

Leora Lutz
Writer, Educator, Artist



Based in the greater San Francisco Bay Area
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●●● **perspective**

Detail oriented, well-rounded wordsmith who believes in creating and finessing accessible and enthralling written content for the public at large. Socially concerned with sustainable literacy and the ever-fluxing space where new media and reading converge.

●●● **education**

2014 Master of Art, Visual and Critical Studies. California College of the Arts, San Francisco, CA
2013 Master of Fine Art, Interdisciplinary Sculpture. California College of the Arts, San Francisco, CA
1992 Bachelor of Fine Arts/Art History with distinction. California State University, Fullerton, CA

●● **art institution content producer & editor**

Critical Studies Writing Consultant, California College of the Arts, 09/2011 - present

- Closely line edit and counsel writing strategies to young adult artists, architects, curators and visual studies professionals and students to hone concepts, unpack language abstractions and polish grammar.

Marketing and Curatorial Assistant, Manresa Gallery, 07/2014 – present

- Write & edit marketing materials to broaden gallery awareness & alert media.
- Propose rhetoric & accomplish line edits to finesse writing that heightens the educational experience for gallery visitors & donor constituency.
- Facilitate contemporary art exhibitions in conjunction with gallery's mission.
- Collect, archive & catalog images for publicity & publication use.
- Research, write & pursue fiscal opportunities for sustaining future curatorial projects.

Education & Sponsor Producer, Riverside Art Museum, 07/2009 – 08/2010

- Spearheaded brand & marketing strategies for new philanthropic group including writing content for collateral design & mission statement.
- Enhanced the cultural capital of events with in-kind sponsors valued at 20K+ such as cocktail brands, entertainment & local business incentives.

Communications Co-Chair, MOCA, Los Angeles, 08/2008 – 07/2010

- Produced written content for monthly newsletter in accordance with MOCA rhetoric standards using the Constant Contact interface.
- Edited copy submitted by colleagues prior to final editing process for newsletters & publicity materials.
- Initiated & managed the first on-line presence & flickr photo archive in the organization's 20-year history, bringing awareness of MOCA's alternative events to the public eye.
- Solicited media coverage of events to foster awareness & generate new organization members.
- Contributed to monthly board meetings to offer entrepreneurial perspective.

Communication & Marketing Assistant, L.A. Dept. of Cultural Affairs, 04/2008 – 07/2009

- Conceptualized content for RFPs & RFQs to allocate \$1.5 million dollar NEA grant for the Guadalajara International Book Fair resulting in additional \$150K award funds allocated.
- Devised best-practice rubrics to ensure a diverse, fair & well-vetted commission process.
- Conducted public outreach for the Mayor's Cultural Master Plan.
- Maintained & wrote the Department blog, addressing the public's concerns & inquiries in a warm, understanding manner.
- Presented live written transcriptions to accompany events & clarify plan strategies to the public.

Founder/Director/Curator, Gallery Revisited, 08/2003 – 09/2008

- Created remarkable marketing materials and press releases, gleaning over 40 press accolades.
- Developed innovative written & curatorial strategies such as open flat files & public back room.
- Consistent financial viability maintained, ranging from +6% to +25% over five years.

