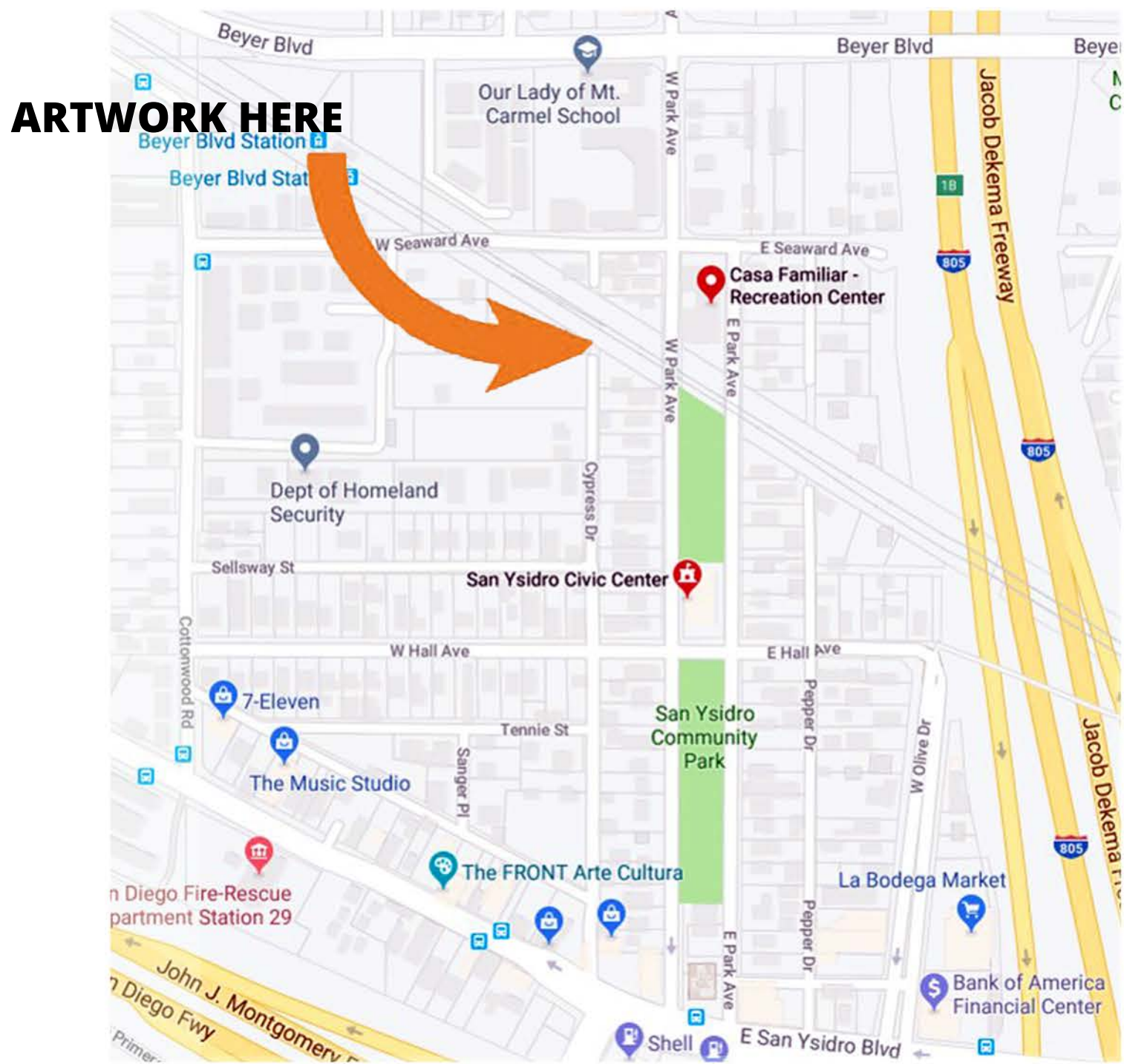


here comes the neighborhood PUBLIC ART
ARTWORK PROPOSAL
BY JANELLE IGLESIAS



Artist rendering of the artwork.

Artist Janelle Iglesias is creating a site-specific artwork for San Ysidro as part of the City of San Diego's public art initiative *here comes the neighborhood*. The artist spent several months exploring San Ysidro neighborhood and engaging with the community to develop her proposal.

The proposed artwork, titled Love Letter to San Ysidro, is a poetic, text-based work resembling a sign with lettering in Spanish/ Spanglish to reflect the demographic of San Ysidro and its proximity to Tijuana. It will stand approximately 14 feet wide and 10-12 feet tall. A minimal frame and rail to hold the text will be constructed out of powder-coated welded steel and mechanically bolted to cement footings custom designed for the mount. The artwork will be located adjacent to the new Paseo La Paz Community Housing Development at the north end of Cypress Drive and in proximity to the Beyer Boulevard Trolley Station.

The artist was inspired by the Cypress Drive paseo, which is becoming a growing arts corridor in San Ysidro and serves as a pedestrian route connecting the art centers at MoMita and the FRONT Gallery for Art and Culture to the Beyer Boulevard Trolley Station. The artwork will create an intentional, visual entrance to the paseo, drawing attention to and framing the walkway. Elevated off the ground, above the heads of pedestrians, the text of the artwork can be viewed by both local pedestrians and passengers commuting on the Trolley.

Due to its proximity to the Trolley Station which transports people to and from the border of Tijuana, the artwork will create a poetic and conceptual bridge both locally within the community, and transnationally between San Ysidro and Tijuana. The artist intends for the artwork's meaning to be open to interpretation; it could be read as a call to action, a question, a poem, a play on words and translations, or perhaps a though experiment. The artwork activates and frames space, creates a meeting point and a gateway, usurps market-driven signage in urban space, and prompts us to look up into the sky.

The artist is currently exploring various textual phrases and color choices.



ABOVE: Artist renderings of possible text and color choices.