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FOR IMMEDIATE RELEASE

How to Create or Customize A Religion

San Francisco's genre-busting artist Marilyn Yu is taking the DIY (Do It Yourself) ethos of the San Francisco Bay Area to another level. She is creating a DIY religion as an example, hoping to inspire and empower others to rethink tradition and adapt religion to our times.

Yu defines religions as shared belief systems that provide guidance for living and tools to keep one's values and actions aligned. She believes that our current religions has stopped evolving and are no longer constructively directing our cultural evolution. Living in a time of great cultural transition as advances in technology open up traditional boundaries, Yu wants our belief systems to help us learn to live cooperatively. She encourages people to apply their critical thinking and creativity to religion in order to create a more compassionate world.

Yu is collaboratively creating a religion centered on a contemporary heroine named Eva. She is an update of the femme fatale archetype. Eva's story is one of personal exploration and a struggle for self-determination. Her journey leads her to find compassion -- compassion for others, the world, and eventually for herself.

"Creating a religion is a complicated process," says Yu. A whole team of forward-looking people has been helping with the creation on Eva's mythology. This is important Yu explains because "religions are shared dreams, so in order to create one, it needs to be relevant to more people than just me."

Yu will be releasing the second book about Eva later this year. "La Femme Fatale" tells the life-story of Eva the vampire encapsulated in a deck of cards. The Cards take the reader on a pretty, playful, and poetic journey. The Companion provides background and additional insights. This contemporary heroine inspires compassion while the card format encourages introspection.

Yu believes that our thoughts create our world. Come experience the cards and hear some suggestions on how you can customize your religion. Book launch events TBA.

Stay Connected: Join mailing list @ www.MarilynYu.com

FaceBook - <http://www.facebook.com/pages/Marilyn-Yu/49951162089>

La Femme Fatale

Written by: Heather Papp & Marilyn Yu

Illustrations: Marilyn Yu

San Francisco: Art & Lenny

42 Cards and 32 pp. Companion

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MARILYN YU

Marilyn Yu is one of the creative people that our dynamic world needs in order for us to adapt and thrive. "It is not the strongest of the species that survives, nor the most intelligent, but rather the one most responsive to change" – Charles Darwin, naturalist.

The San Francisco Bay Area leads the country in innovation because of its unique sect of the creative class for whom creativity is not only the ability to create but is also an act of forward-looking problem-solving. San Francisco's genre-busting artist Marilyn Yu epitomizes these characteristics. Gifted with both a right and a left brain, Yu applies creativity to all facets of her life from creating a Do-It-Yourself ("DIY") religion to improving access to quality health care.

For over a decade Yu has interwoven media, ideas, and people in her creations. She was a pioneer in introducing sustainability to high fashion with her award-winning, hemp-based clothing line Plutonium Clothing. She is a versatile management professional with over ten years of operational experience at mission-based organizations in both healthy and distressed financial and funding environments.

In her latest works, Yu is creating a DIY religion, with a team of creative professionals, based on a contemporary heroine named Eva. By challenging the stagnant ideas of the dominant belief systems, Yu aims to empower people to take control of their thoughts instead of letting thoughts control them. She introduced Eva in "Relations That Suck: The Story of Eva and Dries," a piece of art in book form that bridges the worlds of fine art, fashion, and fiction. "La Femme Fatale" is a gateway work that invites readers to have an intimate interaction with the beautiful and profound.

Yu is also working on the forefront of health care as the Director of Finance for the Women's Community Clinic. Since 1999 the Clinic has used an innovative volunteer-based business model to provide free health care services to Bay Area women and girls. Yu works to increase the efficiency and effectiveness of the Clinic so that it can continue to provide and expand excellent services to people in need.

The newest project on Yu's plate is to build a space for where creative people can live, work, and play together.

Yu's vision is to bring diverse people together to engage in reflection, critical thinking, and cooperation. Her dedication to building and transforming consciousness and community-based organizations compels her to assemble teams that question the status quo and love to experiment. She works through a collaborative process that creates space for spontaneity and organic development.

Yu has a Bachelors of Fine Arts in Sculpture from the Rhode Island School of Design and a Masters in City and Regional Planning from UC Berkeley.

