

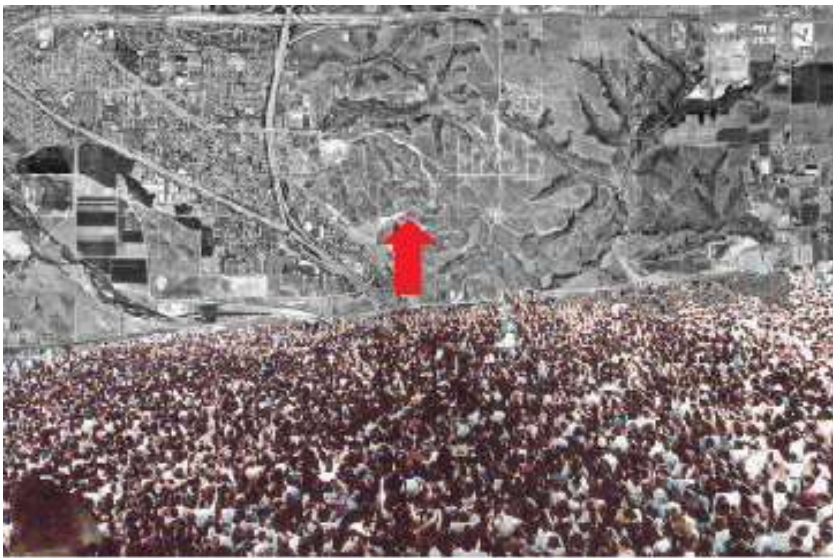
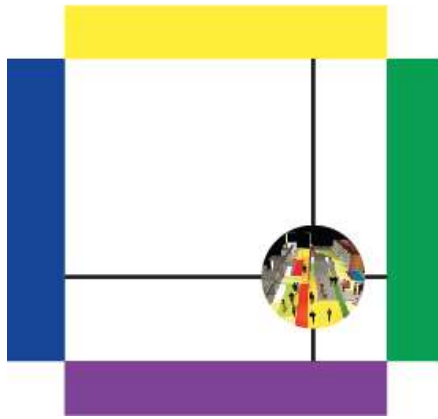
## Iconography

The collage consists of 20 individual images arranged in a grid-like fashion. The top row includes a modern building with a red and white facade, a colorful architectural rendering of a building, a map of the Middle East, and a grid of small portraits. The middle section features several murals of political figures, including a large mural of a man's face, and a wall with a large, colorful, abstract mural. The bottom section shows a colorful building facade, a wall with a large, colorful, abstract mural, and a wall with a large, colorful, abstract mural. The images collectively represent a range of urban interventions and social art projects, from architectural facades to murals and community spaces.

# Estudio Teddy Cruz-Casa Familiar

## Technique:

Built modular architecture with goods and services transformed/transported across borders



SAN YSIDRO, CA 2001- present

## Politics

The Casa Familiar design intention was to bridge the gap between the 'Top Down' Institution and the 'Bottom Up' Agency. The architect plays the role to bridge this gap. Creating housing for non-profit and micro developers by negotiating with the municipality and the financial institutions allowing the neighborhood to be the developer and not an external agency.

## Community Implications

For the community it provides a social service structure through which they can program and use the space for the growth of the community. The space can be transformed with time as, art workshops, farmers market, collective kitchen, public symposium, block party and gallery show. Allowing the space to inhabit a sense of informality which already exists in the border community.

