artists, Grammy Nominees Round Out Stellar Lineup

OAKLAND, California (July 17, 2012)—The City of Oakland's wildly successful flagship festival, **Art & Soul Oakland**, ventures into its 12th year by **adding a late-night bash and cutting-edge art show** to its long established reputation as one of the region's top music festivals. Already boasting a musical cornucopia of rock, R&B, jazz, soul, folk, E.D.M., punk, honky-tonk, metal, blues, gospel, world and Latin, the stellar lineup now includes **Meshell Ndegeocello, Oleta Adams, Lyrics Born, Dear Indugu** and a special appearance by Disney Channel™ star, Oakland's own **Zendaya**. Named among the top 12 "must-see summer festivals" in Northern California by the *San Francisco Chronicle*, Art & Soul Oakland 2012 – slated for **August 4 & 5 in downtown Oakland** – goes boldly into the night on Saturday, with audio-video art installations and multimedia performances to accompany DJ Dylot broadcasting from the rooftop of Oakland City Hall.

Just announced, on Saturday's Main Stage, **Duets: Meshell Ndegeocello and Chris Bruce** will see the 10-time Grammy nominee join with the talented bassist and guitarist. Influenced by funk, soul, hip hop, reggae, R&B, rock and jazz – Meshell's music conveys her most intimate thoughts in colorful terms sung in rich vocals with acoustic melodies. Credited by many with sparking the neo-Soul movement, Meshell will take the stage with Chris Bruce, whose career began with Wendy & Lisa in the late 1980s before working with Seal, Trevor Horn, Chris Connelly and others.

On Sunday's Main Stage, four-time Grammy nominee **Oleta Adams** will perform heartfelt songs that effortlessly crossover into the realms of gospel, soul, R&B, urban and pop music. Her platinum debut album *Circle of One* included the hit single "Get Here." Oleta's amazing voice was labeled by *San Francisco Chronicle* as "upbeat, fantastic, incendiary singing."

**Zendaya**, the breakout star of Disney Channel's "Shake It Up," comes home to Oakland with a special show on Sunday's Main Stage. Having performed at the White House and in the 2011 Macy's Thanksgiving Day Parade, she has also toured in Germany, England and France. Zendaya's first video for "Swag It Out," taped at her alma mater – Oakland School for the Arts – has garnered more than 3.8 million views on YouTube. She will be joined by hometown favorites **Pop Lyfe** (also students of the award-winning Oakland School for the Arts) and **Z-Swagg Dancers and Singers**.

The East Bay's own **Lyrics Born** will bring to the EBX (*East Bay Express*) Stage his unique, melodious rhyming and rich baritone voice that have gained him national acclaim.

Also on Saturday, **Vocal Rush**, the premier Oakland School for the Arts a cappella group that won the 2012 International Championship of High School A Cappella, performs on the City Center Stage.

**Dear Indugu**, an acoustic/electric indie-rock band from Oakland, will bring their rich vocal harmonies and potent lyrics, in songs ranging from intimate folk to driving rock, to Sunday's 12<sup>th</sup> Street Stage.

The **Youth Rock Stage** on Sunday in City Center showcases the region's hottest youth bands that call Oakland home. The Oaktown Jazz Workshops, Unwanted Money and In the Moment will be joined by the Sobrante Park Talent Show winners and members of the TIGHT Youth Program.

These are just the recent additions among the 50 band on 5 stages that can be found at Art & Soul. Other performers previously announced include **Luce, Souls of Mischief, Lalah Hathaway, Blame Sally, Forrest Day, Sweet Talk Radio, Vetiver, Saviours, Garrison Starr, Tia Carroll, Lady Bianca and Kellye Gray**. The ever popular Bay Area Blues Society and Edwin Hawkins Gospel stages return as well. Visit [artandsouloakland.com](http://artandsouloakland.com) for this year's exciting musical lineup.

Thanks to an expanded partnership with the *East Bay Express*, Art & Soul 2012 will feature an epic new art show ranging from large-scale art installations by acclaimed East Bay visual artists to the Saturday Night Dance Party with DJ Dyloot spinning from the roof of City Hall synchronized with giant-scale VJing by **Ex'pression College for Digital Arts**. In addition, collaborations with world-class arts organizations such as the **de Young Artist Fellow and Artist-in-Residence Alumni, Black Rock Arts Foundation, The Crucible, NIMBY, Pro Arts and American Steel Studios** will infuse more art than ever to the ever-popular festival.

