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The Loft *at* UC SAN DIEGO

Where emerging art and pop culture collide

About The Loft

We'd like to introduce you to The Loft, our new performance lounge and social crossroads opening in September 2008. Our performance venue is for anyone hungry for artistic connections. A place where modern design, appetizing bites, and intriguing performance commingle—The Loft will revolutionize how you experience the arts. From chamber music that rocks, to film and food feasts, to iPod jukebox music-sharing, every experience here is a creative one. So cross genres, push boundaries, and explore new artistic terrain with us. It's all happening at The Loft.

Bites and Beverages

With all types of social tasting events, The Loft is the place to try something new, explore the culture of food, and learn about the benefits of sustainability. Enjoy a glass of wine or unique beverage during a performance or snack on savory treats before a film.

Design

Designed and furnished by San Diego's go-to designers, bells&whistles, The Loft interior is a fresh take on mid-century hip. Modern bench seating, sculptural lighting fixtures, plush ottomans, and understated architecture provide the feel of an intimate urban hangout and the perfect setting to absorb artistic experiences.

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Interactive

The Loft is about exploring new artistic terrain with your friends. So share your music on our iPod jukebox, write in one of The Loft journals, upload your picture to be included in our visual art display. Send us your artwork, a demo, or an idea and build your very own Loft experience. This is your place for creative connections.

The Loft Video Gallery

The Loft Video Gallery is a dynamic viewing space located just outside the venue where both casual passerby and purposeful viewers can immerse themselves in captivating film and video. Curated on a monthly basis in partnership with campus and community guests, The Loft Video Gallery is a fresh take on how we engage with film in public places.

Performance

The Loft will feature rock n' roll, underground comedy acts, interactive film events, global pop, late night DJ's, and a lot more. Expect to see local, national, and international artists, not to mention the talent right here at UCSD—a place that will become known as a hotbed of boundary-breaking innovation.

Students

Central to The Loft are the UCSD students who will be key players in its day-to-day management, programming, promotions, and happenings. Whether undergraduate, graduate, or alumni, The Loft will become the focal point for all six college communities to share thoughts, ideas, and creative experiences.

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