

SIGNIFICANT FOUNDATION AND CORPORATE SUPPORTERS

inSITE97 has been awarded grants from prestigious national funding sources. The Rockefeller Foundation has awarded \$50,000 to support artists' projects; The Andy Warhol Foundation for the Visual Arts, which supported inSITE94, has contributed \$30,000 to fund artists' residencies; the Mex-Am Cultural Foundation, Inc. has committed \$10,000 towards the inSITE97 catalogue; and The BankAmerica Foundation has awarded inSITE97 \$20,000.

Additionally, the US/México Fund for Culture, a trilateral institution supported by the Bancomer Cultural Foundation, The Rockefeller Foundation and the Fondo Nacional para la Cultura y las Artes, has committed \$23,000, one of its highest awards this year, to inSITE97. This grant will support four new collaborations led by Helen Escobedo, Patricia Patterson, Marcos Ramírez ERRE and Deborah Small, each of whom created works for inSITE94.

These foundations join other private and public institutions that have generously supported the planning and development of inSITE97 during the past two years. Among them are The James Irvine Foundation, The Lucille and Ronald Neeley Foundation, The Schoepflin Foundation, the Instituto Nacional de Bellas Artes, the City of San Diego Commission for Arts and Culture, the Fondo Nacional para la Cultura y las Artes, The Nathan Cummings Foundation, and the California Arts Council.

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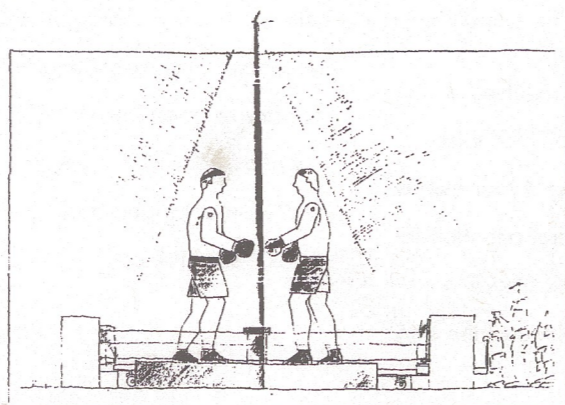
Leah Roschke Hewitt

