



Presented by Betti Ono
(Formerly known as Smashbox Contemporary Arts)

FOR IMMEDIATE RELEASE

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Pop-Up Gallery To Pop Up in Uptown Oakland

August 24, 2011- Oakland, CA – In coming days, multi-cultural urban artists, musicians, film-makers, DJ's, art lovers and trendsetters will gather to celebrate one year of SMSHBX LIVE and activate a vacant Oakland storefront with the magic of creative culture and ambition.

The finished pop-up gallery produced by Betti Ono, an emerging Oakland based arts, culture and entertainment agency, will be unveiled in the Marquee Lofts retail space, across from the Fox Theater in the heart of the Uptown Arts District, during Oakland's First Friday/Art Murmur on Friday, September 2, 2011. A 7-10 pm opening celebration will be hosted on site by the online blog [Hip Hop Is Cool Again](#).

Betti Ono, formerly known as [Smashbox Contemporary Arts](#), was created by Women's Initiative graduate and City of Richmond Arts Commissioner, Anyka Barber in January 2010

Steve Snider, District Manager of the Lake Merritt/Uptown and Downtown Oakland District Associations, said that this newest pop-up is just the latest in a series of instant storefront concepts designed to bring color and creativity to vacant store fronts -- and to enhance their leasing appeal for young entrepreneurs looking to open retail business in the increasingly hip street scene emerging in Oakland. Pop-ups have been encouraged and supported by both the Lake Merritt/Uptown and Downtown Districts in recent months.

Operating during five consecutive weekends in September, the pop-up gallery/arts space will join a host of both traditional and non-traditional galleries and art spaces already transforming the Downtown/Uptown Arts Districts. Following the opening, the gallery will be open from 7-10 pm on Fridays, 11-5 pm Saturdays and Sundays during September.

[EVarize Cut & Sew Boutique](#), [The Estria Foundation](#), [The Dime](#), [Community Rejuvenation Project](#), [G4G Mobile](#) and [Trust Your Struggle Collective](#) are just some of the artists and organizations expected to contribute to the event's thoughtfully curated

interactive arts experience. The gallery will feature exhibits, music, screenings and gatherings, and encourage a community dialogue among local and international artists, designers, makers, labels and brands.

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Virtual access:

Creative content from the experience will be housed via a multi-media <http://www.bettiono.com> connecting online and off with the social media driven audience. The site will provide a digital archive of events and happenings, with original videos, music and interviews of participating artists, partners and audiences.

Betti Ono:

Betti Ono is an Oakland based creative firm that produces a variety of multidisciplinary arts, culture and entertainment exhibitions, experiences and programs for urban audiences. With a slant towards experimentation and independent thinking, Betti Ono challenges the status quo, embodies the spirit of the creative avant-garde and showcases inventive ways of seeing and experiencing the arts. Betti Ono inspired by authentic, outrageously creative people!

Rockwell Creative Projects:

Scott La Rockwell is principal of Rockwell Creative Projects, a creative firm specializing in design, photography and videography.

Brog Properties:

Brog Properties owns and manages the Marquee lofts. The company specializes in the creation of uniquely urban spaces in downtown Oakland's beautiful historic buildings. Sprung ceilings, expansive views, intelligent interior design and contemporary conveniences are the hallmarks of mixed-use conversions.

Lake Merritt/Uptown District Association:

The Lake Merritt/Uptown Association is a Community Benefit District (CBD) that serves to revitalize a 37-block area in the heart of Oakland, California. The CBD provides special benefit services such as district maintenance, safety and security management, as well as cultural and community enrichment.