

**SAN LUIS OBISPO MUSEUM OF ART ANNOUNCES NEW MURAL COMMISSION BY  
LEAH ROSENBERG, OPENING IN FEBRUARY 2023**

**Wednesday, January 25, 2023 (San Luis Obispo, CA)** – This February, the San Luis Obispo Museum of Art (SLOMA) will unveil a new site-specific mural by artist Leah Rosenberg, which will wrap the walls of the building. Rosenberg is a San Francisco-based artist who uses color itself as a medium, applying it to painting, installation, sculpture, printmaking, performance, video, and even food. The mural, *SLO(W) RAINBOW* will take the place of Erin LeAnn Mitchell's *Calafia was Here*, and will be on view until February of 2024 and will be accompanied by a catalogue.

Rosenberg is an artist who is fascinated by color and who looks for ways to harness the emotional and psychological power of color in everyday life to create opportunities for collective experience. Visitors to the museum and those just passing by the area will be able to enjoy Rosenberg's vibrant mural, featuring rich colors, textures, and patterns.

The mural will occupy three walls of the building, and is designed to be approached from any direction. Two of the walls pay homage to SLOMA's architecture and its natural setting, intending to ground people in the beauty of their surroundings, and serves as a reminder to pause and enjoy the small pleasures of everyday life. On a third wall, colors will break up into small pieces, reminiscent of confetti or seeds being planted, demonstrating how parts come together to make a whole and reflecting on the importance of collaboration and community. The work also acknowledges the cyclical shifts that occur through changing seasons, weather, and light. *SLO(W) RAINBOW* reflects the creativity and joy of the museum, and is meant to inspire participation and relaxation.

Rosenberg's work has appeared both throughout San Francisco and around the world. In the Bay Area, some of her work includes *Everywhere A Color*, a permanent installation at San Francisco International Airport's (SFO) international terminal; *18 Colors for Ghirardelli Square*; and *Getting Better Everyday a Color*, a 2021 installation at SFMOMA and a reprise of a previous project created during her 2015 residency at San Francisco's Irving Street Projects.

Because of her expertise working with full spectrum color, Rosenberg was appointed as the Creative Director for Color Factory in New York and San Francisco. In the Bay Area, she orchestrated public art projects at State Bird Provisions, Pinhole Coffee and Workshop Residence, and Natoma Alley, as part of Site Unseen's mission to activate alleyways around Yerba Buena Gardens. Her book *The Color Collector's Handbook* published in 2018 by Chronicle Books, invites all people to connect through myriad hues.

### **About San Luis Obispo Museum of Art**

The San Luis Obispo Museum of Art (SLOMA) is an innovative and accessible museum located on California's Central Coast. The museum presents an outstanding exhibitions program that features artists from California and around the world, as well as an ongoing series of dynamic events that

engage visitors of all ages. SLOMA is located in downtown San Luis Obispo on the west end of Mission Plaza, at the heart of the city's cultural corridor. A destination for art lovers, and those just beginning to experience art alike, the museum provides a welcoming space and offers free admission to all. More information can be found at [www.sloma.org](http://www.sloma.org).

### **About the Artist**

Leah Rosenberg's work has been presented in both local and international exhibitions. She was a recipient of the Irvine Fellowship through the Lucas Artists Residency Program at Montalvo Arts Center and the Kala Fellowship at Kala Art Institute. In 2019 she completed a residency at San Francisco Recology, working with paint salvaged from the Household Hazardous Waste Facility. Rosenberg has worked as an artist in residence at Vermont Studio Center, Project 387, Facebook, Google, Bemis Center for Contemporary Arts, and McColl Center for Art + Innovation.

Rosenberg received a BFA from Emily Carr Institute in Vancouver, BC and an MFA from California College of the Arts in San Francisco.