

*Tenderloin Museum*

**HOTEL**



*Empire*

**AT CIVIC CENTER  
SAN FRANCISCO**

**LION MATCH Co., Inc. SAN FRANCISCO, CAL.**

*Annual Report 2018-2019*



ABOVE PHOTO BY DARWIN BELL  
COVER PHOTO BY AUSTIN FORBORD  
DESIGN BY RANDALL ANN HOMAN

# From the Director

The Tenderloin Museum opened in July of 2015 with the goal of celebrating the rich history of one of San Francisco's most overlooked neighborhoods. As a museum aiming to explore and amplify the untold stories of a long-marginalized neighborhood, strong relationships and close collaborations with Tenderloin community organizations and neighbors have always been the core of TLM's vision and practice. Through partnerships with our community we've published a book, produced a play, and facilitated large scale art projects while continuing our weekly public programming, temporary exhibitions, and art shows. As a founding employee, and now into my second year as Executive Director of this amazing organization, I am exceedingly proud of what we've accomplished and excited about the road ahead. We are honored to play an active role in the neighborhood we love.

To all of our neighbors, members, donors, artists, programming partners, volunteers, staff, board members, and regulars: Thank you for being with us on this journey; We are nothing without our community. To everyone who has told us they value what we do, we couldn't do it without you. Here's to many more years of celebrating this great neighborhood, and to all of our community members and allies that make it exceptional.

In solidarity,



Katie Conry  
Executive Director  
Tenderloin Museum

March 2019





# *Original Production*

## Compton Cafeteria Riot

A groundbreaking hybrid of theater, site-specific interactivity, and living history, The ***Compton's Cafeteria Riot*** was directly inspired by the 1966 riots that were a catalyst for the birth of LGBTQ activism in San Francisco. The Riot has become an integral piece of the Tenderloin's identity, and this play has offered a singular opportunity for audiences to celebrate the individuals whose tenacious spirit spawned a civil rights movement. This critically-acclaimed play sold out 32 performances for an audience of 1,700.

“Produced by the Tenderloin Museum, this evening of immersive theater deconstructs the idea of normalcy and pulverizes it with a high stiletto heel.”

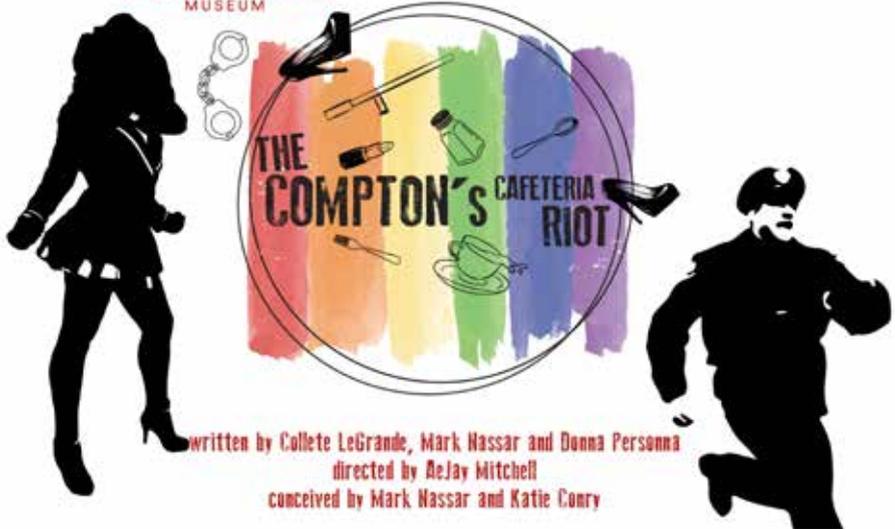
—SF Weekly, 2018

“I want San Francisco to really see the importance of trans folks, and trans women in particular, in the queer narrative [...] Trans women have paved the way for queer resilience”

— Aejay Mitchell, San Francisco Chronicle, 2018



**TENDERLOIN** presents:  
MUSEUM



written by Collete LeGrande, Mark Nassar and Donna Personna  
directed by ReJay Mitchell  
conceived by Mark Nassar and Katie Conry



PHOTOS BY DARWIN BELL

# Community

## Program Partners

In the last two years, we've hosted over 100 public events offering cultural, artistic, and educational programming to all members of our community. These events complement our acclaimed permanent exhibition, an unparalleled collection of photographs and ephemera exploring the rich history of the Tenderloin.