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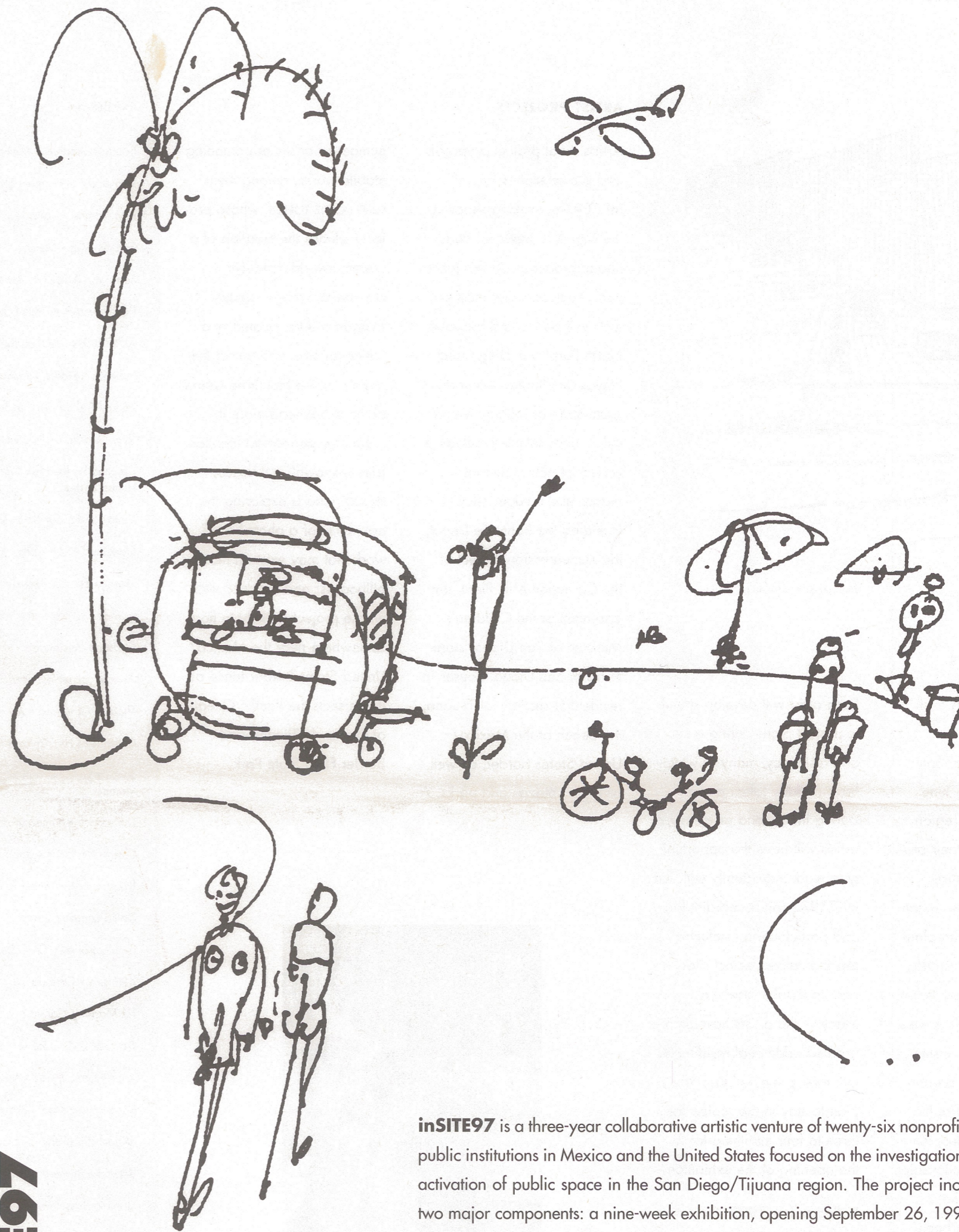
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MANOLO ESCUTIA • PROPOSAL SKETCH



KIM ADAMS • PROPOSAL SKETCH

inSITE97

inSITE97 is a three-year collaborative artistic venture of twenty-six nonprofit and public institutions in Mexico and the United States focused on the investigation and activation of public space in the San Diego/Tijuana region. The project includes two major components: a nine-week exhibition, opening September 26, 1997, of new works by artists of the Americas; and ongoing community engagement and education programs spearheaded by artists from San Diego and Tijuana.

The exhibition will feature more than thirty-five projects by individual artists as well as four collaborative projects led by artists who participated in inSITE94. Works will be located at a variety of non-traditional venues—train depots, civic plazas, empty lots, public transit centers and networks of communication, such as the World Wide Web. Artists participating in the exhibition have been chosen by an internationally recognized team of curators: Jessica Bradley of Canada; Olivier Debroise of Mexico; Ivo Mesquita of Brazil; and Sally Yard of the United States.

Community engagement programs include a wide range of artist-led projects in schools, community centers, and libraries throughout the region. Other highlights include site-specific performance works, a symposium centered around issues of public space in the urban context, and a lecture series featuring key figures in art, literature, history, and culture. Public programs will be bilingual, with simultaneous Spanish/English translation.

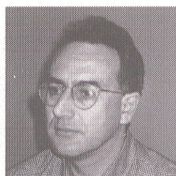
CURATORS

JESSICA BRADLEY

Bradley is the curator of contemporary art at the Art Gallery of Ontario in Toronto, Canada. She was formerly a curator at the National Gallery of Canada in Ottawa where she curated numerous exhibitions, including *Giuseppe Penone* and *Songs of Experience*. From 1980 to 1987 she was responsible for the acquisition of Canadian and non-Canadian contemporary art for the collection at the National Gallery. Bradley was commissioner for the Canadian pavilion at the Venice Biennale in 1982 and 1984. She has taught undergraduate and graduate courses in photography, contemporary art, and feminist theory and criticism at the University of Ottawa and Concordia University, Montreal. She is the co-editor of the recently published *Sightlines*, a book of critical thought and theory.



