



**TURNAROUND ARTS:**  
**CALIFORNIA**  
creating success in schools

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**WORLD RENOWNED ARCHITECT FRANK GEHRY TO VISIT HOOPA VALLEY ELEMENTARY SCHOOL ON  
WEDNESDAY, JANUARY 14**

HOOPA, CA — Frank Gehry, one of the most inventive and pioneering architects working today, will visit Hoopa Valley Elementary School on Wednesday, January 14, 2015, as part of the Turnaround Arts program at the school. Hoopa Valley Elementary School is located at 11500 State Highway 96, in Hoopa, CA.

Turnaround Arts, a signature program of the President's Committee on the Arts and the Humanities, works with local program partners to provide intensive arts education resources to struggling schools across the country, leading to increases in attendance, academic achievement, and student engagement. The initiative focuses on strategic approaches to school improvement by building whole school vision and consensus, leveraging community resources for maximum impact, and utilizing arts resources to target priority areas aligned with school improvement plans. Each Turnaround Arts school receives professional development from experts in the field and a range of resources provided by national partners to bolster student learning and build school community.

There are thirty-five Turnaround Arts partner schools in the nation, and ten are located in California. As part of the initiative, each school is adopted by a well-known artist, who serves as a role model and inspires students to set high goals and work hard to achieve them. Gehry is the Turnaround Artist paired with Hoopa Valley Elementary School. Based in Los Angeles, where he relocated with his family in 1947, Gehry has developed a unique vocabulary that reflects both the urban vernacular and his long association with contemporary artists. In 1954, he received his undergraduate degree in architecture from the University of Southern California and in the years immediately following, worked in a number of firms including Victor Gruen Associates and Pereira and Luckman Associates. After brief studies in urban planning at Harvard University's Graduate School of Design and a year in Paris working for André Rémondet, Gehry returned to California and opened a small office in Santa Monica in 1962. His distinctive formal vocabulary developed in early residential commissions in which he explored the expressive potential of humble materials and infused the architectural envelope with a sense of movement. As his practice expanded, the scope of his commissions grew to include exhibition design, furniture, libraries, office buildings, restaurants, schools, and visual and performing arts venues. The

award of the Pritzker Architecture Prize in 1989 brought increased recognition, and the years following have been among the most productive and rewarding of Gehry's career. Frank O. Gehry & Associates has grown to over 140 employees, and the geographic terrain covered by the firm's work includes the Czech Republic, France, Germany, Japan, Scotland, Spain, Switzerland, and the United States.

[INSERT FRANK QUOTE HERE.]

Gehry will address students and teachers at an assembly at 1:30 PM on January 14. "Frank Gehry is a very special artist, designer, and architect," said Malissa Feruzzi Shriver, executive director of Turnaround Arts California. "Mr. Gehry has been working with students for more than forty years, inspiring them to find their 'signature' style, to dream big, and to think deeply about their environment, spaces, and what excites them. I am thrilled that these students and their teachers will have the opportunity to work with Mr. Gehry, a brilliant artist, a true visionary, and one of the greatest architects in the world."

**About Turnaround Arts:** Turnaround Arts is a program that uses arts education as a tool to help turnaround America's struggling schools. Led by the President's Committee on the Arts and the Humanities, together with national and local partners, it brings high-quality arts education resources to some of the lowest performing elementary and middle schools in the country. Frank Gehry is the founding funder responsible for initiating Turnaround Arts: California and contributing to the statewide initiative. Additional support for the California program is made possible through the California Arts Council, The Eisner Foundation, Herb Alpert Foundation, Rosenthal Family Foundation, Nigel Lythgoe, Lynda and Stewart Resnick, and Susan Steinhauser, and Daniel Greenberg. Learn more about Turnaround Arts at [www.turnaroundarts.pcah.gov](http://www.turnaroundarts.pcah.gov).