



8TH + HOPE + HUBBY INSTALLATION OPENS SEPTEMBER 5

**ARTIST BETTINA HUBBY IN CONJUNCTION WITH SIDE STREET PROJECTS LAUNCHES THE
GROUND FLOOR PROJECT AT 8TH + HOPE IN DOWNTOWN LOS ANGELES**

**DYNAMIC ARTS AND CULTURE INITIATIVE INTRODUCES NEW CONCEPT FOR COMMUNITY AND
CULTURE INTERSECTION**

**HUBBY CURATES GROUP SHOW THAT HONORS THE CONSTRUCTION OF THE BUILDING AND THE
WORKERS**

8th + Hope + Hubby, a new installation from Los Angeles artist and art producer Bettina Hubby, in conjunction with Pasadena-based arts organization Side Street Projects, will launch The Ground Floor Project at 8th + Hope, an arts and culture initiative at the new apartment rental community located in downtown Los Angeles, it was announced today. The show opens Friday, September 5, 2014, with a reception from 6:00pm-9:00pm, and runs through September 30, 2014.

Bridging the past, present and future of the new building at 8th + Hope, Hubby brings her signature style to The Ground Floor Project, curating a group show honoring the construction of the site and the workers who built it. "I am honored to be a part of a literal example of Los Angeles being built," commented Bettina Hubby, "and as an artist, so impressed by the open minds that recognize the value of integrating art from the ground up."

Featuring a collection of interactive art pieces and site-specific installations, the show will offer art from 10 Los Angeles-based Side Street Projects artists, including Suzanne Adelman, Chad Attie, Joshua Callaghan, Alice Clements, Omar Lopex, Rory Mitchell, Steven Rimlinger, Mike Slack, Keith Walsh, and Karen Lofgren-bio and website links below. For 21 years Side Street Projects has been supporting artists who make work that is not easily bought or sold. Their artists choose to work in communities instead of galleries.

The Ground Floor Project at 8th + Hope aims to offer unique events and programs to its residents and the surrounding community through arts, music, and live experiences. Providing a backdrop for a creative and an inspiring place to call home, the building's flexible, convertible ground floor space opens out onto the street to welcome in the surrounding community.

"We're thrilled to be working with Bettina and Side Street Projects on this inaugural event, launching The Ground Floor Project at 8th+Hope," said Frank Middleton of Wood Partners. "The Ground Floor Project is an invitation to the DTLA community to experience unique cultural events through shared resources that will hopefully provide value to not only our participating artists, but also to our residents and neighbors."

About Bettina Hubby

With projects that engage diverse communities and often exist in settings that challenge the conventions of exhibition spaces, Bettina Hubby's work celebrates collaborations and resists easy categorization. Her practice is wide-ranging, encompassing curatorial and project-based work, along side more traditional media such as collage, drawing, printmaking, sculpture, and photography. Her most recent project, *Thanks For The Mammaries*, is garnering accolades and national and international press. (www.hubbyco.com)

About Side Street Projects

Side Street Projects is an entirely mobile artist-run organization that gives artists of all ages the ability and the means to support their creative endeavors. They teach artists how to roll up their sleeves and do things themselves with exhibitions and education programs that encourage self-reliance and creative problem solving in a contemporary art context. Each year they serve over 10,000 individual (adult) artists and over 2,500 children. In 2014 Side Street Projects was awarded a NEA Our Town Grant in Partnership with the city of Pasadena (www.sidestreet.org).

8th + Hope + Hubby | The Artists

Bettina Hubby - <http://www.hubbyco.com/>

Suzanne Adelman: photographer - <http://infectedeye.com/adelman/>

Chad Attie: mixed media - www.chadattie.com

Joshua Callaghan - <http://www.joshuacallaghan.com/>

Alice Clements - <http://aliceclements.com/home.html>

Omar Lopex - <http://cargocollective.com/olopex/Home>

Rory Mitchell - <http://rorymitchell.info/>

Steven Rimlinger: photographer/ film - <https://www.linkedin.com/pub/steven-rimlinger/9/92/aa6>

Mike Slack - <http://www.mike-slack.com/>

Keith Walsh: mixed media - <http://infectedeye.com/walsh/>

Karen Lofgren: mixed media - <http://www.karenlofgren.net/>

About 8th + Hope

Located in the Financial District of downtown Los Angeles, 8th + Hope is a 22-story high-rise apartment tower and community (www.8thandHope.com)

About Wood Partners

Wood Partners is a national real estate company that acquires, develops, constructs and property manages high density and mixed-use communities. Through quality construction, responsible land development and intelligent design, Wood Partners communities reflect the aesthetic and social fabric of the community and provide a luxurious living experience at a fair price. (www.woodpartners.com).

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