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Packed opening night For the Love of Art

By Pippa Fisher



Photo Pippa Fisher Art lovers and many others filled the old Wells Fargo Building on Feb. 14 in Lafayette.

like this."

The building was packed and there was a long line of people outside waiting to get into the opening of Jennifer Perlmutter's pop-up art gallery Feb. 14 at the old Wells Fargo building on the corner of Mt. Diablo Boulevard and Moraga Road. And even the torrential rain didn't dampen people's enthusiasm.

The first exhibit entitled "For the Love of Art," appropriately named given that the opening day was Valentine's Day, was beautifully displayed in the lofty building - more spacious than Perlmutter's existing gallery.

Perlmutter is certainly happy with the success of the opening night. "I expected half the number," she said, noting that it was a diverse crowd of close to 300, with people coming from as far away as Sacramento, Palo Alto, San Francisco and Napa. "There were small children, millennials and one lady who said that in 74 years of living in Lafayette she had never seen anything

Wine was being served from the old teller counters, people could access the vault to see a fun exhibit and in another corner the Acalanes Jazz Quartet expertly entertained.

The crowd was also treated to a performance by local singer/songwriter Laura Zucker and to an Art Moves Project performance that included an interpretative dancer moving amongst them and an installation room titled "Encased." AMP is a public art initiative founded by Lafayette residents Yukie Fujimoto, Christy Mack and Lissa Resnick focused on bringing art and movement out of traditional venues to unexpected spaces.

"The dancer added a layer and made it just so cool," says Perlmutter, explaining that she aims to push up against the norm. "The question is, what is art? Why does it matter?

"For the last five years I've been bridging culture, commerce and community in my flagship gallery. People here are thirsty for art and creative connection," says Perlmutter. "Now even more people get to experience the strong creative culture in Contra Costa County. It's nothing short of exciting."

The gallery is open to the public 11 a.m. till 6 p.m. Wednesdays through Sundays.

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