

**FOR IMMEDIATE RELEASE**

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**Yerba Buena Center for the Arts presents**  
**Damon Rich and Jae Shin: *Space Brainz—Yerba Buena 3000***



Damon Rich and Jae Shin, Hector. *Haters Make Me Famous (Space Brainz Display System)*, 2017. Courtesy Hector Design Service

***A two-part exhibition by the minds behind Hector  
featuring projects created in partnership with community organizations***

**Friday, June 30, 2017 – Sunday, January 28, 2018**

**Artist talk and opening reception June 30, 2017, 6–9 pm**

**YBCA Screening Room & Youth Arts Lounge**

**SAN FRANCISCO – (June 22, 2017) Yerba Buena Center for the Arts (YBCA)** welcomes **Damon Rich and Jae Shin**, the partners behind the studio **Hector**, for [\*Space Brainz\*](#), an exhibition showcasing Hector's urban design, planning, and civic arts projects, and ***Yerba Buena 3000***, a participatory design workshop and art project created as a collaboration between Rich and Shin; the Urban Works Agency and the Center for Art and Public Life at California College of the Arts(CCA); and YBCA's Youth Fellows. The two-part exhibition features newly commissioned installations and artworks, and is part of ***The City Initiative***, a series of case studies organized and hosted by YBCA highlighting architects, designers, planners, and artists creating thought-provoking work in urban environments.

Opening **Friday, June 30, 2017**, ***Space Brainz*** is an exhibition that presents **Hector's** recent experiences working as part of (frequently contested) architecture and planning projects in North American cities. These stories, involving spiked fences, faulty sidewalks, grassroots riverfront development, and other architectural hijinks, are illustrated through Hector's models, drawings, photographs, and mock-ups. Contained in a unified modular structure that fills the gallery, the experiential exhibition resembles a futuristic city where clashing interests maneuver to shape the world.

The exhibition includes projects that Rich and Shin consider successes, near successes, and outright failures with respect to designing objects and spaces to create a more democratically responsive environment. The processes on view include those associated with their award-winning design for Newark Riverfront Park, a project that involved community participation, and Rich serving as Planning Director and Chief Urban Designer for the City of Newark.

"We began to suspect that maybe we couldn't get the city we wanted by pushing buttons on our smartphones," the designers explain. "***Space Brainz*** takes up the call for accountable

development from movements for environmental justice, affordable housing, the right to the city, and other forms of spatial contestation and place-based activism, and explores how the shapes of everyday objects and places reveal tensions and contests involved in crafting the world.”

In summer and fall of 2017, Hector will collaborate with students from the Urban Works Agency and the Center for Art and Public Life at CCA, and with YBCA’s Youth Fellows and staff, on ***Yerba Buena 3000***, an investigation into the social and architectural environment of Yerba Buena and an exploration of its possible futures. The project, which will be installed in October 2017, imagines what the Yerba Buena neighborhood might look like in the year 3000 through in-depth interviews with local stakeholders and a deep dive into the history and controversies of the Yerba Buena redevelopment project.

Following the recent dissolution of California’s redevelopment agencies, certain questions are surfacing again and again: Who and what are these institutions and spaces for, and how can their powers be used? How should they be adapted for the Bay Area of the year 3000? Working alongside Hector, YBCA’s Youth Fellows and CCA students will document spatial politics and imagine distant futures through interviews with decision makers, visits to significant sites, and the creation of drawings and models to share their collective visions.

**Lucía Sanromán, YBCA’s Visual Arts Director, remarks:** “We’re thrilled to work with Damon Rich and Jae Shin on this project. They bring humor and charm to the difficult task of working in the fraught terrain of public planning and design. Their new installation for YBCA is a stunning hyper-visual diorama of what it really takes to build an American city, including all the aspirations and all the misfires. This evolving exhibition will be as notable for its razor-sharp criticality as for its playful materiality.”

**Damon Rich and Jae Shin: *Space Brainz—Yerba Buena 3000*** is part of ***The City Initiative***, a series of case studies by architects, designers, planners, and artists creating provocative work in the urban environment. It is curated by Lucía Sanromán, YBCA’s Director of Visual Arts, and organized by Martin Strickland, YBCA Exhibitions Associate. Damon Rich is the first City Initiative Fellow at YBCA.

***Yerba Buena 3000***, a workshop and art project for the exhibition *Damon Rich and Jae Shin:*

*Space Brainz–Yerba Buena 3000*, is organized by YBCA in collaboration with Hector Design Service; the Urban Works Agency and the Center for Art and Public Life at California College of the Arts; and YBCA's Youth Fellows. **Space Brainz** includes work created by Hector in collaboration with the City of Newark Planning Office, the Center for Urban Pedagogy, MTWTF, Weintraub Diaz Landscape Architects, and dozens of high school students.

