



TOYROOM SHOW PROPOSAL



Toyroom / Outeredge Studio joint show, Sand City, CA. 2010, original photo by RhinoMilk

Plans for an Underground Art Event, Sacramento California Fall 2018

Toyroom proposes a 3 Day (Evenings) Event

Day 1 Thursday, Soft Opening (Invite only)

Day 2 & 3 Friday + Saturday, Main Event

Opportunity for full or collaborative participation from Obey Giant including Shepard personal appearance & DJ performance.

We intend to have live music &/or DJ perform at the Main Event, there are several options however if Shepard / Obey Giant is involved with the Art event, then DJ Diabetic (& friend/s) would be our first choice.

Toyroom has a commitment from a prominent Northern California Restaurant Partnership 'The Golden Group, a brand, food, and place-making company to provide the food and bar curation at the event. <https://www.goldengroupbrands.com>



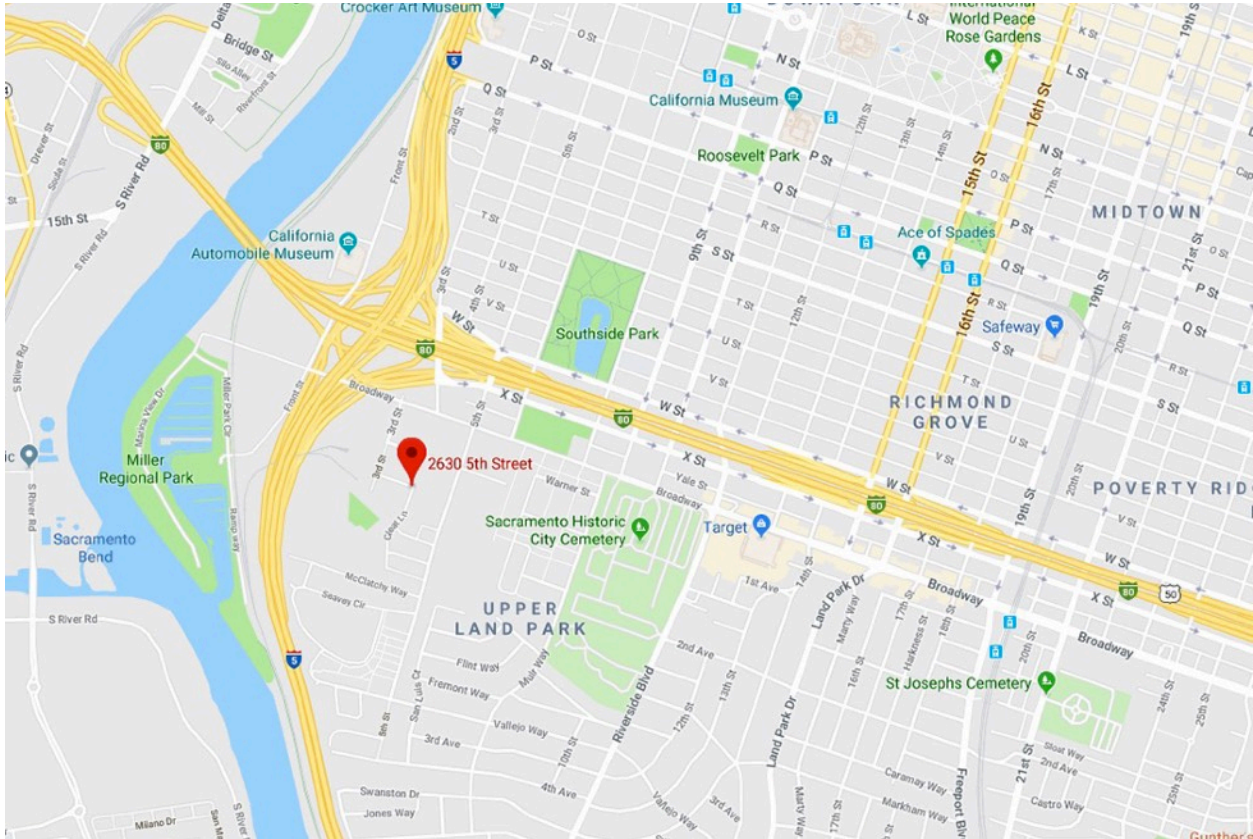
Toyroom would like to Commission &/or Produce an exclusive print for the show, as well as Commission &/or Produce a show poster as we have for past shows. <http://toyroomgallery.com/shop/showposters/>



