Yerba Buena Center for the Arts (YBCA) is one of the nation’s most innovative contemporary arts centers. Founded in 1993, YBCA’s mission is to generate culture that moves people. Through powerful art experiences, thoughtful and provocative content, and deep opportunities for participation, YBCA is committed to creating an inclusive culture that awakens personal and societal transformation.

Yerba Buena Center for the Arts (YBCA) is part of The City Initiative, a series of case studies by architects, designers, planners, and artists creating provocative work in the urban environment. It is curated by Lucia Sanromán, Director of Visual Arts, and Luann Fagan, Exhibitions Associate. Queen Rich is the first City Initiative Fellow at Yerba Buena Center for the Arts.

Yerba Buena 3000, a workshop and art project for the exhibition Damon Rich and Jae Shin: Space Brainz–Yerba Buena 3000, is organized by Yerba Buena Center for the Arts in collaboration with the Urban Works Agency and Center for Arts and Public Life at the California College of the Arts and YBCA’s Youth Fellows.

YBCA Exhibitions are made possible, in part, by The Andy Warhol Foundation for the Visual Arts, Meridee Moore and Kevin King, and United Airlines. YBCA Programs 2017–2018 are made possible, in part, by The James Irvine Foundation. Additional Funding for YBCA Programs 2017–2018 is provided by the National Endowment for the Arts, California Arts Council, and members of Yerba Buena Center for the Arts. Yerba Buena Center for the Arts is grateful to the City of San Francisco for its ongoing support.


PUBLIC PROGRAMS

OPENING NIGHT RECEPTION
FRIDAY, JUNE 30, 2017, 6–9 PM
SCREENING ROOM & YOUTH ARTS LOUNGE
Free w/ gallery admission
Celebrate the opening of Space Brainz–Yerba Buena 3000. The program begins at 6PM when designers Damon Rich and Jae Shin will be in conversation with Jeremy Liu and Janette Kim. They will discuss the exhibition and dissect how forces of power manifest themselves through physical spaces.

YERBA BUENA 3000
As part of the City Initiative Fellowship, Damon Rich will work with YBCA Youth Fellows and students from COLA in July and September to explore the question: How can Yerba Buena be redesigned to spur and support social movements? Through interviews with decision-makers, visits to significant sites, and the creation of drawings and models, the students will imagine how Yerba Buena can be adapted for the Bay Area in the year 3000.

Damon Rich and Jae Shin: Space Brainz–Yerba Buena 3000 is part of The City Initiative, a series of case studies by architects, designers, planners, and artists creating provocative work in the urban environment. It is curated by Lucia Sanromán, Director of Visual Arts, and Luann Fagan, Exhibitions Associate. Queen Rich is the first City Initiative Fellow at Yerba Buena Center for the Arts.

YBCA’s Youth Fellows will work with Damon Rich and Jae Shin to create a large-scale installation that explores the role of public space in community organizing and how public space can be redesigned in the future.

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Lucia Sanroman: You describe Hector as an urban design, planning, and civic arts studio. How do you practice with respect to these different fields?

Damon Rich: We have learned tons from two traditions just outside, but right next to, architecture and urban planning: community organizing and participatory education. In the United States, some of the relevant names are Ela Baker, Septima Clark, Saul Alinsky, Cesar Chavez, Myla Horton, Dale Cincotta, and lots more: that’s what makes it a tradition! These lessons, which have come to us by way of people like Sister Carol Johnson, Damario Reyes, Junius Williams, Mindy Fullilove, thrift shops, Trapp Joseph, Heathcott Nancy, Zak and many more, have helped us think about how the stories that will be told about the powerful process of participatory education lead you to think about how design and planning might manifest itself differently, in other words also serve as an opportunity for popular education. Our favorite projects always end with authorship and credit in a fog, but a clear and certain feeling of self-determination in the making. So there is an ethics in the way that process of design and decision-making is conducted.

Lucia Sanroman: How do you engage in participatory processes with people who have little to no education? Hector is an urban design, planning, and civic arts studio. How do you practice with respect to these different fields?

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