



NEWS FROM:

Cultural Arts & Marketing Division, Office of the City Administrator

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Discover Oakland's New Arts, Entertainment District during Uptown Unveiled! *Street Fair in Uptown District Offers Food, Art, Music, Family Fun*

OAKLAND, Calif. (May 27, 2009) – The Uptown District is home to some of Oakland's grand cultural venues as well as a hot new dining, nightlife and arts scene. ***Uptown Unveiled!***, a free street fair on **Thursday, June 18, 2009**, will offer a glimpse into the hip, happening downtown neighborhood. Running from 5:00 to 10:00 p.m. centered in and round Telegraph Avenue from 16th Street to West Grand/Broadway, the event will encompass and feature live music on three stages, activities at the famed Fox Oakland Theater, Oakland School for the Arts, Oakland Ice Center and the new Fox Square mini-park in addition to area art galleries, restaurants, shops and nightspots. Also the launch event for Oakland's two new greater downtown community benefit districts, ***Uptown Unveiled!*** is the perfect way for foodies, families, fun-seekers and urban dwellers of all ages to celebrate the start of summer!

Uptown Unveiled! is a great opportunity to visit the recently restored **Fox Oakland Theater**. Free tours will highlight the lavish interior that blends Indian, Moorish, Medieval and Baghdadian elements into a fantasy setting. Built in 1926, the restored movie palace is now a live performance venue and, along with the **Paramount Theatre of the Arts**, a major cultural anchor in the Uptown District. **Free 30-minute guided walking tours** will begin at the Fox at 5:30, 6:30 and 7:30 and highlight Uptown's landmarks and vivid architecture before arriving at the Paramount.

Wrapped around the Fox Oakland is the new home for the acclaimed **Oakland School for the Arts**. A **Battle of the Bay Poetry Slam** will be hosted at 8:30 p.m. by Youth Movement Records in the school's Black Box Theater.

The **Oakland Ice Center**, located just across 18th Street from the school, will host free public skating and lessons at this state-of-the-art facility. Strap on some skates and glide across the ice with free skating instruction from 5:15 to 6:45 p.m. and a special public skating session from 7:00 to 8:30 p.m. Their full-service food court will also be open to fuel your skating antics.

In front of the new **Fox Court Residences** on 19th Street, you will find a variety of kid-centric activities including a bounce house, face painting, hands-on craft making and roaming clowns.

The nearby **Fox Square mini-park, located in front of Forest City's beautiful new 667-unit Uptown Apartments**, and adjacent street (19th Street will be closed between Telegraph and San Pablo) will serve as the event hub featuring a live music stage, one-of-a-kind art installations, civic presentations and a display showcasing Mario Chiodo's "Remember Them" Champions for Humanity. Ringing the park will be food booths featuring eclectic cuisine from area restaurants, art displays from local artists, and local business, event and arts booths.

(more)

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From the park, unique **illuminated artworks and media projections** by local artists will be a first taste of *Luminous Oakland*, an innovative and eclectic program of light- and media-based public art in the Uptown District that will be rolled out over the next two years by the City of Oakland Public Art Program. Art installations by **NIMBY** and **The Crucible** will add to the festive environment and further highlight the tremendous artistic talent found in Oakland.

A **fashion show** will be hosted by VJ London Studios, a fine art photography and multimedia gallery that recently opened on Telegraph Avenue. Nearby, watch skaters thrill the crowds with jumps, spins and tricks during a **skateboarding contest** near the intersection of Telegraph Avenue and 18th Street.

The installations and **street performers** throughout the event's footprint will encourage event participants to explore the district's many restaurants, bars, clubs, galleries and shops that stretch along the Telegraph and Broadway corridors from City Center to north of Grand Avenue. Several of the District's restaurants and nightspots will feature specials throughout the evening.

A **music stage featuring eclectic Rock** will be located in front of Café Van Kleef on Telegraph Avenue near 16th Street. Two blocks away on 18th Street near San Pablo Avenue, performers on the third music stage will have revelers swaying to **Carnival-flavored Latin music**.

In conjunction with *Uptown Unveiled!*, the newly formed Downtown Oakland Association and Lake Merritt/Uptown Association are hosting their launch party, "**Taste of Uptown,**" to introduce the community benefit districts to the community and media. Sponsored free to the public by Bank of America, the event will offer guests samples from local restaurants, live music and cocktails hosted by Era, a new art bar opening in July.

The community benefit districts were formed in December 2008 by area property owners to offer beautification, security and organizational services for businesses in the downtown Oakland and Lake Merritt/Uptown neighborhoods. The districts provide roving "ambassadors" who can help visitors with directions and provide security support in Oakland's downtown core.

Sponsored by Oaksterdam University, the community benefit districts will operate pedicabs that will join other modes of transport to shuttle visitors around to check out all of the Uptown businesses and attractions participating in *Uptown Unveiled!* The shuttles will loop from Fox Square mini-park up Telegraph Avenue and down Broadway to connect the many participating venues, including the "**Taste of Uptown**" launch party and nearby art galleries.

Just steps away from the 19th Street BART station, *Uptown Unveiled!* is also easily reached by several AC Transit lines. Parking is available in adjacent and nearby lots and garages. There will be **free valet bike parking onsite**. Signage, maps, guided tours and shuttles will lead transit riders and drivers to the event's main activity areas centered in an around Telegraph Avenue from 16th Street to West Grand/Broadway.

Produced by the City of Oakland in association with the Lake Merritt/Uptown Association and Downtown Oakland Association, *Uptown Unveiled!* is made possible through the generous support of the East Bay Express, Oakland Ice Center, Fox Oakland Theater, Fox Court Residences, The Uptown Apartments, Another Planet Entertainment, Bank of America, Oaksterdam University, California Capital Group, Lake Merritt/Uptown Association, Downtown Oakland Association and the City's Cultural Arts & Marketing Department.

Admission to *Uptown Unveiled!* is free. For more information, visit MeetDowntownOAK.com.

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