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“CITY CENTERED: A FESTIVAL OF LOCATIVE MEDIA AND URBAN COMMUNITY”

- Festival and symposium sponsored by KQED and Gray Area Foundation for the Arts -
- June 11-13 and June 19-20 at KQED Studios and in the Tenderloin community -

San Francisco, California, May 18, 2010 – KQED Public Media (www.kqed.org) has joined with Gray Area Foundation for the Arts (GAFFTA) and other local organizations to present “City Centered: A Festival of Locative Media and Urban Community” (www.citycentered.org). The festival, taking place June 11-13 and June 19-20 in San Francisco, celebrates the rich possibilities that art and technology offer for urban communication of place and place-based media. “City Centered” includes demonstrations and installations in the Tenderloin district and a symposium and community training workshops at the KQED Public Media studios.

Over the two weekends, “City Centered” will engage artists, educators, civic organizations, and community members of all ages in exploring how locative media can act as a platform and venue for community-led expression. Artists from around the country will be partnered with local community organizations to create art in the Tenderloin, working to “re-story” the neighborhood by highlighting positive initiatives and providing a new way to experience the Tenderloin district. Participating art organizations include GAFFTA and The Luggage Store.. Community organizations including Glide Memorial Church, Tenderloin and San Francisco Boys & Girl's Club, YMCA, Tenderloin Tech Center, and Hospitality House will also participate, highlighting resources available to the community.

Over the first weekend of “City Centered,” activities include presentations and a symposium at KQED, exhibition opening events at GAFFTA, and hands-on experiences of located and sited projects using wireless technology in the Tenderloin. The following weekend, KQED will host a series of interactive “how-to-do” workshops related to the projects and open to the public. Artists/presenters include Stamen Design Group, members from MIT's SENSEable Cities Lab, University of California at San Diego professor Brett Stalbaum, locative artist Paula Levine, and Josette Melchor, executive director of GAFFTA.

For more information and the complete schedule of events, please visit www.citycentered.org.

“City Centered” is co-sponsored by KQED Public Media and Gray Area Foundation for the Arts, with partners Center for Locative Media, Conceptual Information Arts/SFSU, and UC Berkeley Center for New Media.

About KQED

KQED (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television, one of the nation's most-watched public television stations, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *Jacques Pépin: More Fast Food My Way*; and *Jean-Michel Cousteau: Ocean Adventures*. KQED's digital television channels include 9HD, Life, World, Kids and V-me, and are available 24/7 on Comcast. KQED Public Radio (88.5 FM in San Francisco and 89.3 FM in Sacramento), home of *Forum* with Michael Krasny and *The California Report*, is one of the most-listened-to public

radio stations in the nation with an award-winning news and public affairs program service. KQED Education Network brings the impact of KQED to thousands of teachers, students, parents and the general public through workshops, community screenings and multimedia resources. KQED Interactive offers video and audio podcasts and live radio stream at www.kqed.org, featuring unique content on one of the most-visited station sites in public broadcasting.

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