



FOR IMMEDIATE RELEASE  
June 30, 2005

**PRO ARTS PROJECT**

**Official Pep Talks by The Susan O'Malley Research Team (S. O. R. T.)  
July 19 - August 7, 2005**

**Oakland, CA:** Pro Arts is pleased to invite you to an presentation of *Official Pep Talks*, an installation and interactive project by The Susan O'Malley Research Team (S. O. R. T), otherwise known as San Francisco-based artists Susan O'Malley and Christina Amini. The exhibition opens on Tuesday, July 19 at 5pm. Free Pep Talks will take place in the gallery on Saturdays, July 23 and 30, from 1 - 3pm. Reservations are encouraged and can be arranged by calling 510/763 - 4361 or sending an email to [info@proartsgallery.org](mailto:info@proartsgallery.org).

From the artists' statement: *Everyone needs a pep talk. Think about it. When was the last time that you had a team cheering you on to be your best self? The Official Pep Talk, brought to you by the Pep Talk Squad and The Susan O'Malley Research Team, focuses on what you need. We are here to listen to you and give you pep! and encouragement. We believe that talking is transformative. By talking and sharing we are participating in your personal growth. We believe in you. And we also believe in the process. The Official Pep Talk is a free service open to anyone who wants words of inspiration. A hybrid of life coaching, cheerleading, pop-psychology and intuition, the pep talk is a 10 - 15 minute session where you may express concerns and questions to the Pep Talk Squad (PTS). In response the PTS will write, read and give you an "Official Pep Talk." Quick, easy and fun with proven results!*

Drawing references to the performative elements of Tony Robbins motivational speaking and to the recent film "I HEART HUCKABEES" wherein the main character hired "Existential Detectives" to examine his life, *Official Pep Talks* by The Susan O'Malley Research Team explore social practices and relational aesthetics through the medium of audience interactive performance. Relative to the work of contemporary artist Christine Hill, who has offered free public tours of New York City, *Official Pep Talks* explore the relationship between artist and viewer in terms of generosity and the dynamics of experience versus object in art production.

Susan O'Malley holds a BA in Urban Studies from Stanford University and is currently completing an MFA in Social Practices at California College of the Arts. She has exhibited at San Jose Institute of Contemporary Art, Red Ink Studios and Phantom Galleries. Christina Amini has written for several local and independent publications--including her own zine *Before the Mortgage*, *Bitch* magazine and *Readymade* mag--and holds a BA from Stanford University in English. Previously presented in classrooms and grocery stores, this is the first gallery presentation of the *Official Pep Talks*.

**PROJECT:** This series presents works which dialogue with topical issues and art practices from the wider contemporary art discourse--with an emphasis on exploring social practices, new genre, large scale installation, off-site projects and new media.

**FACILITY INFORMATION**

Pro Arts is located at 550 Second Street, Oakland, CA, 94607. The gallery is open Tuesday through Saturday, Noon - 6pm; and Sunday, Noon - 5pm. Entrance is free.

**MISSION**

Pro Arts is a nonprofit artist-based membership organization that exhibits artists' work and provides a venue for furthering communication in the arts. Find out more at [www.proartsgallery.org](http://www.proartsgallery.org)

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For more information or digital images, please contact:  
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