These programs give our neighbors the opportunity to participate in meaningful gatherings that appeal to a wide variety of interests and individuals, reflecting our diverse district. Recent program partners have included:

- Flyaway Productions
- RADAR Productions
- Asian Art Museum
- California Historical Society
- Sunday Streets
- San Francisco Night Ministry
- Roxie Theater
- Larkin Street Youth Services
- SF Urban Film Festival
- UNITE HERE Local 2
- SF Recovery Theater
- GLIDE
- GLBT Historical Society
- Exploratorium
- Shaping San Francisco
- ArtSpan
- San Francisco Neon
- Skywatchers
- CounterPulse
- Temporal Cities
- Au Co Vietnamese Cultural Center
- San Francisco Rock Project
- Vietnamese Youth Development Center
- 100 Days of Action
- California Preservation Program
- San Francisco's Office of Economic and Workforce Development (OEWD)



PHOTOS BY DARWIN BELL



## Artist Residencies

### **Clockwise:**

For the *Anywhere Zines* project, **Raphael Villet** spent five months facilitating a space on the street for people to make art, write stories, and share knowledge through zines. In collaboration with the Tenderloin Museum, Raphael released an anthology book housing all the zines made by 45+ people in the Tenderloin during his residency.

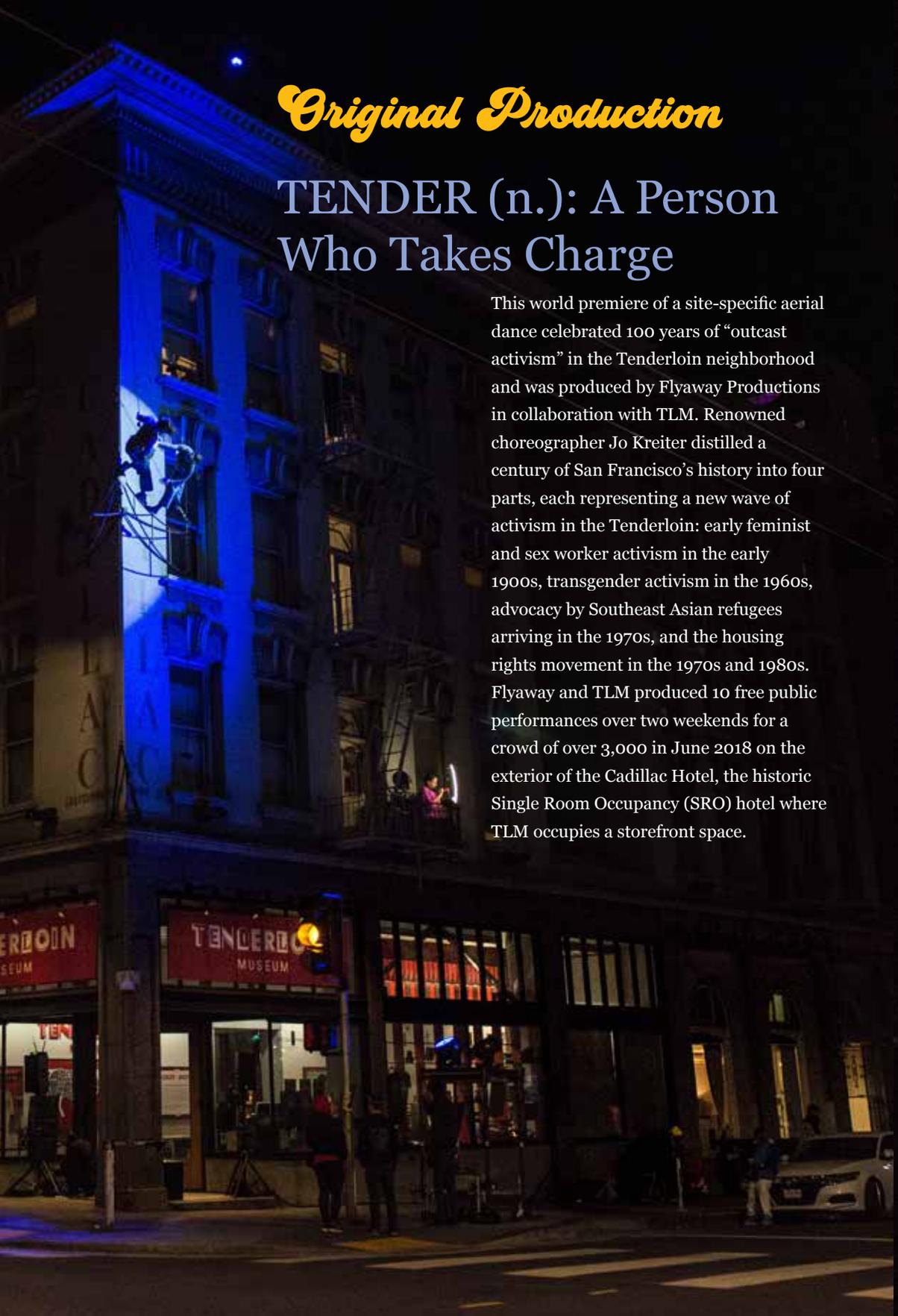
**Darwin Bell** returned to the Tenderloin Museum's gallery with a collection of vivid imagery plucked from the streets of his adoptive home: the TL. *Heart of the City* is comprised of twenty photographs printed on metal that celebrate the iconoclastic neighborhood's perpetual state of metamorphosis.