Currently 2 event venues available, The Market Club & Traveller Hotel

2630 5th Street, Sacramento, CA 95818, a.k.a. 'The Market Club'

Defunct Produce Distribution Center, well known for its Restaurant The Market Club and other venues used for art and music events.
Currently vacant waiting redevelopment



The 14,000 Sq' (indoor) Venue is located just South of downtown Sacramento.
Formally a warehouse district now being developed as downtown mixed use residential community.
Just off Broadway, with easy access to freeways & the Sacramento River waterfront.



The old Market Building

The Market Club



Viewed from 5th Street Entrance, currently gutted in preparation for future planned development.



The Street facing East wall is a potential site for a Mural, possible tribute to Ceasar Chavez / United Farm Workers / *RCAF

The Market Club



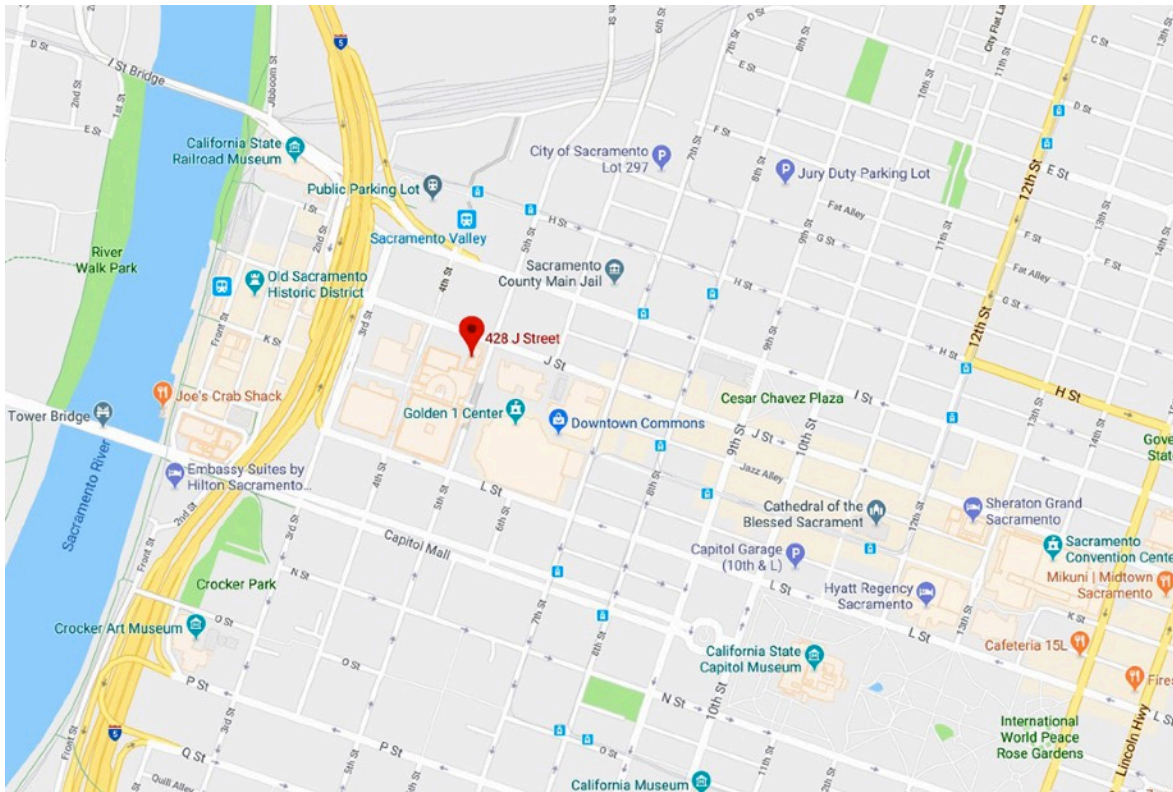
Interior Space available for Art, Music, Food Event.



