



URBAN  
LEGEND

A Street Art Installation by Skylar Hennessee, Ben Bradshaw,  
Amanda Young, and Ryan Freedman

# MISSION

We believe that access to culture is a human right. That's why we're proud to share our exhibition concept, URBAN LEGEND, an outdoor installation utilizing guerrilla projection technology to bring southwestern street art on tour! Under towering projections of art from the Southwest and beyond, viewers will experience other southwestern culture like street food, music, dance, and even an exclusive chance to interact with the creators of our phenomenal selection. Entry is on a pay-as-you-can model so that everyone can experience this phenomenon in the flesh! Museums are great, but contemporary Southwestern art often can't be contained within a building. Inspired by the towering murals we've had a chance to examine, URBAN LEGEND is the next step in art accessibility.

# GUERRILLA PROJECTION INSTALLATIONS

- 8-aperture projector to utilize the full space
- Can be adjusted for different buildings to make touring feasible
- Expensive technology best used by not-for-profit operations
  - Luckily rentals are available, or used equipment could be donated from old projects



This Summer  
**URBAN  
LEGEND**

Street Art | Street Food



Jetsonorama / Yuma, AZ

Here at CC, we believe that access to art is a human right. That's why we've partnered with the Southwest Studies department to bring you URBAN LEGEND, a collection of street art from all around the Southwest powered by the magic of guerilla projection! Come see this once-in-a-lifetime presentation of art from local and global legends, hear the stories behind the art, and witness a variety of music, theater, and performance art! No two stops are alike!