**Peter Fortuna: A Tenderloin Story** was a retrospective featuring the photography and ephemera of Peter Fortuna. On view was a collaged selection of original photographs, magazine tearsheets, correspondence, by renowned fashion photographer Peter Fortuna whose career spanned 1970–1998. Fortuna came to the Tenderloin seeking subsidized housing while dealing with a crippling addiction, and in this community he was able to create a new life for himself. Fortuna currently resides in the Tenderloin and is celebrating seven years of sobriety.

**Deirdre Weinberg: Living Memory** is an evolving-exhibition that took shape in direct response to the daily happenings in the neighborhood. Across two months worth of engagement with the Tenderloin community, Weinberg painted small portraits of neighbors, animals, places, and scenes and added them to her map of the Tenderloin, painted on the TLM gallery wall. Weinberg continues to visit the museum weekly to create new portraits.



PHOTO CREDITS CLOCKWISE: RAPHAEL VILLET, DARWIN BELL, PETER FOTURNA, AND KATIE CONRY



# *Original Production*

## TENDER (n.): A Person Who Takes Charge

This world premiere of a site-specific aerial dance celebrated 100 years of “outcast activism” in the Tenderloin neighborhood and was produced by Flyaway Productions in collaboration with TLM. Renowned choreographer Jo Kreiter distilled a century of San Francisco’s history into four parts, each representing a new wave of activism in the Tenderloin: early feminist and sex worker activism in the early 1900s, transgender activism in the 1960s, advocacy by Southeast Asian refugees arriving in the 1970s, and the housing rights movement in the 1970s and 1980s. Flyaway and TLM produced 10 free public performances over two weekends for a crowd of over 3,000 in June 2018 on the exterior of the Cadillac Hotel, the historic Single Room Occupancy (SRO) hotel where TLM occupies a storefront space.



# Publication

## The Match Book

***The Match Book: Vintage Matchbooks from San Francisco's Tenderloin***, is an artfully designed history book of the Tenderloin featuring the matchbooks of local businesses and cultural institutions. This book, which became available on December 12th 2018, served as a thrilling preview of the 2019 ***The Match Book: Tenderloin Historical Ephemera Project***, which consists of The Matchbook Map Exhibit and The Tenderloin Ephemera Exhibition.

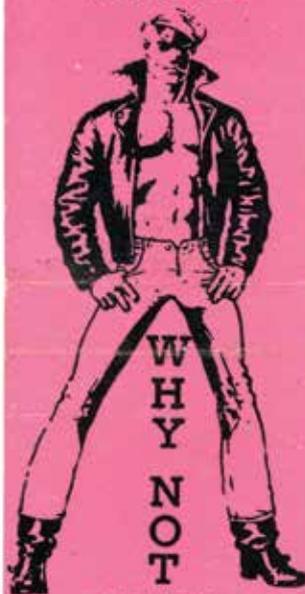
The first addition to the Tenderloin Museum's permanent exhibit, The Matchbook Map Exhibit features a searchable, interactive touchscreen map that connects matchbook imagery to historical information on the associated business and address. The Tenderloin Ephemera Exhibition features historical Tenderloin ephemera from the 1920s-1950s including, glassware, postcards, menus, matchbooks, et al.



The project anchors a robust season of public programming that ranges from spotlights on historic establishments with prolific ephemera, to a lecture on matchbook typography and associated neon signs with San Francisco Neon, to creative writing workshops with kids at 826 Valencia Tenderloin Center in which youths respond to handwritten notes from old Tenderloin postcards.

SALTZ AD SPECIALTIES, S. F. CAL.

# BOOT PARTY THURSDAYS



518 ELLIS  
PR. 6-3333

Close Cover For Safety

LADIES INVITED

# CALIFORNIA BILLIARD PARLOR



1028 MARKET ST.  
61 GOLDEN GATE AVE.

ILLION MATCH & NEW YORK



# COCKTAILS



"SING WITH TOMMY"  
ENTERTAINMENT NITELY

CLOSE COVER BEFORE STRIKING

"AWE INSPIRING"  
24th FLOOR  
*Why Koom*  
EMPIRE

WILLIAM TAYLOR HOTEL  
Formerly



ILLION MATCH & NEW YORK CAL.



San Francisco



**bunnys**  
WAFFLE SHOPS

1102 MARKET STREET  
964 MARKET STREET  
11 MCALLISTER STREET



1014 • 1018 • 1020 • 1022

# *Historic Preservation*

## Tenderloin Neon A-Z

In the spring of 2018, San Francisco Neon and Neon Works began a survey of historic neon signs in the Tenderloin and South of Market neighborhoods in order to catalog them and launch a large scale restoration project. This important neon initiative is a collaboration of San Francisco Neon, the Tenderloin Museum, and the SF Shines program of the City Office of Economic and Workforce Development.



PHOTO BY RANDALL ANN HOMAN



# *Tenderloin Museum*



*tenderloinmuseum.org*

TENDERLOIN MUSEUM

398 Eddy Street, San Francisco CA 94102

info@tenderloinmuseum.org 415-351-1912