●published critical writing

- "Margo Wolowiec," *Surface Design Journal*, forthcoming
- "Helen Rebekah Garber, *Numbers* and Eva Schlegel at Gallery Wendi Norris," *SFAQ*, 12/2014
- "José León Cerrillo and Ilja Karilampi at Kiria Koula," *SFAQ*
- "BAN7 at YBCA," *SFAQ*, 09/2014
- "YOU BECAUSE FREE INSTANTLY NEW: Rhonda Holberton," Pro Arts Gallery, (catalog essay)
- "Interview with Bettie Sue Hertz and Ceci Moss," *SFAQ*, 07/2014
- "Marco Maggi at Hosfelt Gallery," *SFAQ*, 06/2014
- "Parallax: Ala Ebtakar at Paule Anglim," *San Francisco Arts Quarterly*, 05/2014
- "Quick Curated Take on artMRKT," *San Francisco Arts Quarterly*
- "Clare Rojas at Paule Anglim Gallery," *San Francisco Arts Quarterly*
- "Two Solo Shows: San Francisco," *White Hot Magazine*, 04/2014
- "Ben Barretto at Highlight Gallery," *San Francisco Arts Quarterly*
- "Kirk Stoller at Romer Young Gallery," *San Francisco Arts Quarterly*, 03/2104
- "Margo Wolowiec at Johansson Projects," *San Francisco Arts Quarterly*, 02/2014
- "Codex and Kenneth Goldsmith talk at the Wattis," *San Francisco Arts Quarterly*
- "*other thans*, by Mitzi Pederson, Laurie Reid and Alexander Wolff," *San Francisco Arts Quarterly*
- "Lisa Rybovich Cralle at Ogaard," *San Francisco Arts Quarterly*
- "Valerie Keane and MacKenzie Katter at Important Projects," *San Francisco Arts Quarterly*
- "Trapper Keeper at City Limits," *San Francisco Arts Quarterly*, 01/2014
- "Paul Mavrides at Steven Wolf Fine Art," *San Francisco Arts Quarterly*
- "Mia Park at Toomey Tourell," *San Francisco Arts Quarterly*
- "Laeh Glenn at Altman Siegel," *San Francisco Arts Quarterly*
- "Space 1999 at Incline Gallery," *San Francisco Arts Quarterly*, 11/2013
- "SECA Awards Part One and Two," *San Francisco Arts Quarterly*
- "Formalisms at Needles and Pens," *San Francisco Arts Quarterly*
- "Genevieve Quick at 2nd floor projects," *San Francisco Arts Quarterly*, 10/2013
- "Facundo Argañaraz at Highlight Gallery," *San Francisco Arts Quarterly*
- "Heightened Subjectivity at Interface Gallery," *San Francisco Arts Quarterly*, 09/2013
- "William Emmert at Guerrero Gallery," *San Francisco Arts Quarterly*, 08/2013
- "Journey Forth at Gallery Wendi Norris," *San Francisco Arts Quarterly*
- "Phillip Maisel at Right Window," *San Francisco Arts Quarterly*, 07/2013
- "Summer Show at Eli Rigeway Gallery," *San Francisco Arts Quarterly*
- "Matthew Zefeldt and Chris Pew at Swarm Gallery," *San Francisco Arts Quarterly*
- "Christopher Füllemann at n/a," *San Francisco Arts Quarterly*, 06/2013
- "David Bayus, Kate Bonner and Nico Krijno, *The Popular Workshop*," *San Francisco Arts Quarterly*
- "Mills MFA Compound Vision," *San Francisco Arts Quarterly*
- "Traces and Accumulations at Trawick Contemporary," *San Francisco Arts Quarterly*
- "A Function of Lines at Chandra Cerrito Gallery," *San Francisco Arts Quarterly*
- "Several Species. . . at Et al.," *San Francisco Arts Quarterly*, 05/2013
- "McIntyre Parker at Important Projects," *San Francisco Arts Quarterly*
- "Aaron Harbour and Jackie Im at City Limits," *San Francisco Arts Quarterly*, 04/2013
- "Liz Walsh at KROWSWORK," *San Francisco Arts Quarterly*
- "Celli and Silence at Berkeley Art Museum," *San Francisco Arts Quarterly*
- "Christopher Russell at 2nd floor projects," *San Francisco Arts Quarterly*
- "Christopher Badger at Jessica Silverman Gallery," *San Francisco Arts Quarterly*
- "OPENING," *SFMOMA | Open Space Blog*, 03/2013
- "Bruno Fazzolari at Paule Anglim," *San Francisco Arts Quarterly*
- "The Modern Monster at Queen's Nails," *San Francisco Arts Quarterly*
- "Self Help, Ben Barretto at the Popular Workshop," *San Francisco Arts Quarterly*
- "Event Recap: Standing Room Only," *Emerging Art Professionals Blog*, 11/2012
- "About Face," *Art Practical*, 08/2012
- "Collaborations in Situ," *Emerging Art Professionals Blog*, 06/2012
- "beauty refusal," *Phantom Seed #4* (poetry), 09/2010
- "Beautiful Decay AtoZ @ Kopeikin Gallery," *THE magazine*, 06/2009
- "Knot, Two Bee or Not to Be," *Coagula Arts Journal* (essay), 12/2008
- "Mondongo at Track 16," *THE magazine*, 11/2008