Exterior Space ideal for over flow.

428 J Street, Sacramento, CA 95814, Sacramento a.k.a Traveller Hotel

This Historic building is currently going through a multi million dollar refit, with the Basement currently empty and available for an Art Event to help promote the reopening of the building



This 12,500 sq' Venue is located in the center of downtown Sacramento, between historical Old Sacramento, the State Capital and next to the Golden 1 Arena Complex.

Easily accessible by Road using I-5, with an off street parking structure next door

It is also easily accessible by Rail with AmTrak station 1 Block from venue and by Air with Sacramento Metropolitan Airport SMF Approx. 15 to 20 minutes north off I-5



Corner of 5th & J Streets

428 J Street

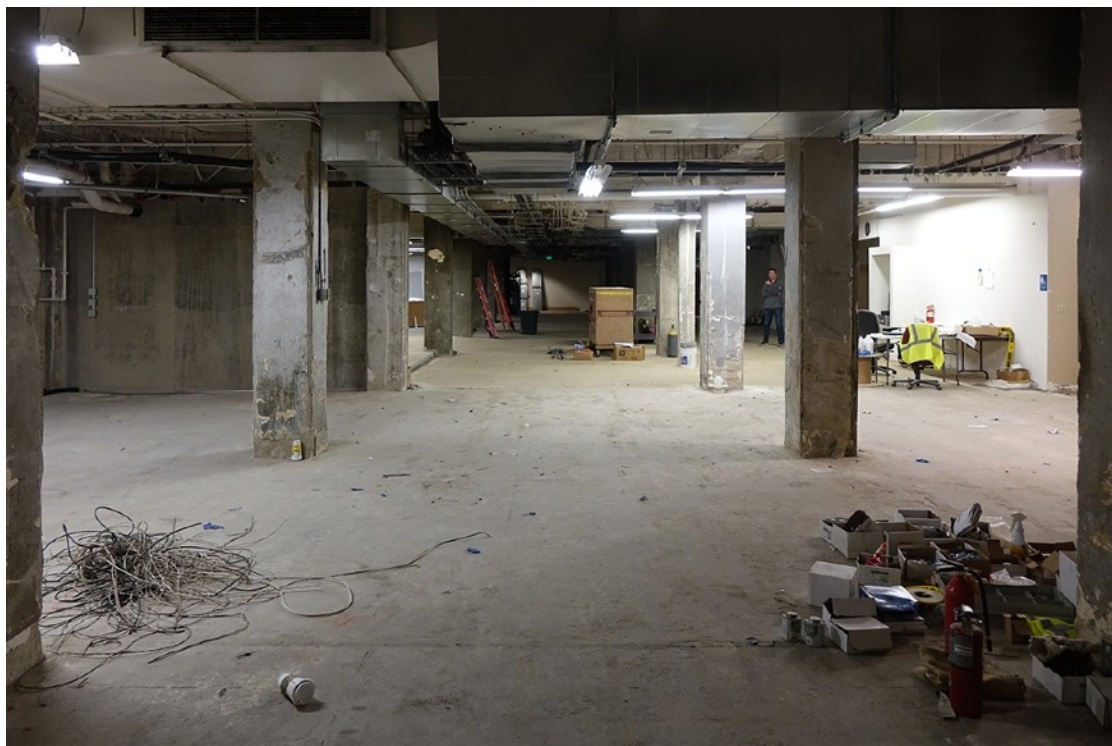


South facing Wall is a possible location of exterior mural, plans are to turn this area into Outdoor Dining . The wall can be clearly seen for Golden 1 Arena across the road, shown with mock up of mural|



There has been discussions about a possible Art installation, mock up of Art Panels installed in the Lobby

428 J Street



Basement, currently unfinished



Anticipated appearance of show hanging, similar space to the 'Antony Micallef Show - Los Angeles 2007', (shown above) however most walls will be clad with drywall giving greater hanging options.

Possible Mural Project/s

Both Building owner/management has expressed an interest in Exterior Murals &/or permanent Art Installations.

For you consideration

Sincerely
Toyroom

John Soldano
john@toyroomgallery.com
916-425-1441

Craig Maclaine
craig@toyroomgallery.com
916-425-0240