## Imbedded Messages

The project address the informality that is created in towns near the border, through the influx of illegal immigrants there are more chances of informal settlements to appear and in order to give order to new settlement, teddy cruz tries to develop a housing model that is common in parts of mexico, and formalize it in a sense to make it "legal"

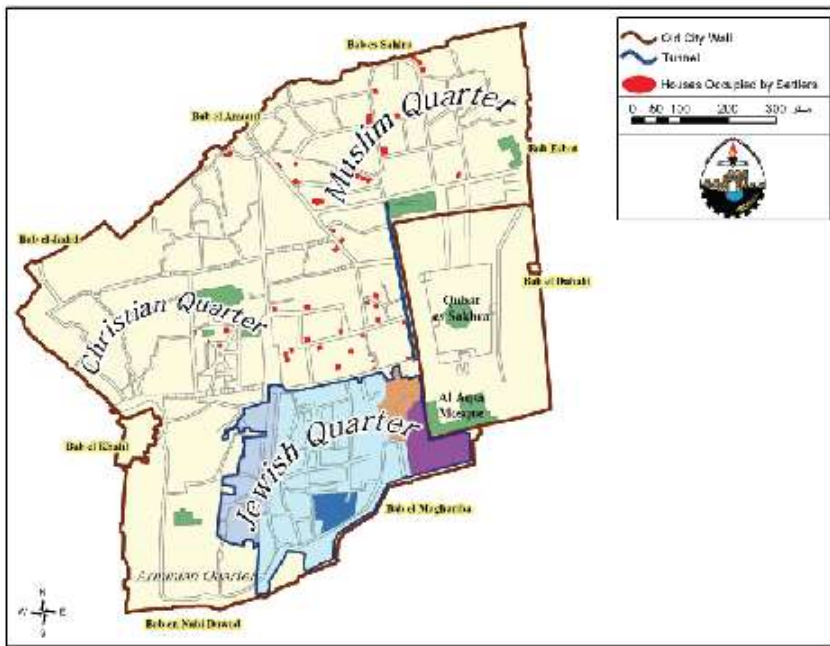
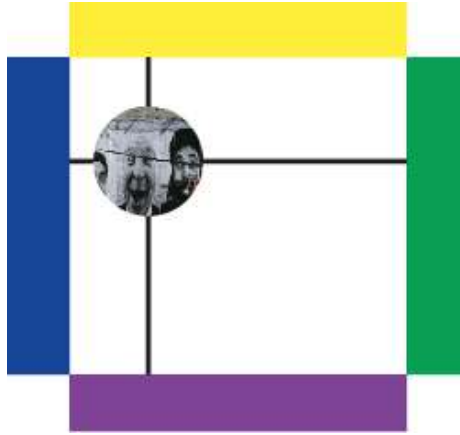
## Greater Impacts

The greater impact of this project is the empowerment of the micro-economy that is created to make the neighborhood the developer and allow them the power to develop their own community. The architect takes the role to merge the Top down institution with the Bottom up Agency.

# JR-28 Millimeters Face2Face

## Technique:

28 mm camera used to take photos, which are printed and pasted onto surface in the urban informal



# Israel & Palestine 2007

## Politics

The political background to the 28 millimeter project is the fact that it is illegal. Defined as illegal by the controlling governments, the galleries have no jurisdiction or permits or any form of license to paste pictures on walls. Due to the tension between Palestinians and Israelis the site of the project becomes more of a political statement as it occupies the walls that divide the people.

## Community Implications

The implications this project had on the community was that it forced people to reflect on their opposites on the other side of the wall. To allow them to see what JR see's, in that people live their lives similar on both sides of the wall and is there really a need for war and tension, or can there be peace

## Imbedded Messages

For this project, portraits of Israelis and Palestinians are pasted face to face, in monumental formats on both sides of the wall and in several Palestinian and Israeli cities. These people look the same; they speak almost the same language, like twin brothers raised in different families. A religious covered woman has her twin sister on the other side. A farmer, a taxi driver, a teacher, has his twin brother in front of him. And he is endlessly fighting with him. It's obvious, but they don't see that. We must put them face to face. They will realize