**DeliRadio**, a free, independent, location-based streaming music service that connects listeners with music scenes worldwide, brings its local-centric "relevant radio" to Art & Soul by **hosting listening stations** on the ground floor of the Wilson Building. Festival goers can sample the music of many performers on Art & Soul Radio powered by DeliRadio. To listen, visit <http://dr.fm/LIM4Yp>.

The finalists in the first-event City of Oakland **Youth Poet Laureate** competition will perform Saturday on the Rotunda Building stage. The search for talented young writers ages 13-18 began April 1 and will culminate when one young, articulate writer is selected as Oakland's first Youth Poet Laureate by a panel comprised of local leaders and celebrity authors. Also on Saturday's Rotunda Building stage, two-member teams perform some of the freshest, homegrown street dancing anywhere during the "**Yak to the Bay**" turf dance competition.

Sunday's **World Dance Stage** in the Rotunda Building has been programmed with "The Magic of Dance" by Carla Service from Dance-A-Vision. Jazz, Modern, African, Hip Hop, Belly and Pole dancing are all part of the show celebrating the uniquely diverse dance studios found right here in Oakland.

New this year, some of the Bay Area's hottest **mobile food trucks** will join favorite festival vendors, bringing a wide array of American and global gourmet eats. Beer, wine and other beverage concessions will also be offered. Confirmed food trucks include Oakland's own FiveTen Burger, Anakoot Indian Street Food, Taco Oaxaco and Get Goes Mobile Coffee Café.

As a precursor to the two-day festival, a **free Friday night pre-party** will be held from 7:30 - 10:00 p.m. on Friday, August 3 at Awaken Café, 1429 Broadway. The **free Broadway Shuttle, which runs until 1 a.m. on Fridays**, makes getting to and from the pre-party fast, easy and fun. The festive event features live performances by the **Rosie Burgess Trio** and Oakland's **Anita Lofton Project**. The Australian Rosie Burgess Trio crosses many genres, sliding from folk to blues to gypsy-rock and back. The Anita Lofton Project takes a minimal, acoustic approach to folk and Neo-Black folk. Steps away at Telegraph and Broadway, the **Liba Falafel** mobile food truck will be serving up tasty eats. Complementing the popular First Friday Art Murrur gallery crawl, the August 3 pre-party is in the heart of the burgeoning Midtown Arts District which includes **Pro Arts, Oaklandish, Joyce Gordon Gallery, Bittersweet, NNEEKA** and the debut of Oakland's newest pop-up store **IOAKal**, a mixed-use gallery curated by **Ken Harman** of **Spoke Art** in association with the *East Bay Express* and local designers **fiftyseven-thirtythree**

Advance tickets are now available online at [artandsouloakland.com](http://artandsouloakland.com), where **festival goers can save money by buying tickets in advance**. As always, children 12 and under enjoy free admission to the festival. Online admission prices are \$10 for Adults and \$5 for Seniors (65+) and Youth (13-17). The easy-to-use system allows purchasers to print their tickets at home and walk directly to one of the festival's three entrances, bypassing ticket purchase lines.

A family paradise, Art & Soul Oakland boasts the **largest Family Fun Zone** of any festival in the Bay Area, complete with kid-friendly rides, carnival games and interactive arts.

Art & Soul Oakland 2012 takes place in downtown Oakland on **Saturday, August 4, 2012, from 2:00 p.m. to midnight**, and on **Sunday, August 5, 2012, from noon to 6:00 p.m.** The festival is centered in Frank Ogawa Plaza and City Center, encompassing ten strollable city blocks. Northern California's most accessible festival, Art & Soul Oakland offers direct service from BART (12th Street - Oakland City Center Station) in addition to free parking for cars and free bike valet parking in association with the East Bay Bicycle Coalition.

Art & Soul Oakland 2012 is produced by the City of Oakland in association with the *East Bay Express*. Major sponsors include Budweiser, Lucky, KFOG 104.5/97.7 FM, The New R&B 102.9 FM KBLX, Clear Channel Outdoor, *Oakland Magazine*, *Oakland Tribune*, Downtown Oakland Association, Lake Merritt-Uptown Association, Oakland Marriott and Oakland City Center.

For more information on Art & Soul Oakland 2012, visit [ArtandSoulOakland.com](http://ArtandSoulOakland.com) or call (510) 444-CITY.

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