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"With her astounding new work, Marilyn Yu reminds us why, for so much of history, images and words were considered inextricable. Yu pushes the boundaries of narrative with her story of Eva Prim, a vampire and the "Femme Fatale" of the title. La Femme Fatale's layered and complex presentation—inspired by tarot cards and illuminated manuscripts—touches both the reader's intellect and emotions. As an object of beauty itself, La Femme Fatale—which demands to be held, shuffled and examined—shows us why digital books will never be an adequate replacement for the sensory wonder of a real, physical book."

Praise for La Femme Fatale

Shawna Yang Ryan, author of Water Ghosts (originally published in 2007 as Locke 1928), finalist for the 2008 Northern California Book Award

"Lost in the beauty of the cards ... overtaken by the luring words.... Each word is filled full of meaning and emotion like a strawberry that one bites into and the juice overtakes the senses.... [In] Eva's world of the vampire there is so much of this world that many vampire fans long for- colors that are bright, clothes that are rich, and beautiful beautiful people. The story and pages make ones long to be a part of Eva's world.... Marilyn has once again shocked, amazed, and pulled me into the world of Eva.... I highly recommend this to everyone- the vampire fan, the artist, the poet - there is something here for everyone and more."

Review of La Femme Fatale

Bertena Varney, Lexington Vampire Examiner, Examiner.com: June 2011

"More than just a spellbinding, emotional story but also a visionary delicacy for your senses.... The author weaves a story that makes you yearn to know more.... The pictures are so inviting that you find yourself inside each page. The details of the symbols, the clothing and even the doilies are so exquisite that one can stare at each page and wonder what profound meaning each holds.... Yu is a talented artist in both visual and linguistic talents that has created a piece of art that tempts all of the readers' senses. It is definitely a book to be collected and enjoyed."

Review of Relations That Suck

Bertena Varney, Lexington Vampire Examiner, Examiner.com: January 2010

"A pretty picture book for grownups.... her designs are certainly at the forefront of this fairy tale. Lushly photographed by Norma Cordova and Angela DeCenzo ... a story whose connotations touch on the dangers (and perhaps pleasures) of guilt, the balance of power in friendships, and whether or not a spider is ever really a proper roommate.... vampires in pretty clothing. And, really, how far can you go wrong with that as your premise?"

Review for Relations That Suck

HauteMacabre.com, 28 August 2009

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"The photography is haunting and glamorous...a surprisingly touching tale...the intriguing clothing, the hair styles and makeup are flawless...the photography is outstanding.... I would recommend to people who love the fashion design world and the mystery of a good, short vampire story. The spider, Dries, is quite the character too!"

Review for Relations That Suck

Laura Hinds, Reviewer, MyShelf.com: July 2009

"A kind of picture book for grownups,... A strikingly visual, thoroughly engaging, and quite original, "Relations That Suck" is enthusiastically recommended to fans of the vampire genre, as well as anyone with an interest in the not-so-simple art of visual storytelling."

Review for Relations That Suck

James A. Cox, "Reviewer's Choice" in California Bookwatch: April 2009

"Dark and strangely entrancing It's just... wow. I am most definitely a fan of Marilyn Yu and her designs now, and I recommend "Relations that Suck" to vampire and fashion fans."

Review for Relations That Suck

Neha N. Kashmiri (age 14) from Reader Views March 2009 - Book Reviews for teens by teens

"This fashionably dressed vampire with a penchant for creativity, Catholic guilt and human sympathy – who meets a dark handsome arachnid – is the creation of Marilyn Yu.... a fine weave, with fashion, fine art and publishing in a gorgeously dark picture book with beautiful theatrical clothing."

April Elkjer, "'Relations that Suck' - A Picture Book for Fashionistas", Nichi Bei Times, April 2-8, 2009 Entertainment+Art

"San Francisco is proud to have an artist like Marilyn Yu who epitomizes the creativity and community that San Francisco is known for. Her book is a visually-stunning, experimental collaboration that showcases the best of San Francisco."

Praise for Relations That Suck

David Chiu, San Francisco District 3 Supervisor, President of the Board of Supervisors

"I loved the book. It's beautiful."

Praise for Relations That Suck

Midori is the author of bestselling books "The Seductive Art of Japanese Bondage", "Master Han's Daughter" and "Wild Side Sex: The Book of Kink".