## Greater Impacts

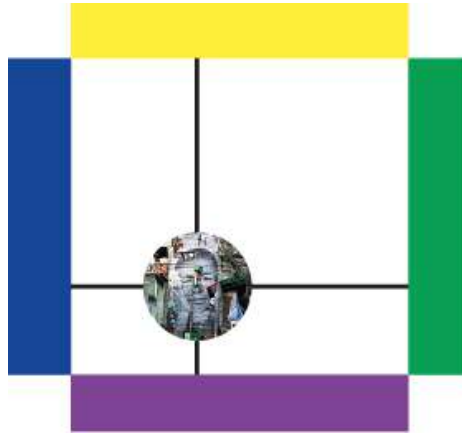
JR is in favor of a solution in which two countries, Israel and Palestine would live peacefully within safe internationally recognized borders.

# JR-28 Millimeters Women are Heroes

Kenya, 2009

## Technique:

28 mm camera used to take photos, which are printed and pasted onto surface in the urban informal



## Politics

The political implications of this project are imbedded in the act of treatment to these slums and rooftops to call attention to not only the conditions of these places but more lack of attention to these places themselves.

## Community Implications

The community has a opportunity to visualize the beautification of what previously was untreated corrected metal and rusting materials with a overall brown color shade to the visual eye. The overall implications of the project on the community are not very apparent or strong. It only allows for reflection.

## Imbedded Messages

The project contains the imbedded messages of dignity of women in the urban informal. JR tried to bring to attention the dignity, courage and noble struggle of women around the world.

## Greater Impacts

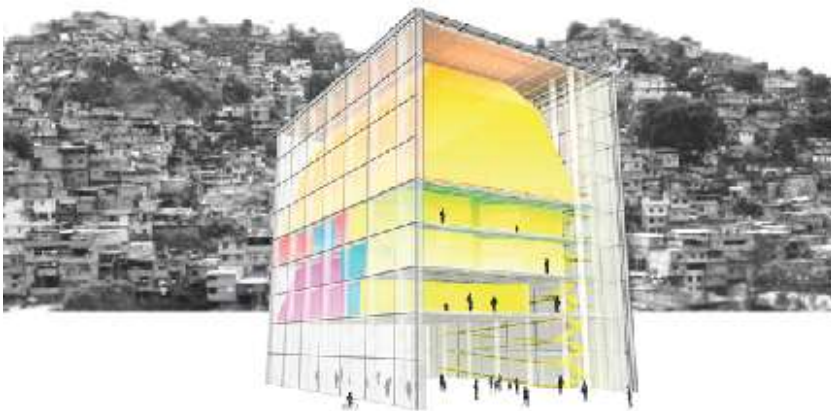
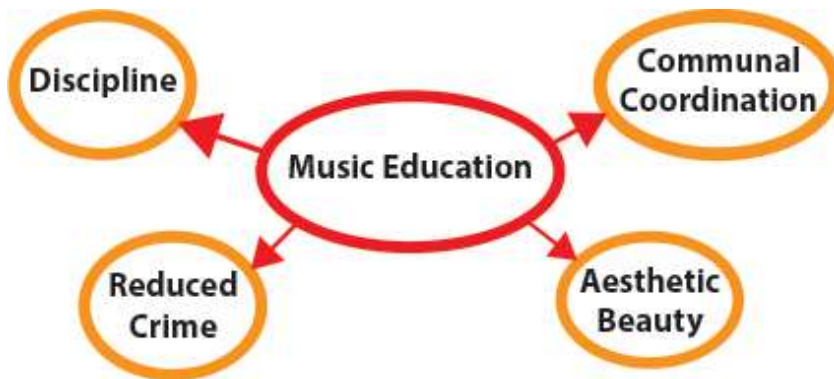
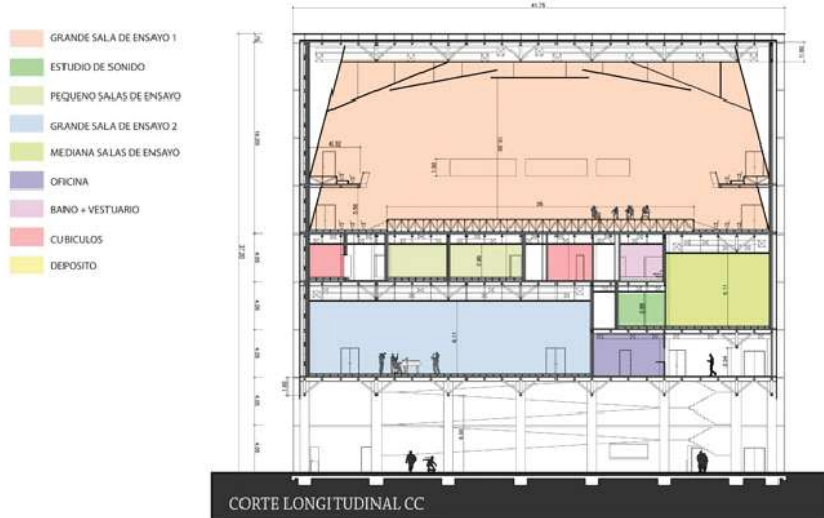
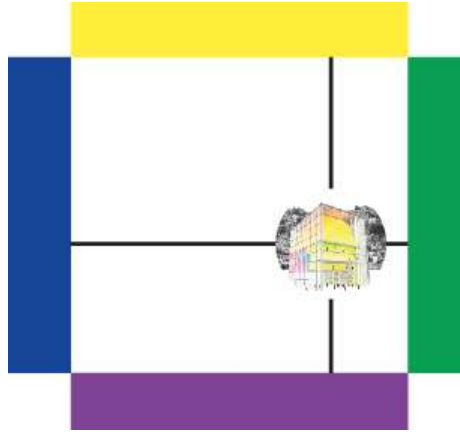
There are not very vast greater impacts within the project apart from the fact that the posters on the rooftop are water resistant to repel rain water unlike the reliable corrugated metal roofing.

