

## Isla Vista Banner Art Project, 2009

As part of the Pardall Road Improvement Project, UCSB Art Professor Kim Yasuda ran an open art course through the Interdisciplinary Humanities Center aimed at engaging UCSB students in Isla Vista through a local community design process. Student-artists investigated their role within the University and its relationship to the downtown business district through creating banners for the Isla Vista's downtown. The art/design course involved students from more than 10 different campus departments including: Art, Asian American studies, global and environmental studies, communication, business, math, english, spanish and even pre-med. For most in the class (with only 3 art majors), it is their first opportunity for artistic expression.

The final designs were selected by a jury with members from the Santa Barbara County Arts Commission, IV Redevelopment Agency, the Isla Vista Food Co-op., UCSB Isla Vista liaison, and the Associated Students Isla Vista Community Relations Committee. Sixteen banners were chosen, fourteen original art pieces and two standard banners that were repeated throughout a two block section of Pardall Road. Spanish translations of the two standard banners were also incorporated throughout Pardall Road. The banners were manufactured by Main Street Banners and installed on street lights in late April, one week before the Pardall Road Opening Event.

The Opening Event activities took place on April 30, 2009 and were co-organized by business owners and students and supported by the IV Redevelopment Agency, the UCSB Associated Students Isla Vista Community Relations Committee (IVCRC), and the Associated Student Finance Board.

### Banner Artists:



#### Rachel Vintayen, Spanish

"I began this project writing about Isla Vista and the many words and images it conjured up for me...my contribution to the banner campaign was to offer some sense of continuity and place that anchored Isla Vista's unique and diverse profile. I developed a set of designs that utilized another students' logos to mark the Pardall Road as part of "OUR (in the collective sense) downtown".

#### Naree Park

"The heart-shaped logo came together as a suite of silhouette images from the everyday activities that take place in this town. It displays all the love + heart this one square mile holds within it!





**Konina Biswas, Economics, Art**

“Living in Isla Vista is all about experiencing the people, the sites and the sounds. I took off making banners about places I had formed memories at. One of those places is Anisq’oyo’ Park? I wanted to reference the festivals that happen there by pulling from a 60s psychedelic poster feel, but added the dinosaur image as a small joke for those who have been there.

**Danielle Lehman, Communications**

“Isla Vista is a unique community that promotes both individuality and unity. The bicycles represent the unity of the community, and the use of color represents the individuality of each member of the community. The patterns and textures I used represent the whimsical personality of the community that makes it so unique.”

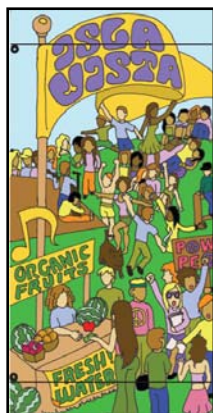


**Evanne St. Charles, Art History**

“I wanted to make a banner that incorporated the people in Isla Vista. The hands are meant to represent an active part of Isla Vista's population (the hands belong to a student and IV resident). I like the possessive quality "Our Town" has because it demonstrates the pride our community has regarding Isla Vista.”

**Kate Polakiewicz, Global Studies**

“This banner is for the radical community in Isla Vista. It is a strong presence that is currently, and has historically been very active in educating, organizing, and mobilizing community members for progressive change.”



**Nikki Dance**

“I wanted to capture the all the tiny details that make Isla Vista so unique. This little community is home to such a diverse group of young people with countless quirks. Through my illustrations depicting IV scenes, everything from the beach, downtown and festivals in the park, I was hoping to give a taste of IV culture.”

**Shanti Harris, UCSB Art History / Art / Music**

“Raccoons are prevalent within the Isla Vista community. The image represents the legendary albino raccoon that once roamed the streets of I.V. Though this distinct creature is no longer with us, it will forever leave an irreplaceable mark in such a unique town.

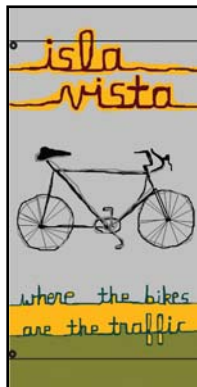
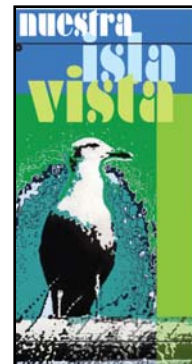


**Steven Efada, Math**

"I set out to make a banner that represented all of Isla Vista. I have lived in IV since 2001 and my experiences have led me to believe that what makes this town so unique are its diverse residents. There is no single IV personality. Isla Vista's personality is the sum of its parts."

**Aaron Capelli, Business / Emily Chase, Environmental Studies**

"The way the seagull looks to be standing proud reminds us that Isla Vista isn't just home to the humans who live in this town; it's the residence for many animal inhabitants. People forget this at times."



**Hang Nguyen, Art / Pre-Med**

“bikes. bikes. BIKES! I wanted to create a banner for Isla Vista that humorously captures our vast community of bike users. I came with the slogan, "where the bicycles are the traffic", to make clear what is at the heart and at every intersection of IV.”

**Shanti Harris, UCSB Art History / Art / Music**

With an array of talented individuals living within I.V., it is inevitable one would come across the beat of drums, the strumming of guitars and the vocal harmonies of Isla Vista's inhabitants – it is alive, so let's jive!"



**Amanda Alger, Asian American Studies**

“Represent!” is a work that argues for the importance of student groups organized around ethnic culture and racial politics. The piece was inspired by Leland Wong's art style and content, which It directs the eye to an Asian American student looking out onto a homogenous crowd of UCSB students. There are representations of Storke tower and Pardall tunnel to signal the campus and in list form, the names of student groups. This work provides an analysis of the need to find space and cultural affirmation for a marginal group”.



**Konina Biswas, Economics, Art**

In my second design, I chose to represent Del Playa beach because it is an integral part of the identity of I.V. I pulled the graphic from a surfboard bumper sticker I saw on DP and “stuck it” on a banner.”



**Naree Park**

The shoes hanging on electrical wires present a unique feature found all throughout IV neighborhoods, which carries many different meanings.”

