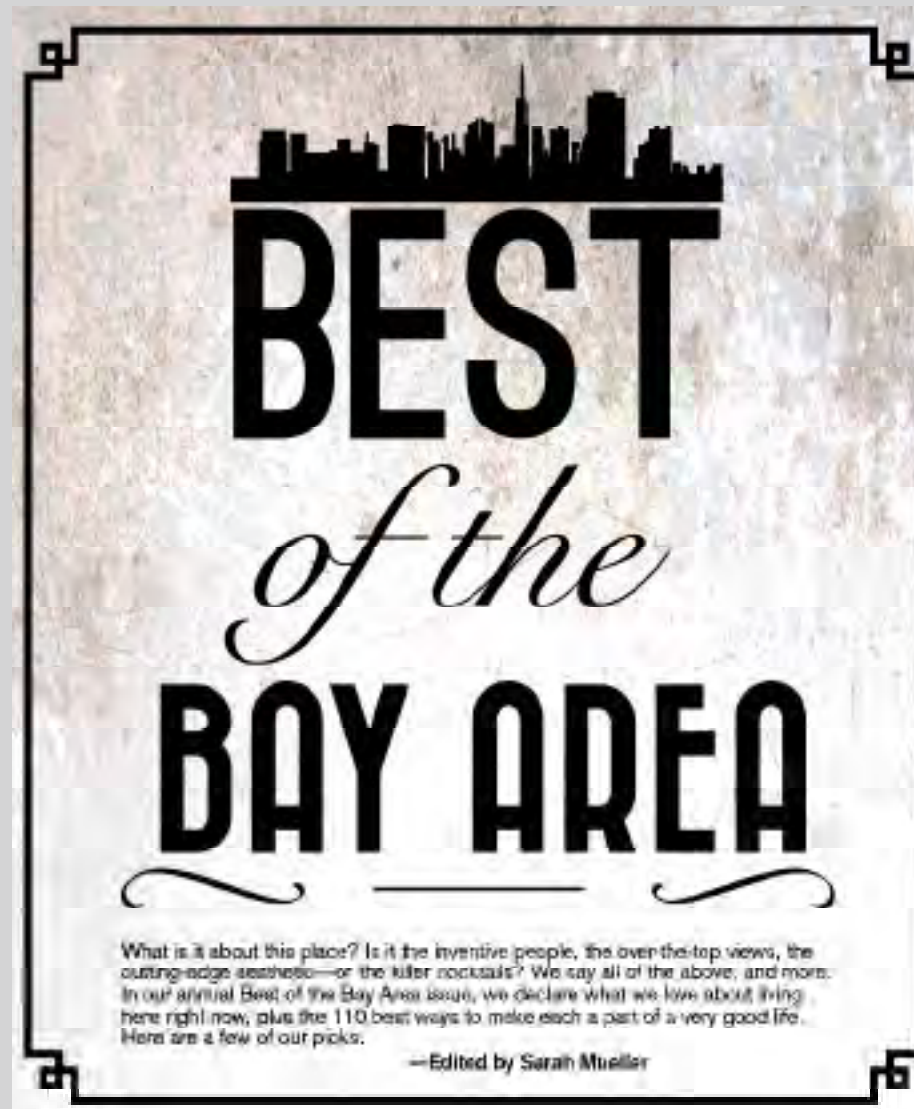


BEST OF THE BAY AREA SPREAD

Objective:

Design the five page magazine spread for San Francisco, titled, “Best Of The Bay Area” to portray the San Francisco Bay and its hot spots.

FIRST CONCEPT PAGE 1



FIRST CONCEPT PAGE 2/3

The big museum in the park got most of the press last year, but meanwhile, the Yerba Buena arts district, in SoMa between Market and Howard and Third and Fourth, is becoming a true cultural nexus. New museums have opened and established ones have relocated. Institutions are redefining themselves and future ones—the new Jewish Museum—have broken ground. All this action has created a vortex that's drawing in art lovers and those in search of history.

“The new energy in the neighborhood is palpable,”

says Yerba Buena Center for the Arts executive director Les Peltic. “There are more tourists, more residents, new businesses and more foot traffic. As a result, we’re attracting more people, and it’s an incredible time to be here.”

Stunning museums in such a small area means more opportunity for all. “We hope that all of the organizations in the Yerba Buena area will work with one another, rather than competing,” says Kate de Courten, visual curator for YBCA. He’s thinking of cooperative events, such as the recent joint exhibit with the Cartoon Art Museum and what is a universal past to all the museums.

“I can’t think of a better place to be in terms of solid resources and support,” says Denise Bradley, executive director of the **Museum of the African Diaspora**, which opened in the St. Regis Hotel in December. She does, as one example: the Yerba Buena Black Panthers exhibition, during which MoAD cohosted the book signing for author Kathleen Scriver, while YBCA held a progressive party with MoAD called *From the West Coast to the Ivory Coast*.