# Urban Think Tank-Modular Music Factory

Caracas 2008-2012

## Technique:

Kit of parts design within urban informal.  
Architectural space to revive the informal



## Politics

The building is designed to be constructed with a kit of parts, and Urban Think Tank claims the building can be built on a site as small as 1200 square meters, making the politics of building this structure limited. Additionally, research with similar buildings in these areas have shown that crime rates have dropped as much as %30 after such a cultural center was built.

## Community Implications

The music factory was designed for the purpose of fostering community and educating the people. In addition to the music education, the idea is to teach “discipline, communal coordination, and an appreciation for aesthetic beauty.”

## Imbedded Messages

The idea of the “city on a hill” takes a front-row seat in this project, with the preliminary images showing the music factory placed atop the favela, displaying its colors and attractive design to the surrounding city. It’s designed as a tool for rejuvenating the community and contributing to the education of local children.

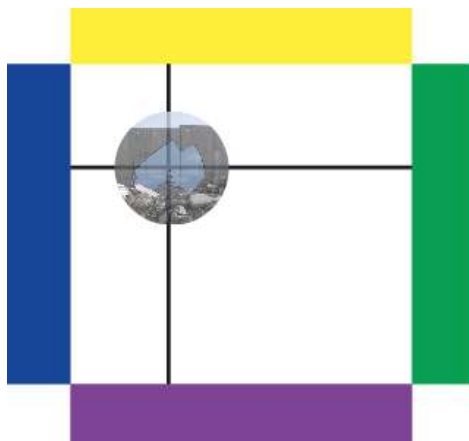
## Greater Impacts

The hope for the impact of the music factory is multi-layered. The artistic expression of the building and the education therein hopes to change the community in terms of level of education and the art and culture that is created by it, as well as the political aspects of reducing crime and getting kids off the streets.

# Banksy at the West Bank

## Technique:

Paintings onto surfaces that provoke thought at border conditions. Illustrations call out to the urban informal.