YBCA Exhibitions 2017–2018 are made possible, in part, by The Andy Warhol Foundation for the Visual Arts, Meridee Moore and Kevin King, and United Airlines. YBCA Programs 2017–2018 are made possible, in part, by The James Irvine Foundation. Additional Funding for YBCA Programs 2017–2018 by the National Endowment for the Arts, Abundance Foundation, Grosvenor, and members of Yerba Buena Center for the Arts. Free First Tuesdays underwritten by Directors Forum Members. Yerba Buena Center for the Arts is grateful to the City of San Francisco for its ongoing support.

## **Ticket Information**

**[Damon Rich and Jae Shin: Space Brainz—Yerba Buena 3000](#)**

**opens Friday, June 30, 2017, and is on view through Sunday, January 28, 2018**

**\*Yerba Buena 3000 will open in October 2017**

**Gallery admission: \$10; seniors, teachers, and students: \$8; YBCA members: FREE**

**Artist talk and opening reception on June 30, 2017:**

**Artist talk 6–7pm**

**Opening reception 7–9pm**

**Included with gallery admission**

Yerba Buena Center for the Arts

701 Mission Street, San Francisco CA 94103

415.978.2787, [ybca.org](http://ybca.org)

## **About the Artists**

**Damon Rich** is a designer, artist, and partner at Hector. He has previously served as Planning Director and Chief Urban Designer for the City of Newark and is the founder of the Center for Urban Pedagogy (CUP), an internationally recognized nonprofit organization that uses art and design to increase meaningful civic engagement. His work has been recognized by the American Planning Association's National Planning Award, the Cooper Hewitt National Design Award, the Loeb Fellowship in Advanced Environmental Studies at Harvard University Graduate School of Design, the MacDowell Colony, and the United States Pavilion at the 11th International Architecture Exhibition in Venice.

**Jae Shin** is a partner at Hector whose work combines architecture, urban design, and exhibitions. She recently served as an Enterprise Rose Architectural Fellow at the New York City Housing Authority (NYCHA), where she facilitated efforts to define and implement design principles for preserving and rehabilitating New York City's public housing. She holds degrees from Rhode Island School of Design and Princeton University, and her projects have received support from the MacDowell Colony and the National Endowment for the Arts. Jae has led design studios at New Jersey Institute of Technology and the Harvard Graduate School of

Design.

**Hector** is an urban design, planning, and civic arts studio whose recent projects include a memorial for an eco-feminist nun, a riverfront park, a fourteen-foot city model celebrating the 350th anniversary of the founding of Newark, New Jersey, and an experimental exhibition on mortgage finance. Hector's work has been exhibited at the Queens Museum in New York, the Lisbon Architecture Triennale, the Newark Public Library, and Mural Arts Philadelphia. Using the slogan "Design for Organizing," Hector attempts to craft things so that people in the future will have a reasonable answer to the question, "Who put that there?" Hector's research into real estate development negotiations has been supported by the National Endowment for the Arts and the Graham Foundation for the Advanced Studies in the Fine Arts.

### **About the Curators**

**Lucía Sanromán** joined YBCA as Director of Visual Arts in October 2015. Prior to that, she was a sought-after independent curator working in the United States and Mexico. Recent projects include *Playgrounds for Useful Knowledge*, a collaboration with Philadelphia Mural Arts and Cohabitation Strategies. In 2014 she was co-curator of the SITE Santa Fe's signature biennial, that year titled *SITELines.2014: Unsettled Landscapes*. Also in 2014 she presented *Citizen Culture: Art and Architecture Shape Policy* at the Santa Monica Museum of Art, among other shows. Sanromán was an associate curator at the Museum of Contemporary Art San Diego from 2006 to 2011.

**Martin Strickland** is the Exhibitions Associate, Visual Arts at the Yerba Buena Center for the Arts in San Francisco, where he manages the exhibitions on the second-floor galleries. He is currently collaborating with Lucía Sanromán to launch *The City Initiative*, a series of exhibitions and public programs that focus on the urban environment. Prior to YBCA, Martin worked as the Programs Assistant at the Arts Research Center (ARC), UC Berkeley, as an independent contractor with the San Francisco Arts Commission (SFAC), and as a community organizer for public health in New Orleans, LA.

### **About Yerba Buena Center for the Arts**

Yerba Buena Center for the Arts (YBCA) is one of the nation's most innovative contemporary arts centers. Founded in 1993, YBCA's mission is to generate culture that moves people.

Through powerful art experiences, thoughtful and provocative content, and deep opportunities for participation, YBCA is committed to creating an inclusive culture that awakens personal and societal transformation. YBCA presents a wide variety of programming year-round, including performing arts, visual arts, film/video and civic engagement. YBCA venues include the Forum, Screening Room, Galleries, and the Yerba Buena Center for the Arts Theater. For tickets and information, call 415.978.ARTS (2787).

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