If you had the stamina, you could spend an entire day in this patch of concentrated culture. Imagine checking out the *Music in Comics* show at the **Cartoon Art Museum** and the exhibition of African American quilts at the **Museum of Craft and Folk Art** in the morning, stopping for lunch at the **Matthew Barney** show at **SPHOMA**, dropping by MoAD to take in the work of photographer Gordon Parks, and capping the whole excursion at the big opening night party for *Cosmic Wonder* at Yerba Buena. (One of these days, you’ll be able to take a break in a sculpture garden after the **SPHOMA** parking garage. San Francisco’s Jensen & Macy architects are working on it now.)

Speaking of those YBCA parties, check out this month’s bash celebrating the opening of *Cosmic Wonder*, which exhibits the work of a new generation of artists who are using hypnotic patterns and imagery to explore the great beyond. Besides jamming out to music by Galt Circle and Feather, the coolest kids in town will be taking part in the beloved prize-levitation game. Light as a Feather. SoFi as a Board. July 14, \$12 in advance, \$13 at door.

That the latest boom in SoMa is in ... museums

WHAT *We* LOVE

YBCA, 701 Mission St., 415-978-2787;

Cartoon Art Museum, 655 Mission St., 415-227-8666;

MoAD, 685 Mission St., 415-358-7200;

Museum of Craft and Folk Art, 51 Yerba Buena Ln., 415-227-4888;

SPHOMA, 151 Third St., 415-357-4000.

presented by
BEST
of the
BOY IDEA

FINAL CONCEPT PAGE 1



FINAL CONCEPT PAGE 2/3

WHAT *We* LOVE

That the latest boom in SoMa is in...museums

The big museum in the park got most of the press last year, but meanwhile, the Yerba Buena arts district, in SoMa between Market and Howard and Third and Fourth, is becoming a true cultural nexus. New museums have opened and established ones have relocated; institutions are reinvigorating themselves and future ones—like the Jewish Museum—have broken ground. All this action has created a verber that's drawing in art-lovers and those in search of history.

“The new energy in the neighborhood is palpable.”

Yerba Buena Center for the Arts executive director Ken Prober. “There are more tourists, more residents, new businesses, and more foot traffic. As a result, we’re attracting more people, and it’s an incredible time to be here.”



So many museums in such a small area means more opportunity for all. “We hope that all of the organizations in the Yerba Buena area will work with one another, rather than competing,” says Rene de Guzman, travel curator for YBCA. He’s thinking of cooperative events, such as the recent joint ticket with the Cartoon Art Museum.

“I can’t think of a better place to be in terms of collaboration and support,” says Denise Bradley, executive director of the Museum of the African Diaspora, which opened in the St. Regis Hotel in December. She cites, as one example, the Yerba Buena Black Panthers exhibition, during which MoAD cohosted the book signing for ex-Panther Kathleen Cleaver, while YBCA held a progressive party with MoAD called From the West Coast to the Iron Coast.

If you had the chance, you could spend an entire day in this patch of contested culture. Imagine checking out the Music in Comics show at the Cartoon Art Museum and the exhibition of African American quilts at the Museum of Craft and Folk Art in the morning; stopping for lunch at the Matthew Barney show at SFMOMA, dropping by MoAD to take in the work of photographer Gordon Parks, and capping the whole excursion at the hip opening night party for Comic Wonder at Yerba Buena.



(One of these days, you’ll be able to take a stroll in a sculpture garden atop the SFMOMA parking garage—San Francisco’s Jensen & Macy architects are working on it now.) Speaking of those YBCA parties, check out this month’s bash celebrating the opening of Comic Wonder, which exhibits the work of a new generation of artists who are using typographic patterns and imagery to explore the great beyond. Beesdeejaying out to music by Soft Circle and Fathers, the pooled kids in town will be taking part in the beloved group imitation game Light as a Feather, Stiff as a Board July 14. \$12 in advance, \$13 at door.

SFMOMA

YBCA, 701 Mission St., 415-978-2787;

Cartoon Art Museum, 655 Mission St., 415-227-8666;

MoAD, 685 Mission St., 415-358-7200;

Museum of Craft and Folk Art, 51 Yerba Buena Ln., 415-227-4000;

SFMOMA, 151 Third St., 415-357-4000.

WHAT
we
LOVE

We're getting shape days that the social calendar is trimmed, with birded parties that somehow just keep getting better and better. The frosty shows no sign of slowing down, but when the sun is in the trees are trying as hard to outdo each other.

Used to be that when you needed to change a link on a web site, you had to call the ISP and ask them to change it for you. Now you can do it yourself.