## Palestine 2005-????

### Politics

Banksy has a hidden identity; he works outside the parameters of the law. In his work at the West Bank he produces Graffiti that imposes questions on the politics the cloud the decision of having a wall. Israel suggests that the wall is a vital security barrier, whereas the UN defines it as illegal. To Banksy the wall suggests that the Palestine region is one open air prison and the boundaries confine the people of Palestine. Through the process of the artwork Banksy was threatened by security forces.

### Community Implications

Banksy was approached by a local who claimed "you're making the wall look beautiful, we don't want it to be beautiful, and we hate this wall. Go home." Others see his work as provocative and in one account a journalist was asked by a cab driver "You see Banksy?" he asked with a grin on his face.

### Imbedded Messages

The messages that Banksy conveys through his work at the West Bank serve a purpose of reflection and force the public to question what the wall is and what the purpose of the wall is. The artwork has illustrations that show views that could be behind the wall like pleasant scenery and views of happiness. Banksy sees the wall as a cage and would rather see it be torn down.

### Greater Impacts

Banksy suggests that art is not finished when the brush is put down but in fact that's when it starts, the discussion and the argument and reflection of the artwork is what makes the art come alive and gives a greater impact. When Banksy's art is placed in such places as the west bank wall it only allows people who live within the environment to experience it and everyone outside can only see it through images.

# Haas & Hahn - Philly Painting

## Technique:

Paintings onto surfaces that call attention to certain spaces, with a layering of color.



Philadelphia, 2011-2012

## Politics

The Philly painting project seeks to draw attention to the seemingly forgotten neighborhood of North Philadelphia. Although the artwork itself has no strictly political themes, the goal is to draw political action and solutions to the neighborhood.

## Community Implications

The community implications of the Philly painting project are the direct and temporary outcomes of carrying out the project. Temporary jobs and wages are provided to local residents, as well as a sense of community that can be more lasting, with their accomplished work lasting on their streets.

## Imbedded Messages

The messages are not so much imbedded in the artwork, but are through the actions of taking on such a project in this location and showing that the world-famous Haas & Hahn duo are interested in helping this neighborhood with their paintings.

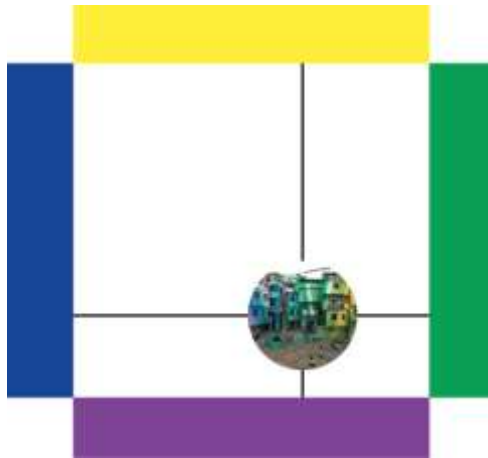
## Greater Impacts

As with all Haas & Hahn projects, the greater impacts on a community are what they strive for. The attention they aim to bring to these neighborhoods will hopefully lead to a deeper discussion of the issues of destitute living conditions.

# Haas & Hahn - Favela Painting

## Technique:

Paintings onto surfaces that call attention to certain spaces, with a layering of color.



## Santa Maria, Rio, 2007-2010

### Politics

Haas & Hahn have had to deal with local politics in the Santa Maria favela, where drug lords control much of the area. Although their art does not have strictly political themes, their goal is to influence political action with regard to favelas they paint by bringing international attention to these areas.

### Community Implications

The implications for the communities in which this painting project occurred have been positive, with jobs and wages being provided and a sense of bonding within the community as they work to achieve a common goal with a lasting effect and piece of artwork.

### Imbedded Messages

The artwork itself has no imbedded messages, but the message it sends to the community is that someone has seen their living conditions and wants to help.

