

The Soft Parade

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1599fdT is thrilled to announce the opening of The Soft Parade - Part I, a group exhibition exploring notions of hidden resistance, performative rituals, and the balance of inner seeking and outward comfort.

The Soft Parade borrows its name from The Doors' 1969 suite— a vivid poem about faith, spectacle, and the strange choreography of modern life. The exhibition, first conceived for a Marin art institution and inspired by the song's imagery of processions and spiritual confusion, takes on renewed resonance at a region shaped by the fading shadows of counterculture.

The three-part show explores a place where countercultural ideals linger like ghosts. Yet their influence remains, embodied by individuals or small groups quietly humming beneath layers of wealth, wellness, design, belief, landscape, and control.

The exhibition proposes that the parade has not yet ended. It has only changed tempo, softened its sound, latent, drifting down quieter streets.