JESSICA BRADLEY



OLIVIER DEBROISE



IVO MESQUITA



SALLY YARD

OLIVIER DEBROISE

Debroise is a writer and art historian, and currently director of Curare, an independent arts think-tank and alternative arts space in Mexico City. He has curated numerous exhibitions, including *The Bleeding Heart* for the Institute of Contemporary Art in Boston and *3angular*, a traveling exhibition of installation art in Antigua, Guatemala, Mexico City, and Stockholm. He has written several books on modern Mexican art, including a biography of Diego Rivera and *Figuras en el trópico*, an overview of Mexican culture in the twenties and thirties. His last book, *Fuga mexicana, un recorrido por la fotografía en México* is an in-depth analysis of Mexican photography. He recently curated a major exhibition of the early works of David Alfaro Siqueiros for the National Museum of Mexico, that will travel to the United States. He has written three novels.

IVO MESQUITA

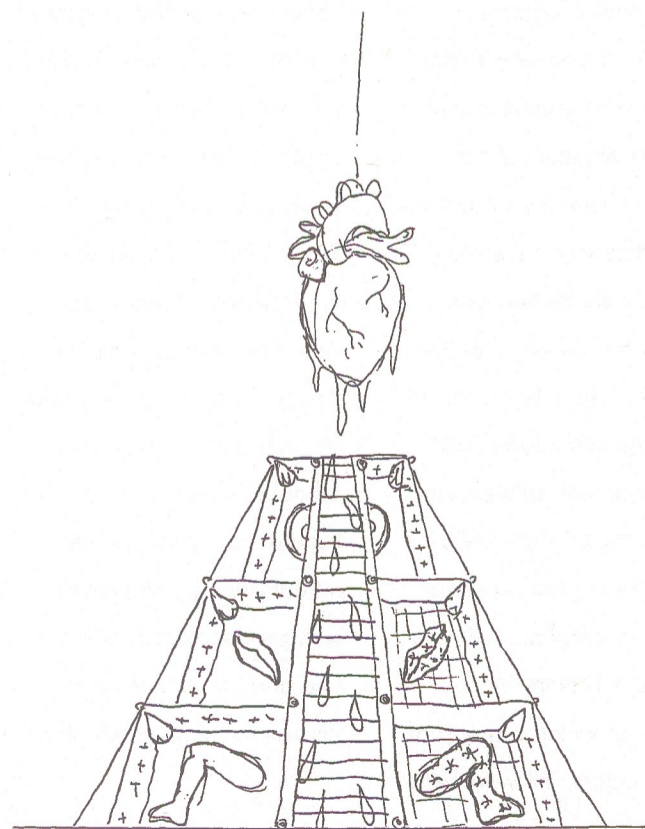
An independent critic and curator from Brazil, Mesquita has worked on four successive São Paulo Bienals and co-authored *Visions of the Americas*, published in conjunction with the 1992 Biennial. His curatorial credits include *Panorama da Arte Brasileira*, 1995, for the Museu de Arte Moderna, São Paulo; and *Cartographies*, a groundbreaking exhibition of artists of the Americas (organized by the Winnipeg Art Gallery), which traveled to Canada, South America, and Europe. In 1995, he served as curator in residence at Bard College's Center for Curatorial Studies in New York.

SALLY YARD

A critic and art historian, Yard is currently chairing the department of fine arts at the University of San Diego. Yard's major publications include books and essays on Willem de Kooning, Francis Bacon, Robert Irwin, and Robert Morris. Her curatorial credits include *The Shadow of the Bomb*, *Images of the Self* and *Christo: Ocean-Front*. She was editorial director for inSITE94 and one of four essayists contributing to the exhibition's catalogue. Yard received her doctorate in art history from Princeton University.