### Greater Impacts

The greater impact of the favela painting project have been worldwide fame for both the Santa Maria favela as well as Haas and Hahn as an artist team. The greater, lasting impacts of the artwork is what the goal for Haas and Hahn was, with the hope of lasting solutions coming to these areas brought about by the attention gained from the art.

# Tahrir Square Graffiti

## Technique:

Paintings onto surfaces that call attention to certain spaces, with a layering of color.



Cairo, Egypt, 2011-2013

## Politics

During the 2011 revolution in Egypt, graffiti was a widely used medium for political expression. The people of Egypt gathered in Tahrir Square, Cairo to demand the overthrow of their current president. The artwork around Tahrir square has a strong revolutionary and oppressive theme to it, with the artwork being a lasting avenue for social activism.

## Community Implications

Besides the marred surfaces of the buildings the graffiti is painted on, the community implications of the graffiti are those of constant reminders of the state of their country and the passion many citizens have for a better government.

## Imbedded Messages

The graffiti is all about the imbedded messages, with many metaphors included, such as the two-faced mural of former president Mubarak combined with the military leader of Egypt, showing the corruption and the protest of it that the citizens of Egypt want to make known. Other messages of escape and freedom are common as well.

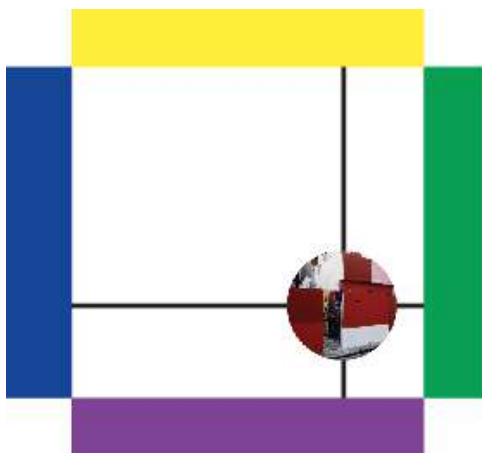
## Greater Impacts

The overall impact of the 2011 revolution in Egypt was the successful resignation of the current president, of which the graffiti played a role. This is an example of how massive public passion can manifest itself as art, even illegally.

# Ruy Ohtake- Heliopolis Painting Project

## *Technique:*

Paintings onto surfaces that call attention to certain spaces, with a layering of color.



Santa Maria, Rio, 2007-2010

## Politics

There are not many political agendas behind the project apart from the idea that when residents of the area are given the choice of paint it moves the sense of ownership from the Government to the actual residents of the space.

## Community Implications

The project allowed for employment within the community and provided the community with a more beautiful urban space to occupy. The project was in response to a challenge by the community leaders to make a more beautiful Heliopolis.

## Imbedded Messages

These ideas of layering paints and colors always imbeds the message of calling out attention, apart from that the idea of painting the urban informal is nothing more than just a beautification of the space.

## Greater Impacts

The sense of pride was renewed within the residents of Heliopolis, not only pride but dignity in the space the residents inhabit. The colors were also chosen by the residents as options given by Ruy Ohtake.

# Imbedded Messages

Greater  
Impacts

Politics

Community Implications



## Imbedded Messages

Greater  
Impacts

Politics

Community Implications





Artist JR

Haas & Hahn





Life of Project

Process of Project

Use of Project



Short Term

Life of Project

Long Term

Process of Project

Use of Project



## Women are Heroes Kibera, Kenya

Iron panels used to display the blown-up photos were distributed to locals for building material after exhibition.



Life of Project



Boy with Kite  
Rio, Brazil

The mural is designed for the long-term, with recurring touch-ups and recoating occurring to keep the mural in good condition.



Life of Project



Short Term

Life of Project

Long Term

Surprise

Process of Project

Involvement

Use of Project



## Portrait of a Generation Paris, France

As his first major public work, in 2006 JR photographed the "thugs" of Paris involved in the riots occurring in the city and illegally posted them on Paris walls.



