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**ARTS & ENTERTAINMENT**

# Roberta-palooza to celebrate Lynn Hershman Leeson's persona invention

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**Roberta-palooza: The Roberta Breitmore Lookalike Contest:** 5-7 p.m. Saturday, Oct. 4. Free. Di Rosa San Francisco, 1150 25th St., S.F.  
<https://minnesotastreetproject.com>

Roberta became a (seemingly) real person who lived in San Francisco and “arrived” in the city by bus, checked into the Dante Hotel and, for six years, lived a fully documented existence. Hershman Leeson’s creation had her own distinctive clothing, signature makeup, walk, gestures, speech patterns and handwriting.

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This project also included opening a bank account, obtaining credit cards, renting an apartment, seeing a psychiatrist and even in participating in Weight Watchers, all in Roberta’s name. Roberta even placed ads seeking roommates, and received 43 responses.

Now, the di Rosa Museum San Francisco presented with Altman Siegel gallery will host Roberta-palooza, a Roberta Breitmore lookalike contest, to celebrate Hershman Leeson’s project. Participants are invited to come dressed in the character’s signature red polka dot skirt, knit separates and blond wig.

Hershman Leeson will judge Roberta-palooza along with drag performer Monique Jenkinson (aka Fauxnique) and Chronicle columnist Tony Bravo.

Sep 29, 2025

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**Chronicle staff**

**Chronicle Staff****More For You****BAY AREA****Bay Area cowboy artist Gerry 'Maestro' Gaxiola dies at 88**

Albany cowboy artist Gerry "Maestro" Gaxiola, subject of Les Blank films and founder of Maestro Day, died Aug. 16 at 88.

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