

FOR IMMEDIATE RELEASE:

Contact 941 Geary – Justin Giarla,

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**941 Geary and Montana Colors Present:
*The Indoor Mural Project: A Living Survey of Contemporary Street Art***



White Walls, 941 Geary and Montana Colors are proud to present *The Indoor Mural Project*, a series of projects by both local and international street artists. As anticipation builds for the *Art In the Streets* exhibition at LA MOCA later this spring, 941 Geary will be playing host to a series of site-specific works by an impressive lineup of graffiti and street artists in the heart of San Francisco from March 1-April 23, 2011.

The Indoor Mural Project will be a living, multi-layered exhibition where street art enthusiasts are invited to observe the progression and transformation of a contemporary gallery space by some of the most exciting artists working today. During the exhibition, 941 Geary will operate as a 3,000-square-foot blank canvas for the selected artists to use as a starting point to build, collaborate and riff off of each other's work organically. *The Indoor Mural Project* aims to energize the clean, formal space of the gallery with an infusion of movement, action, reaction and a generous amount of spray paint fumes (courtesy of Montana Colors).

Viewers are encouraged to stop in throughout the course of project to view the metamorphosis of 941 Geary.

Championing the movement for the last six years, Justin Giarla has been working tirelessly to foster a strong community of artists, spectators, collectors, writers and curators actively engaged in the ongoing dialogue of graffiti and street art. The Indoor Mural Project serves as a tribute to both the artists and the community that has developed around their work.

Established in 2010 in the Tenderloin District of San Francisco, 941 Geary is an innovative exhibition space housed in a 3,000 square foot converted warehouse. 941 Geary highlights the works of internationally recognized contemporary artists and provides them with a space in which to activate the projects, installations, and exhibitions that push the boundaries of their own creative practice. Building on the success of White Walls Gallery, The Shooting Gallery, and Gallery Three, curator Justin Giarla dedicates this fourth exhibition space as a gift to San Francisco, offering its programming to the local and global arts venue as a way to engage in a cross-cultural dialogue and present 941 Geary as the flagship gallery of the Urban Contemporary genre.

Media Opportunities:

In-Progress Tour March 14 – March 19

Interview with Justin Giarla, Owner/Founder/Curator

Event Information:

Indoor Mural Project: A Living Survey of Street Art

Projects in Process: March 1-April 23, 2011

Closing Reception – Saturday, April 23, 2011, 7-11PM

On view through April 23, 2011

@ 941 Geary (www.941geary.com)

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