CURATORIAL RESIDENCIES

Periodic residencies in the region with the inSITE97 curatorial team began in September 1995 and will continue through the end of 1997. Far more than simply selecting artists to participate in the inSITE97 exhibition, the curators have been integral to the development of the project as a whole, including the planning of public programs. Meetings are held regularly with the participating institutions to discuss the curatorial/thematic focus of inSITE97, the curatorial process itself, and the integration of the exhibition into other inSITE97 programs. Additionally, the curators are planning a major conference that will take place during the exhibition and will actively participate in publication design and development.



COMMUNITY ENGAGEMENT PROGRAMS

The heart of inSITE97's community engagement initiative is a unique series of fifteen programs designed and developed by area artists for public and private schools, community centers, and libraries throughout the region. These programs, which began in January and will continue throughout the year, are intended to enlist broad community participation and interest in the issues at the center of inSITE97.

The artists, who were selected by a committee of the participating institutions' board on the basis of their experience working in an interactive context, have approached this goal with a marvelous variety of proposals. Programs include AMANDA FARBER's *Mini City*, in which visitors to the Children's Museum of San Diego will have the opportunity to participate in the planning and construction of a model urban center; DANIELLE MICHAELIS' *Where I'm From*, in which high school students will explore their relationship to their own neighborhoods through photography, narrative and installation; UGO PALAVICINO's *Theatre in Progress*, in which a group of amateur actors will work with citizens of twelve Tijuana colonias exploring the meaning of public space through improvi-

sational theatre; OCTAVIO HERNÁNDEZ' *Zoo Sound: Noises, Sounds and Border Beats*, in which students from Tijuana public schools will collect "sounds of public space," which will then form the basis of new music; and GLEN WILSON's *You Are Here*, in which Wilson will work with residents of North Park to produce films based on the ritualized pace of everyday life in one of San Diego's oldest neighborhoods (the films will later be projected on the facades of various North Park landmarks).

In October 1996, the artists leading community engagement programs participated in a two-day retreat, visiting a variety of potential program venues in both cities (Perkins Elementary School in Barrio Logan, the Malcolm X Library in southeast San Diego, the South Chula Vista Library, the Athenaeum Music and Arts Library in La Jolla, the Centro Cultural Tijuana, and La Esperanza, a private school in Colonia La Esperanza, Tijuana). The retreat provided the artists with an opportunity to meet one another as well as to discuss initial program plans.



RESIDENTS OF POPOTLA, A SMALL FISHING VILLAGE NEAR ROSARITO, BAJA CALIFORNIA, WILL TAKE TIME OUT OVER THE NEXT SIX MONTHS TO WORK WITH REVOLUCIONARTE ON ONE OF THE inSITE97 COMMUNITY ENGAGEMENT PROGRAMS.

PUBLIC PROGRAMS

Planning is well underway for a variety of public programs that will take place during the nine-week exhibition on both sides of the border. A lecture series featuring important figures in art, literature, history, and culture will be announced in March. The series is being organized jointly by the Center for Iberian and Latin American Studies (CILAS), University of California, San Diego and the Centro Cultural Tijuana. A three-day symposium exploring a range of topics centered around public space in the urban context is being crafted by the inSITE97 curatorial team, CILAS, and the Stuart Collection. The conference is tentatively scheduled for the weekend of November 21 and will take place at various locations in San Diego and Tijuana.