●●curatorial projects

- Personification*, Mt. San Antonio College. Pomona, 2011
- Selected Collective*, Gallery 4016. Los Angeles, 2002
- Elixer*, Huntington Memorial Hospital. Pasadena, 1997
- Collective Sampling*, SRG. Sierra Madre, 1996
- Rust*, Onyx. Los Angeles, 1995
- Strength*, All Saint's AIDS Service Center. Pasadena, 1992

●feature film design

Production Designer/Prop Master, 01/1999 - 08/2003 (selected projects)

- "America So Beautiful" by Babak Shokrian, IFP LA; Berlin Film Festival
- "5 Economies" by Catherine Sullivan, The Hammer Museum; Richard Telles Fine Art
- "Sugar Town" by Allison Anders, Sundance; October Films

●●teaching experience

- **Lecturer, City College of San Francisco**, 09/2014 – present
Studio classes in painting, drawing and materiality
- **Guest Presenter & Learning Assistant, California College of the Arts**, 09/2011 – present
Art History, Writing, Visual and Critical Studies Strategies
- **Teaching Assistant, California College of the Arts**, 08/2013 – 12/2013
Professor Carole Beadle; "Skins: Textile Sculpture"
- **Teaching Assistant, California College of the Arts**, 01/2012 – 06/2012
Professor Chris Loomis; "Shifting from 2D to 3D"

●●artist lecturer

California College of the Arts; San Francisco, Oakland, 09/2011 – present

- "colorlittera" Professors Lynn M. Kirby and Denise Newman; Text/Materiality
- "SKINS:plants" Professor Carole Beadle; Skins
- "faktura + tektonika" Professor Angela Hennessy; F-words
- "Book as Body" Professor Tina Takemoto; Identities
- "Garment: Body/Object Transformation" Professor Chris Loomis; 3D
- "Create an Exhibition" Professor Tina Takemoto; Intro to Modern Arts
- "Seeing Color All the Time" Professor Angela Hennessy; Chromophilia

Santa Clara University, Santa Clara, 05/2012

- "44" Professor Julie Hughes; Theory and Art Practices

●public art projects

- 2013 **Ping Pong** Art in United States Embassies Program. Curator: Lynn Marie Kirby. Belgrade, Serbia
Exchanged daily correspondence with Serbian American woman for ten days, then created poetry using cut-up techniques in Cyrillic and English for published book & painted *kilim*.
- Inkwell** For-Site Foundation. Nevada City, California
Performed & documented land interventions, presented installation and poetry
Facilitator: Kota Ezawa
- 2012 **if by sea: sound poetic walk for Angel Island** California State Park at Angel Island. San Francisco
Conducted extensive historical research, created six 5-minute audio works with public engagement components including audio tour, free souvenir postcards and fully developed website. Facilitators: Aaron Gach, Patrick Gillespie
- 2011 **signals** 18th Street Art Center. Santa Monica
Created a code language based upon the International Code for All Nations to write a haiku made in felt pennants displayed along the public walkway of the center.
- ART VULUPS Collaboration 1.0** American Planning Association Conference. Santa Barbara
Collaborated with an air pollution compliance administrator, conducted research about air pollution regulation, created conceptual map incorporating smog and other elements that affect the quality of air.
- Artscape : City of Riverside Art in Public Spaces** Riverside County Administrative Building. Riverside

●museum and educational institution exhibitions

- 2014 **Textilities** Oliver Art Center, California College of the Arts. Oakland

