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Aimee Friberg opens second contemporary art gallery in Oakland's Temescal district

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Curator and gallery director Aimee Friberg opened a new project space Nov. 10 in Oakland's Temescal Alley called CULT Bureau.

This isn't your typical white-cube gallery. Located at 482 D 49th St., the 320-square-foot gallery aims to showcase the work of emerging and established artists and designers — both local and from around the world — and offer the opportunity for visitors, collectors and other artists to connect with each other in the gallery's casual "salon-style" setting.

This isn't Friberg's first foray into running her own space. She opened San Francisco's CULT Aimee Friberg Exhibitions gallery in 2013 after a stint at SFMOMA where



COURTESY OF CULT AIMEE FRIBERG EXHIBITIONS

she saw an opportunity to open up her own experimental and conceptual art space. She's also a performance artist in her own right, giving her a more intimate view into how to treat fellow artists and showcase their work.

Aimee Friberg, director and curator of CULT Aimee Friberg Exhibitions

"Opening a second space allows me to play a greater part in democratizing the collecting process and bridging the conversation between Oakland, the Bay Area and the global art market. CULT Bureau will allow me to build relationships between collectors and artists and create a more approachable, accessible experience with art, particularly for newer and younger collectors," Friberg said in an email.

A key focus of the exhibitions and types of work on display will be Oakland's long history as a center of creativity and political protest. A press release cites "Friberg's curatorial mission [of] amplifying artists of diverse backgrounds."

Temescal Alley is increasingly a destination for those seeking out art experiences, so she'll be in good company. "I live in Oakland. People are gravitating here now because of its cultural integrity, history and the fervor of creative energy and entrepreneurship. Its dynamic here and the world is catching up to it. My first gallery space was in the East Bay in 2008. Opening CULT Bureau is coming back to seeds planted at a moment when it feels ripe to expand," she said.

Friberg herself designed the gallery's interior and exterior while the space was executed by Bay Area builders Sean O'Connell and Andrew Poyner with assistance from SOLID, an architectural design firm located based in New York and Mexico City.

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