

# WEHO Arts The Plan

THE CITY OF WEST HOLLYWOOD ANNOUNCES “WEHO ARTS: THE PLAN”

THE COMMUNITY FOCUSED CULTURAL PLANNING PROCESS WILL EXPLORE  
THE FUTURE OF THE ARTS, CULTURE, AND CREATIVITY IN WEST HOLLYWOOD

SOCIAL PRACTICE ARTISTS ALYSE EMDUR AND ROSTEN WOO WILL DEVELOP IMAGINATIVE  
PATHWAYS FOR ENGAGEMENT

**West Hollywood, CA, June 20, 2016:** Having recently marked its 30<sup>th</sup> anniversary of cityhood, the **City of West Hollywood** - led by its **Arts and Cultural Affairs Commission (ACAC)** and **Arts and Economic Development Division (AEDD)** - is looking to the future by inviting the community to participate in a far-reaching cultural planning process, *WeHo Arts: The Plan*. *The Plan* will inform both ACAC’s and AEDD’s work for the next five to ten years.

The **Arts and Cultural Affairs Commission** has defined three main goals for *The Plan*:

- Celebrate the city’s distinctive artistic and cultural identities.
- Identify and commemorate West Hollywood’s support and advancement of the arts.
- Articulate a shared vision for the future: securing the position of arts and culture at the heart of our creative city.

With these goals in mind, throughout 2016, residents, visitors, and other interested individuals are invited to contribute to *The Plan* by participating in an interactive process consisting of formal and informal conversations, surveys, and artist-led activities. These interactions will provide insight and vision on West Hollywood’s artistic and cultural ecosystem.

The **City**, **ACAC** and **AEDD** are deeply committed to the idea that the cultural planning process, and its results, must embody, support, and nurture West Hollywood’s energetic creativity. As such, a team of social practice artists – **Alyse Emdur** and **Rosten Woo** – will join the core planning team (ACAC Commissioners, AEDD Staff and a cultural planning consultant) from June through December 2016 to create activities and experiences through which West Hollywood community members may contribute to *The Plan*.

**Emdur** and **Woo** were selected through an open request for qualifications by a special subcommittee comprising ACAC Commissioners. The artists will develop pathways for residents to imaginatively interact with the topics of artistic and cultural practice in the City of West Hollywood which, at 1.9 square miles in size, arguably has more art per square mile than any other city in the nation.

Additionally, residents may get involved online via [www.weho.org/theplan](http://www.weho.org/theplan) and take *The Plan’s* [quick online survey](#). The new [West Hollywood Artist Registry](#) and *The Plan’s* email address ([arts@weho.org](mailto:arts@weho.org)) are also listed there. Opportunities to participate in *The Plan* in-person will be announced in coming weeks. Sign up for *The Plan’s* email list at [bit.do/wehoartsblast](http://bit.do/wehoartsblast).

More information about the artists:

- LA-based photographer **Alyse Emdur** searches for deeper connections with her subjects, which often results in large format photography, video, or drawings. Her book, *Prison Landscapes* (2013), is a five-year exploration collecting 100 photographs of prison inmates presenting themselves in front of the idealized landscapes of painted visiting-room backdrops, posing with their visitors and pretending, for a moment, that they are elsewhere. Her work has been exhibited in Printed Matter and the Lambent Foundation in NYC; the University of Texas Visual Arts Center in Austin, TX; the Philadelphia Photo Arts Center, PA; the Lab in San Francisco, CA; La Montagne Gallery in Boston, MA; and internationally in Tel Aviv, Israel, London, England, Oslo, Norway, Paris, France and Hertogenbosch, Netherlands. <http://www.alyseemdur.com/>
- **Rosten Woo** is an LA-based designer, writer, and educator who creates artistic engagements to help people understand complex systems, re-orient themselves to places, and participate in group decision-making. He is co-founder and former executive director of the Center for Urban Pedagogy (CUP), a New York-based non-profit dedicated to using art and design to foster civic participation. His work has been exhibited at Cooper-Hewitt Design Triennial, the Venice Architecture Biennale, Netherlands Architectural Institute, Storefront for Art and Architecture, Lower East Side Tenement Museum, and various piers, public housing developments, tugboats, shopping malls, and parks in New York and Los Angeles. He has written on design, politics, and music for publications including *Village Voice*, *Rolling Stone*, *City Limits*, and *Metropolis Magazine*. His first book, *Street Value*, was published by Princeton Architectural Press in 2010. He teaches art and design at the California Institute of the Arts, Pomona College, and Art Center College of Design. <http://rostenwoo.biz/>



Photo of Social Practice Artist Team Alyse Emdur and Rosten Woo by Michael Parker

The City of West Hollywood delivers a broad array of arts programs through WeHo Arts – the City’s Arts and Economic Development Division and the City’s Arts & Cultural Affairs Commission – including:

- Public Art
- Summer Sounds
- Winter Sounds
- WeHo Reads
- Free Theatre in the Parks
- Arts Grants for Nonprofit Arts Organizations
- Library Exhibits and Programming
- One City One Pride LGBTQ Arts Festival
- Artist Opportunities & More!

LEARN MORE:

[www.weho.org/theplan](http://www.weho.org/theplan)

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