

inSITE97

inSITE97: Exhibition Engages the Public With 42 Projects Ranging From the Whimsical to the Sublime

SANDIEGO/TIJUANA - Using the San Diego / Tijuana region as a backdrop, artists created 42 projects in public spaces for the inSITE97 exhibition, through November 30, which teases, provokes, entertains and surprises. Approximately 50 artists, representing 11 countries

from the Americas, created works that probe the historical, social and cultural matrices of the region. Participants rang from internationally recognized artists, such as Vito Acconci, Francis Alys, Helen Escobedo and Lorna Simpson to emerging talents.

"Projects are situated to engage the public in unexpected ways and in unexpected places," says Michael Krichman, executive director / U.S. for inSITE97. Sites range from a forsaken 1930s movie marquee in Downtown San Diego to a house transformed into a community center in Tijuana's Colonia Altamira. One project straddles the border fence where it marches out to sea. Other projects are scattered throughout the area, inviting visitors to partake in a playful scavenger hunt. The exhibition has been concentrated between Downtown San Diego and Playas de Tijuana, enabling visitors to easily tour the exhibition in a day.

In addition to the exhibi-

tion, inSITE97 has an ambitious calendar of 15 community engagement programs that will actively involve approximately 8,000 area students and residents. A host of education programs will present noted artists and writer, including Carlos Fuentes, Coco Fusco and Carlos Monsivais. A three-day symposium, exploring a range of topics centered around public space in the urban context, is scheduled for November 20-22.

inSITE97 is a collaborative effort of 26 nonprofit and public art institutions from San Diego and Tijuana. The organization and administration of the project is the joint responsibility of Installation, a nonprofit arts organization in San Diego, and the In-

stituto Nacional de Bellas Artes (INBA), the foremost fine arts institution in Mexico, working together with the city of Tijuana, the state of Baja California and the Mexican Consulate of San Diego.

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