- 2013 **Comings and Goings:[...]Exchanges** Cerritos College Art Gallery. curator: James MacDevitt. Cerritos
No Region Would West Los Angeles College. curator: Kio Griffith. Los Angeles
Between Dystopia and Greener Pastures California College of the Arts. San Francisco
Women of the Permanent Collection Riverside Art Museum. curator: Kathryn Poindexter. Riverside
- 2012 **Knots: Textile Topologies** California College of the Arts. Oakland
Allusions of Modesty Riverside Art Museum. curator: Kathryn Poindexter. Riverside (solo)
MOCA Fresh Museum of Contemporary Art. Los Angeles
Baldessari: Class Assignments Wattis Inst. for Contemporary Art. curator: Jens Hoffman. San Francisco
- 2011 **Slideslam** Yerba Buena Center for the Arts. San Francisco
Fluxface in Space at Fluxfest Chicago The Museum of Contemporary Art. curator: Cecil Touchon. Chicago
- 2010 **beauty refusal** Palm Springs Museum of Art. Palm Springs
Writing the Desert UCR Sweeney Art Gallery/Culver Center for Art. curator: Shane Shukis
Seeing and Saying Riverside Art Museum. curator: Lee Tusman
Atlas of Gifted Ideas The Henry Art Gallery - Project Space. curator: Shaw Osha. Seattle
32nd Juried Fine Arts Mills Pond House Gallery. juror: Joan Young; Guggenheim Museum. St. James NY
Americas 2010 Works on Paper Northwest University Art Center. juror: Heidi Goldberg. Minot ND
- 2009 **MOCA Fresh** Museum of Contemporary Art. Los Angeles

●selected gallery exhibitions

- 2014 **HOMING PIGEON** Gallery Lara. curator: Kio Griffith. Tokyo
Something Completely Different City Limits. curator: Evan Reiser. Oakland
OVERVIEW Et. al gallery. curators: Chris Duncan, Maria Otero; **LAND AND SEA**. San Francisco
MAS (Mutual Appreciation Society) Attack 17th Street Studios. curators: Gipe + Tell. San Francisco
- 2012 **VOX VIII** Vox Pupuli Gallery. jurors: curator Ruba Katrib and artist Marlo Pascual. Philadelphia
Beauty Berkeley Art Center. juror: Glen Helfand. Berkeley
archive, articulate, alliterate, activate: transcribing the formative Aggregate Space. Oakland
- 2011 **Spread the Word** Mark Moore Gallery. curator: Cat Moore. Los Angeles
DEEP Orange County Center for Contemporary Art. juror: Grace Kook Anderson. Santa Ana
Tel-Art-Phone Beacon Arts Building. curator: Mat Gleason. Los Angeles
Summum Bonum; mapping line and making holes Bleicher Gallery (solo). Santa Monica
- 2010 **39:NOW** Sophia Louisa Projects @ dencontemporary. curator: Sophia Louisa. Los Angeles
Fluxface in Space Fluxmuseum. curator: Cecil Touchon. Fort Worth TX
Blue Planet SoMARTS Cultural Center. juror: Kim Abeles. San Francisco
In Memory of Judith Hoffberg Armory Center for the Arts. curator: Jay Belloli. Pasadena
Beauty Revisited Orange County Center for Contemporary Art. juror: Peter Frank. Santa Ana
- 2009 **proVISIONal** Orange County Center for Contemporary Art. juror: Shane Guffogg. Santa Ana
urban plein air society Telic/The Public School. curator: Daniel Ingroff. Los Angeles
210 project210 gallery. curators: Chuck Feesago and Quinton Bemiller. Pasadena
Self Portraits in the age of Myspacebook I-5 Gallery. curator: Mat Gleason. Los Angeles
- 2008 **Perennial Exhibition** 222 gallery. Philadelphia
Raffle 08 Sea and Space Explorations. curator: Lara Bank. Highland Park CA
\$2 Bill Show I-5 Gallery. curator: Mat Gleason. Los Angeles
Joint Custody Found Gallery. curators: Shana Nys-Dambrot & Tad Beck. Los Angeles
Artist/Gallerist another year in LA. curator: David E. Stone. Los Angeles