Brought to you by Ryan Freedman, Skylar Hennessee, Amanda Young, and Ben Bradsha

**URBAN  
LEGEND**

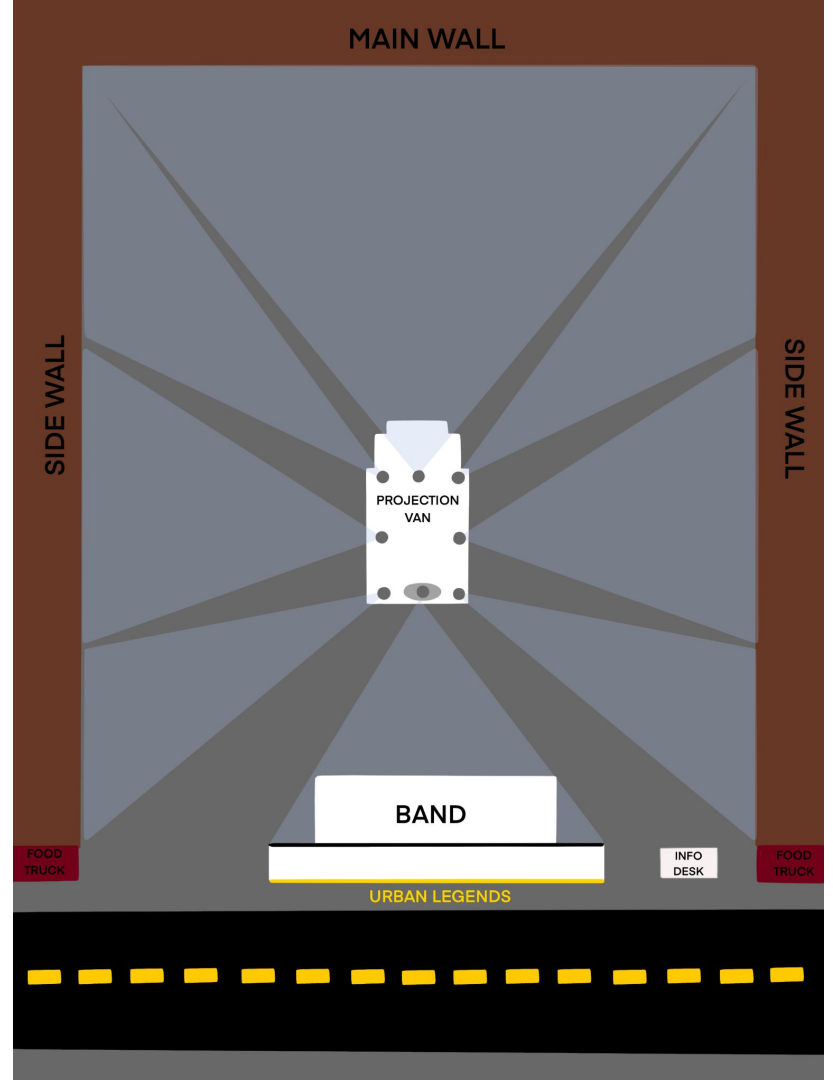
Street Art | Street Food

June 10-12	Denver, CO
June 14-16	Colorado Springs, CO
June 18-20	Santa Fe, NM
June 22-24	Albuquerque, NM
June 26-28	Phoenix, AZ
July 1-3	Jerome, AZ
July 5-7	Salt Lake City, UT
July 9-11	Moab, UT

Banksy - untitled | Jetsonorama - Manna | Gregg Deal - That's Progress  
Shepard Fairey - Power & Equality | Sebastian "Vela" Velasquez - Frida  
Rock "Cyphi" Martinez - Mayahuel | Mario Torero - We Are Not A Minority  
Leo Tanguma - Rebirth of Our Nationality

**EXHIBIT  
PUBLICATION**

# THE LAYOUT



# THE EVENT

- Pay-as-you-can admission model
- QR codes
- Local musicians
- Food trucks
- COVID-19 protocols



# URBAN LEGEND

ART







## Shepard Fairey - "Power & Equality" (RiNo, Denver, CO) Mural

Shepard Fairey is an artist born in Charleston, SC who is most known for his Barack Obama "Hope" piece. Fairey serves as an activist for many different progressive beliefs, and something he values greatly is that his street art won't create gentrification nearby. In Fairey's piece "Power & Equality" a construct of power is put to the test. The work itself is mostly symmetrical which represents stability except for minor details like the woman's earrings which on the left side a peace sign representing harmony in the world and on the right earring a star which symbolizes unity. Notice the only lines that are not rounded are the words "Power To The People" and "Power & Equality". Also what is the figure in the middle focused on? Is there a connection to the figure's gaze and the words directly above her?



BANKSY



## Banksy - Untitled (Park City, UT) Mural

Banksy is a English street artist whose real name and identity is anonymous. This aspect is what makes him out to be an Urban Legend. He is known to create works that challenge the modern societal views on subjects such as the media in this case. Notice in the mural a news cameraman filming himself pulling a flower out of the ground. This act while also signifying the destruction of nature also creates an urban problem which is the creation of a concrete jungle. Look for the emphasis that the cameraman is putting onto the flower while pulling it. There is a feeling of care



YOU'RE EVICTED, TIME TO LEAVE!!  
DON'T MATTER IF YOUR FAMILY'S LIVED  
HERE 30 YEARS!!



WEST COAST  
@WEGGIDEN

RISE RISE RISE RISE RISE

8049



## Gregg Deal - "That's Progress" (Denver, CO) Mural



Gregg Deal is an artist and activist who focuses heavily on indigenous identity and the historical race relations between the indigenous peoples and the colonizers. Deal's murals can be found in urban settings where they attract lots of attention. The messages that he sends through his murals is what makes him an Urban Legend. Notice in this mural that the roles have been swapped with the colonial dressed foot soldier being "colonized" by the horseback colonizer. This role reversal can also be noticed in the background of the mural with the confusion of the colors. This draws the question of who exactly is in charge?



## Jetsonorama-Manna (Yuma, AZ) Mural



Chip Thomas, who paints under the name Jetsonorama, is one of the most prolific artists of the southwest, and he has taken his art worldwide through the Painted Desert Project, which covers derelict buildings in often psychedelic street art. Notice the corn print over the image. How does this pop art pattern mixed with a traditional symbol make you feel? What could it symbolize?



