

NEW PEOPLE SOU • SOU

Media Contact:
Erik Jansen
MediaLab
erik@medialab-pr.com
(714) 620-5017

MEDIA ALERT

FOR IMMEDIATE RELEASE

NEW PEOPLE AND SOU • SOU WELCOME POP ARTIST *PNUT* FOR LIVE IN-STORE PAINTING SESSION

*Skate And Surf Inspired Artist To Custom Paint A Variety Of Hand Made
Split Toe Work Shoes At The New Japanese Pop Culture Venue*

San Francisco, CA, October 26, 2009 – NEW PEOPLE, a dynamic entertainment destination bringing the latest examples of Japanese popular culture to North American shores, welcomes pop artist Greg “Pnut” Galinsky for a special live appearance on Sunday, November 1st from 4:00-6:00pm. Pnut will hand paint plain white “Tabi” shoes custom made by SOU • SOU, a unique footwear brand from Kyoto that puts a vibrant, modern twist on the ultra-comfortable, traditional Japanese work shoe. SOU • SOU is one of several Japanese fashion labels that have opened boutiques on the venue’s 2nd floor.

"It's a great honor for me to be able to work with NEW PEOPLE and SOU • SOU," says Pnut. "It's so nice to see a part of Japan here. I have lived in San Francisco for over 17 years and I have yet to see anything like it!"

Greg “Pnut” Galinsky is influenced by his diverse upbringing by a Burmese mother and Lithuanian father, coupled with growing up near the ocean in Santa Monica, CA and the burgeoning surfing and skateboarding scenes throughout Southern California. Inspired by funk, reggae, jazz, hip hop and punk rock, Pnut’s work is also known for its use of vibrant colors and geometric and architecture-inspired shapes and patterns. Through mixed techniques and media, Galinsky strives to capture the spirit of all that he loves in each custom created work. Other commercial collaborators with Galinsky both past and present include Barney’s, Quicksilver, VANS, Levi’s and Adidas among many other notable brands. More information on the artist and a gallery of his work is available at: www.gregpnutgalinsky.com.

SOU • SOU has developed a unique line of Japanese classic “Tabi” shoes based on a design originally favored by Japanese construction workers. SOU • SOU’s combination

of form-fitting soles and colorful graphic patterns has attracted a huge following, from dancers to the sneaker-obsessed. Designed to be fresh and fun, each shoe is handcrafted in Japan and made for durability using traditional techniques. SOU • SOU opened its first flagship store with NEW PEOPLE in San Francisco this summer. More information is available at: www.newpeopleworld.com/fashion.

NEW PEOPLE is a 20,000 square foot contemporary building located at 1746 Post Street in San Francisco's Japantown (one of only three remaining in the country), an area steeped in more than a century of history. The structure features a striking 3-floor transparent glass façade that invokes a fun and exotic new environment to engage the imagination for the 21st Century.

A dedicated NEW PEOPLE web site is also now available at:
www.NewPeopleWorld.com

###