Process of Project



## Philly Painting Philadelphia, PA

Planning and hiring community members to be involved in the Philly painting project was part of the plan for Haas and Hahn.



Process of Project



Short Term

Life of Project

Long Term

Surprise

Process of Project

Involvement

Private

Use of Project

Public



## Face 2 Face Israel/Palestine Border

For JR's Face 2 Face project, local residents on either side of the wall are left to wonder who put the posters up. The private nature leaves that question and its interpretation up to the individual.



Use of Project



## Favela Painting Rio, Brazil

Arguably their most famous work, the Favela painting is widely published and known as a Haas & Hahn project. The community involvement process also insured the public nature of it.



Use of Project



Short Term

Life of Project

Long Term

Surprise

Process of Project

Involvement

Private

Use of Project

Public

**Iconography**



Women are Heroes  
Kibera, Kenya



Women are Heroes  
Favela de Jour, Brazil



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Iconography

## Caracas, Venezuela

Caracas is located in the northern part of the country, following the contours of the narrow Caracas Valley on the Venezuelan coastal mountain range (Cordillera de la Costa). Terrain suitable for building lies between 760 and 910 m (2,493.44 and 2,985.56 ft) above sea level. The valley is close to the Caribbean Sea, separated from the coast by a steep 2200 m (7400 ft) high mountain range, Cerro El Ávila; to the south there are more hills and mountains.

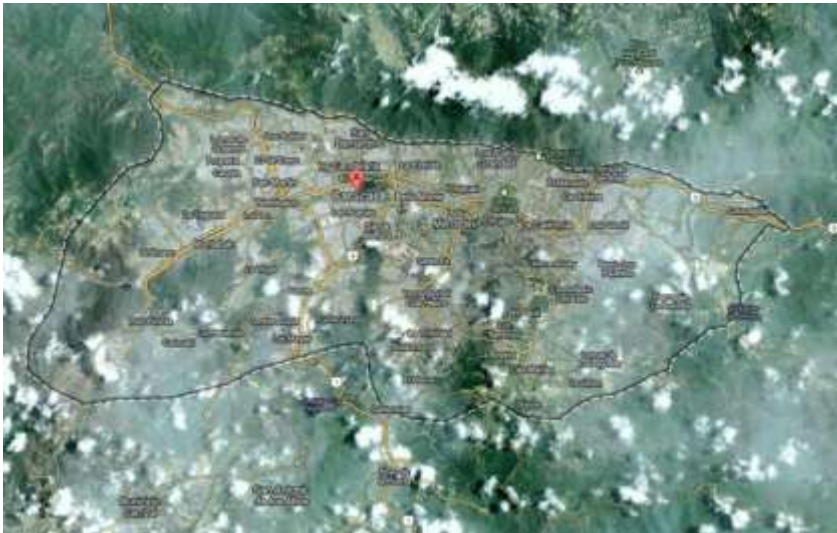
## Crime

Venezuela and its capital, Caracas, are reported to both have among the highest per capita murder rates in the world. Most murders and other violent crimes go unsolved. The poor neighborhoods that cover the hills around Caracas are dangerous at all times.

## Intervention

Incorporate site within the informal city with a operable wall system that allows :

1. Sense of ownership.
2. Paint and concrete pigmentation as a space creator to identify programing.
3. Concrete relief to create enclosed occupied space.



## Caracas, Venezuela

The function of the WALL, allows the community to create their own identity or their own **ICONOGRAPHY**.

The multipurpose wall includes:

1. Painting surface for murals
2. Community center
3. Sports facility

This design is very generic and just an attempt to understand how one might intervene within the urban informal and give the artist as a activist a more permanent effect, rather than just a temporary display.

The paint surfaces have slots that contain paint so the wall really becomes interactive with the community, any one can dip into the paint in the slot and apply it to the surface to give it a identity.