Pinto Flores.  
Asi No  
Mueren.

I Paint Flowers,  
so they will not die.

-Frida Kahlo



## Sebastian “Vela” Velasquez - “Flowers for Frida” (Santa Fe, NM) Mural

This mural depicts Mexican artist, Frida Kahlo. She serves as a role model for artist through her social values as a bisexual artist with disabilities. This famous artist is surrounded by roses and a quote to the left said by her, one in Spanish and the other in English. This image of Frida is an iconic part of Velasquez artwork, in the region and in the culture. The dedication of the piece to this artist, is what makes this piece so important in understanding the way Frida extended the history of Mexico. This mural is located on Agua Fria near Palomino Street on a wall in front of the house of Isabella Rosa Muro, who Velasquez dedicated the work to.



TUCSON WAREHOUSE & TRANSFER CO.



## Rock Cyfi Martinez- "Mayahuel" (Tucson, AZ) Mural



Martinez is a well-known street artist for brightening up areas with his vibrant art. This Urban Legend uses his murals to bring creative solutions to communities facing social problems. In this piece notice the contrast between the warmer orange and yellow colors versus the cooler space blue and aqua colors. This beautiful contrast is what leads the viewers' eyes towards the middle which depicts a woman who is looking off into the distance. Martinez puts a big emphasis on the importance of nature and how it can create such beautiful things. Look for how the only vegetation in the mural is all native to the southwest and is normally seen as dangerous plants that people don't want to get close to because of their thorns. Martinez uses these plants to bring out their inner beauty and blends them together with warm and cool colors to create a colorful matrimony.

In memoria de los estudiantes hispanos  
 al Doctor C. H. C.  
 Unidad Escolar Internacional  
 inaugurada OCT 25 1979

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 OLYMPIC BLVD.

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COMUNIDAD DE LOS ESTADOS UNIDOS  
 CALIFORNIA

RENOVIADA  
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 KATHY  
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WE ARE  
**NOT A**  
**minority!!**



## We Are Not A Minority - Mario Torero (East LA, CA) Mural



Done in 1978, artist and activist Mario Torero's mural "We are not a minority" sends a poignant message to the viewers. Torero is a prominent Chicano artist who has created many murals, primarily in the Southwestern United States, as well as many paintings and posters. The mural serves to remind the community of their power in the struggle for self-determination in the controversial society they live in that aims to marginalize and discredit them at any opportunity. The mural also features a figure of man on the right side, pointing directly at the viewer. Che Guevara was a famous revolutionary and often seen as a symbol of resistance and rebellion.

TO BECOME AWARE OF OUR HISTORY IS TO BECOME AWARE OF OUR SINGULARITY



## Rebirth of our Nationality - Leo Tanguma (Houston, TX) Mural



As one of the largest of Tanguma's murals, "Rebirth of our Nationality" in its entirety covers a 240 x 18 ft section of wall. Originally done in 1972 and since re-painted in 2018, the mural depicts the history and struggles of the Chicano peoples and emphasizes the importance of community and unity between marginalized communities. Tanguma's mural encouraged conversations of cultural identity and civil rights in his community. He would have these discussions as he painted, with people who came up to the mural, curious to see what it was about. This mural became a focal point of the neighborhood and had a lasting impact on the community.

# READINGS

- Lucha Aztzin Martínez - Chicano Murals of Colorado
- Muralist Movement
- Continuance/Survivance
- Ybarra Frausto (Rasquachismo) p. 10- Social Critique



David Ocelotl Garcia, 2011



# REFLECTION: COLLABORATIVE PROCESS

## Challenges

- COVID-19
- Online difficulties
- Scheduling meetings

## Advantages

- Separation of labor (playing to our strengths: artists, photoshop/tech, writing)
- Discussing ideas as a group with a consideration of everyone's opinion
- Spread out assignments throughout the block

Q&A