San Diego/Tijuana Community Engagement Programs

Border Art Workshop/Taller de Arte Fronterizo

Carmen Campuzano

Amanda Farber

Octavio Hernández

Fran Ilich

Alfonso Lorenzana/Francisco Morales

Danielle Michaelis

Ugo Palavicino

RevolucionArte

Roberto Salas

Genie Shenk

Glen Wilson

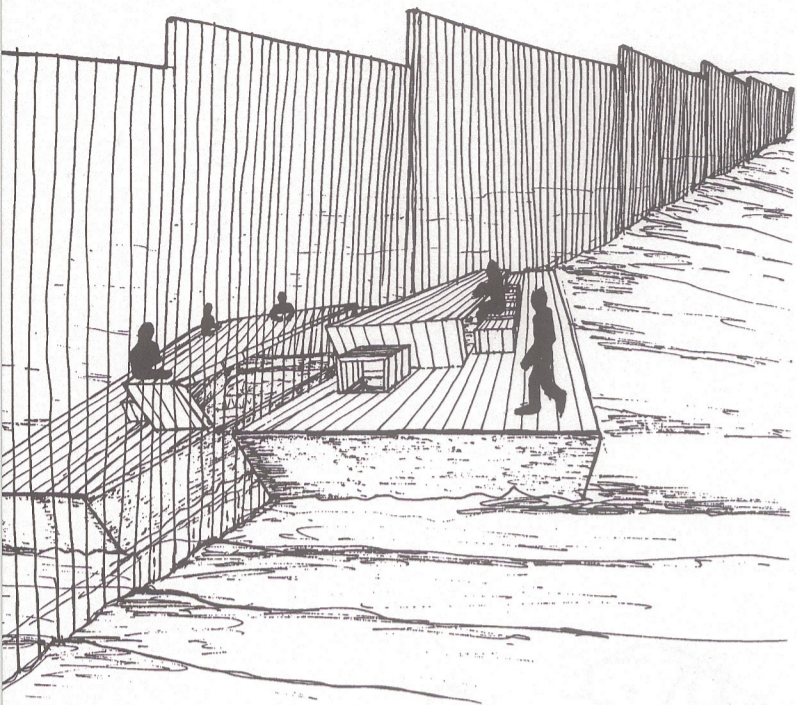
Cindy Zimmerman

Ongoing Projects

Sheldon Brown

Ernest Silva

EXHIBITION



VITO ACCONCI • PROPOSAL SKETCH

ARTIST RESIDENCIES

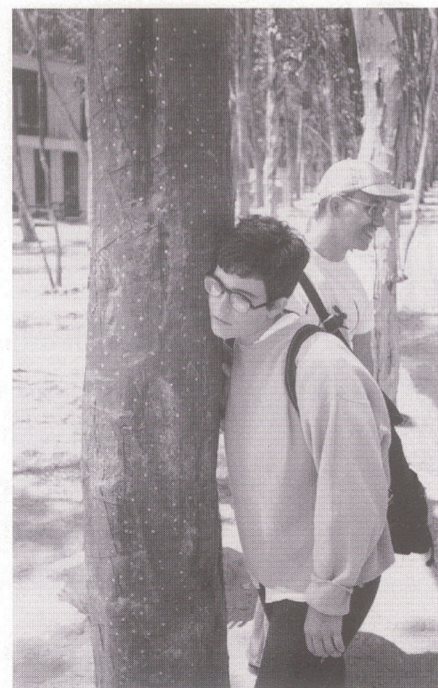
More than forty artists from eleven countries in the Americas convened in San Diego and Tijuana in June 1996 to explore the region and begin planning their projects for inSITE97. Artists toured the two cities with community members, urban planners, historians, other artists, and members of the participating institutions as their guides. By linking artists with institutions and community organizations in each geographic cluster of potential sites, formal and informal relationships between artists and the region's publics have been established from the inception of project development. In addition to formal programs designed to facilitate the artists' investigation of the two cities, the initial residency was marked by a countless array of social events on both sides the border.

Each artist will develop specific project plans during a second residency, many of which have already taken place. During the second residency, artists will have the opportunity to work individually with the inSITE97 project coordinators and participating institution representatives, select sites, and undertake research. Many of the artists have incorporated additional residencies into their project plans; they plan to stay in the region for three to four months prior to the opening of the exhibition. In September 1997, the artists will return to the region for the installation/construction phase of the project, as well as for the inSITE97 opening events. In addition to realizing their works, the artists will participate in a variety of education programs, including conferences, artist talks, and workshops for children and families.