Like a wedding planner without a happy couple to get in the way, she lined up the 101, handball-like caterers arranged for the night, lock, and posted in the press. (She always bakes in acid with her occasional poems and gay cartoons.) My god, Melissa Clark! Missions in Susan Raywell to share us. And this can still find big clients like *Agony Uncollected*—she did their recent high-end/low-end opening.

But these days, the queen bee is defending her left against two Razzie-nominees: *Thelma & Louise* (Tyrodin and Claudia Rains, three of claudin Thelma's entourage) and *Boyz n the Tryst* (Puzzleb's Burt). Despite having this kind under the age of 18, Puzzleb still throws some of the biggest parties in town—attended by writers and producers like Gwyneth Paltrow and Kevin Kline. But he's not able to call off an entire coup—yet—but Tyrodin's parties are a raging good time that can only Tony Danza and a pinch of spotlight on the launch of a young company. She also scored a Cheryl event, an account that Burt would have loved to call his own. Burt's opening for Gwyneth, the Razzie's biggest coup, was marked by Paltrow and stacked with the likes of *Boyz n the Tryst*, *Thelma & Louise*, and *Boyz n the Tryst*. Plus Sylvia knew how to get her look-

Naturally, with this competition has rolled some feathers. Pinsky has a thin, Spenser-like nose; he speaks in a nasal, nasal, nasal tone (he's not out of town, for a change). But hey, the Boston carjacking benefit the social scene—see, can't wait to see how they'll fit to each other in the months ahead.

Y'all go grabbed a deliciously moist, moist cake when you go with... The former Northwest advertising director for Harper's Bazaar and Marie Claire, she's moved to Costa Marketing just last year, but her list of clients is expanding fast. One fine root of Salsita Patisserie's special events (to name the company's pastured from Spain) and has thrown parties for the Raphael House and Nordstrom. She's going for her like a lightbulb. Cuckoo! Need to cheer to don't you know!

San Francisco native
 Looking up the young, fresh
 locale, he eventually always big
 fun. Tyndall learned the trade of
 the trade alone of NYC's hottest
 fashion art firms, like in France.
 Then, he runs Tyndall PR and a
 named Dylan and Dylan Shmoo.
 One being, Empire Fitness.
 Dwellings, 4 San Francisco
 It party and Fashionable.com
 March your back, ladies. See it on
 the news.

[illegible]

WHAT *we* LOVE

Having our pick of phenomenal produce almost every day of the week

Berkeley Farmers' Market

The well-edited collection of drafts on Taosday's drive shows how Quince's brother Tom is also for progress on the other side of the bridge.
Garry D. and Martin Luther King Jr. Way, Berkeley.
2-7 p.m.

Heart of the City

Eliminating the middleman really brings prices down. The independently owned producers at this sporting market held us Wednesday's like everything they had. They had chairs to blow a state.

United Nations Plaza, Market and 7th St., S.F.
7 a.m. - 5:30 p.m.

San Carlos Farmers' Market

This seasonal market featuring smoked fish and live music is open only on Thursdays until September 14. That's still plenty of time to work your way through the 30 kinds of mussels from Hazy Bay Farms, baked corn, shrimp, etc. Don't forget, \$4.99 per

Old Oakland Farmers' Market

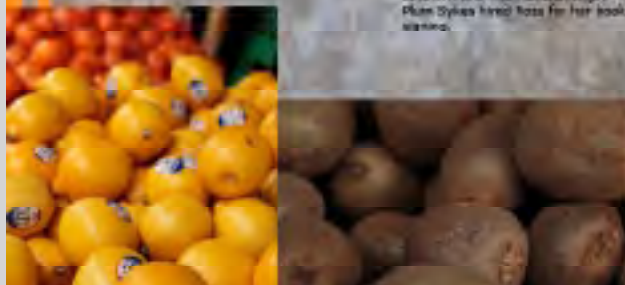
Don't be fooled by the network's Victorian theme—it is as tasteless as plunger sex, what with the live carnal, bitter nasties, and nudes. *Osborne's* divorcee population is able to pick up the gothic at reasonable prices on Friday. *804 and Broadway*, Channel 2, 9-10 p.m.

San Francisco Ferry Plaza
Farmers' Market

It's tiring and exhausting, and it's gotten more may into "I Will Survive" at a karaoke bar. But the most painful of lessons for Hildebrand is an staggering as the prices are inflated. Perry Building, 1 Fisherside, S.F. 94133-2100.

San Rafael Civic Center Market

The variety is intense; there are more farmers at this Sunday market than at any other market in the state. For the home gardeners, the expert deal gunners, Bidder Ranch set the steps here.
2500 Civic Center Dr., San Rafael, CA 94901—1 p.m.



BEST
BOY

IPAD MOCK UP



2 PAGE IPAD