●catalog bibliography

- "SUR Biennial," essay by James MacDevitt, 02/2014
 "MFA 2013," essay by Maria Porges, 03/2013
 "MFA Now," Root Division, San Francisco, 02/2012
 "Deep," essay by Grace Kook Anderson, Laguna Art Museum, 04/2011
 "Blue Planet," essay by Kim Abeles, 05/2010
 "Beauty Revisited," essay by Peter Frank, 05/2010
 "Americas 2010: Paperworks," essay by H. Goldberg, 12/2009
 "provisional," essay by Shane Guffogg, 10/2009

●●selected press

- "After the After Party" by Mark Taylor *KQED*, 05/2013
 "Allusions of Modesty" by Lynn Lieu *IE Weekly*, 06/2012
 "Summum Bonum..." by Marybeth Connaughton *Nepotism* magazine, 04/2011
 "Art: I can't help but go to them" by Jesse Morse *Slacklust* magazine, 03/2011

"Language Mapping" by Liz Danzico, *bobulate*, 10/2010
 "Definitely an E-ticket" by Stacy Davies, *IE Weekly*, 06/2010
 "Spotlight on the Arts: Leora Lutz" by Daniel Foster, *Press Enterprise*, 05/2010
 "The Fine Art of the City", *The Planophile*, 02/2010
 "LA Painting", *FOUND LA*, 12/2009
 "Museum exhibits...Leora Lutz..." *InlandArts.com*, 11/2009
 "OCCCA Provisional" by Jeannie Lee *womantalk.blog*, 10/2009
 "East of Eden" by George Melrod *artltd.*; Interview, 09/2008
 "Messages in bottles and embryonic stars", AWOL blog by Ezhra Jean Black *artillery*, 05/2008
 "The Joint Custody Project" by Mallory Feruggia *White Hot Magazine*, 07/2008
 "Artists as Gallerists" by Mat Gleason *Coagula Arts Journal*, 01/2008
 "Paige Wery" by Christopher Russell *ArtUS*, 01/2008
 "Around the Galleries" by Holly Myers *LA Times*, 05/2007
 "Revisited" by Christopher Burkett *d/visible*, 02/2007
 "To do: Malflourished" by Tiffany Lee *LA Alternative Press*, 10/2006
 "The Gallery: Leora Lutz", *Apartment Therapy*, 08/2006
 "Pick of the Week: David Stone & Neil Wax" by Peter Frank *LA Weekly*, 08/2006
 "Chinatown" paintings at Realm *LA Downtown News*, 12/2005
 "Reality shakes hands with fiction" by David Pagel *LA Times*, 08/2005
 "Pick of the Week: Long Nguyen" by Peter Frank *LA Weekly*, 04/2005
 "Paint, Paint, Paint" by Shana Nys Dambrot *flavorpill*, 03/2004
 "LA Lady" *Daily Candy*, 11/2004
 "David Trulli & Michiko Yao" by Charlene Roth *Artweek*, 08/2004
 "Collective Sampling" *Sierra Madre News* cover story, 11/1996
 "Client Gifts AIDS Center" *Pasadena Star* cover story, 06/1992

●●awards & recognition

- Headlands Center for the Arts Graduate Fellowship Award, finalist, 2014
- Recology Artist in Residence, finalist
- California College of the Arts Named Merit Scholarship Award, 2011- 2014
- Art Interview 19th International Juried Competition, 2nd place, 2010
- artslant showcase, 2009 - 2011

●selected collections

Riverside Art Museum. Riverside
 Andrea Stang. Los Angeles
 Peter Frank. Los Angeles
 Gustavo Arellano. Santa Ana
 Oceana Hotel. Santa Monica
 Trina Turk. Los Angeles
 W Hotel. Hollywood
 GLM Management. Los Angeles
 Creative Circle Agency. Los Angeles
 Ruben Esparsa. Los Angeles
 CCH Pounder. Los Angeles

●professional expertise

Meticulous document inspection, Ability to travel, Chicago Manual Style, Audacity audio editing, Photoshop, Microsoft Office, Word Press, Blogger, Social networking platforms, Website & Blog interface navigation, Marketing support including art direction & copywriting, One-on-one with artists, writers & administrators, Diplomatic and professional engagement, Adaptable to Romance languages, Contemporary art history, Diverse conceptual interests including philosophy and culture.