ARTIST PROJECTS

Artists' final project proposals and site selections for inSITE97 are taking shape as the March 1 proposal deadline approaches. At this juncture, it appears that most projects will be located between North Park, San Diego and Playas de Tijuana—a north-south span of roughly twenty miles. Sites selected include a variety of nontraditional indoor and outdoor spaces including the Santa Fe Depot, the Reincarnation Project at the Carnation Milk Plant, the basement of the Children's Museum of San Diego, storefronts in San Diego, houses in residential sections of Tijuana, the beach at the Mexico/United States border, as well as public plazas and parks. A

number of artists are planning mobile works, among them RUBÉN ORTIZ TORRES, whose project includes the creation of a custom low-rider vehicle; KIM ADAMS, whose *Toaster Wagon* will be located at a variety of sites throughout the region for the first three weeks of the exhibition before it reaches a permanent location (site unknown); ROSÁNGELA RENNÓ, who is exploring the possibility of a photo-based work that may exist on moving billboards; and VITO ACCONCI, whose project is likely to float somewhere near the Mexico/United States border fence as it intersects the Pacific Ocean at Playas de Tijuana and Border Field State Park.



QUISQUEYA HENRIQUEZ TAKES A MOMENT TO LISTEN TO TERRY ALLEN'S TALKING TREE, IRAN DO ESPÍRITO SANTO, BACKGROUND. THE ARTISTS TOURED THE STUART COLLECTION DURING THEIR JUNE 1996 RESIDENCY.

Exhibition

- Eduardo Abaroa • Mexico
- Vito Acconci • United States
- Kim Adams • Canada
- Francis Alÿs • Mexico
- Fernando Arias • Colombia
- David Avalos • United States
- Judith Barry • United States
- Rebecca Belmore • Canada
- Miguel Calderón • Mexico
- Tony Capellán • Dominican Republic
- Chicano Park Artists Task Force United States
- Jamex and Einar de la Torre • Mexico
- Gonzalo Díaz • Chile
- Manolo Escutia • Mexico
- Iran do Espírito Santo • Brazil
- Christina Fernandez • United States
- Andrea Fraser • United States
- Thomas Glassford • Mexico
- Quisqueya Henríquez • Cuba
- José Antonio Hernández-Díez Venezuela
- Louis Hock • United States
- Spring Hurlbut • Canada
- Doug Ischar • United States
- David Lamelas • Argentina
- Lyne Lapointe • Canada
- Ken Lum • Canada
- Liz Magor • Canada
- Anna Maria Maiolino • Brazil
- Rubén Ortiz Torres • Mexico
- Rosângela Rennó • Brazil
- Miguel Rio Branco • Brazil
- Betsabé Romero • Mexico
- Daniela Rossell • Mexico
- Allan Sekula • United States
- Gary Simmons • United States
- Lorna Simpson • United States
- Melanie Smith • United Kingdom/Mexico
- Pablo Vargas Lugo • Mexico
- Nari Ward • Jamaica/United States
- New Collaborations**
- Helen Escobedo • Mexico
- Patricia Patterson • United States
- Marcos Ramírez ERRE • Mexico
- Deborah Small • United States

COLLABORATIONS

INSTITUTION ASSOCIATIONS

The organization of inSITE97 is based on an unprecedented partnership between institutions in the United States and Mexico and a unique collaborative structure engaging the active participation of twenty-six arts and educational institutions in San Diego and Tijuana. Administration of the project is the joint responsibility of Installation, a San Diego based nonprofit, and the Consejo Nacional para la Cultura y las Artes through the Instituto Nacional de Bellas Artes, Mexico's most prominent public arts institution. The project is organized in association with the Consulate General of Mexico in San Diego, the state of Baja California, and the city of Tijuana. Key staff positions are shared by personnel in both countries. Management is overseen by a binational board of directors.

The twenty-six participating institutions have committed their resources to various aspects of project planning, depending upon their areas of interest and expertise. Each institution will be associated with the realization of at least one community engagement and/or artist project. Examples of associations that have been

established to date include the STUART COLLECTION, which is planning and coordinating a major conference and lecture series during the exhibition; SUSHI PERFORMANCE AND VISUAL ART, which will facilitate new site-specific performance works; the CHILDREN'S MUSEUM OF SAN DIEGO, which will coordinate community engagement projects by Ernest Silva, Sheldon Brown and Amanda Farber; the MUSEUM OF PHOTOGRAPHIC ARTS, which is facilitating all aspects of Danielle Michaelis' community engagement program; the TIMKEN MUSEUM OF ART, which is developing a public resource center for inSITE97; the CENTRO CULTURAL TIJUANA, which is hosting lectures in Tijuana and facilitating the community engagement program by Alfonso Lorenzana and Francisco Morales; and the FUNDACIÓN CULTURAL ARTENSIÓN ARTENCIÓN, AC, which is working together with the INSTITUTO NACIONAL DE BELLAS ARTES on community awareness in Mexico.

Institutions are now beginning to associate themselves with particular artist projects as proposals are being finalized.

inSITE97 TOURS

A significant component of inSITE97 outreach is focused on attracting museums and other groups to the San Diego/Tijuana region during the nine-week exhibition. Marketing director Elly Kadie has invited over 200 museums and tour group directors in the United States, Mexico, Canada, and Latin America. Fifteen museums have already committed to bring groups to the region for the exhibition. Kadie's efforts received a big boost when inSITE97 was selected as one of four events to receive special attention in 1997 from the Cultural Tourism Committee of the San

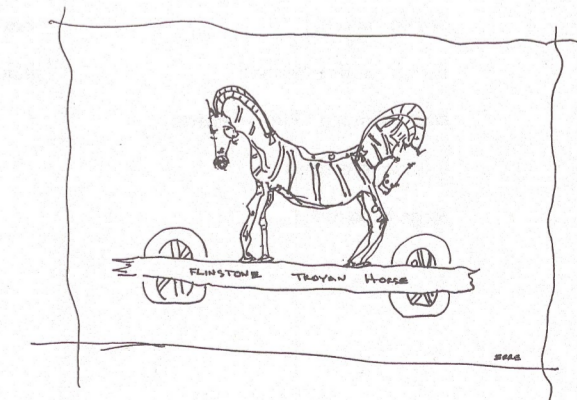
Diego Commission for Arts and Culture. The committee, led by Rick R. Prickett, cultural tourism manager for the city, in partnership with the San Diego Convention and Visitors Bureau (CON/VIS), focuses on integrating arts into the tourism industry. As one of the premier cultural events in San Diego during 1997, inSITE97 will be promoted to tour operators, hotels, meeting planners, destination management personnel, and associated industry representatives. "This will allow inSITE97 to reach otherwise untapped audiences," said Prickett.

"For example, we hope to convince several major hotels to feature inSITE97 in promotional material produced for various market segments and to encourage conventions to sponsor receptions at appropriate project sites."

In addition to tours of the inSITE97 exhibition, Kadie and inSITE97 staff are working with groups to arrange visits to private collections and museums as well as special accommodations at area hotels and restaurants.

Participating Institutions

- African American Museum of Fine Arts
- Athenaeum Music and Arts Library
- California State University San Marcos
- Center for Research in Computing and the Arts University of California, San Diego
- Centro Cultural de la Raza
- Centro Cultural Tijuana
- Centro Universitario UNIVER, Noroeste
- Children's Museum of San Diego
- Departamento de Cultura Municipal Tijuana
- El Colegio de la Frontera Norte
- El Sótano
- Founders Gallery University of San Diego
- Fundación Cultural Artensión Artención, AC
- Installation
- Instituto de Cultura de Baja California
- Instituto Nacional de Bellas Artes
- Museum of Photographic Arts
- Mexican Cultural Institute of San Diego
- San Diego Museum of Art
- Southwestern College Art Gallery
- Stuart Collection University of California, San Diego
- Sushi Performance and Visual Art
- Timken Museum of Art
- Universidad Autónoma de Baja California
- Universidad Iberoamericana Plantel Noroeste
- University Art Gallery San Diego State University



MARCO RAMÍREZ ERRE • PROPOSAL SKETCH