

Voice

MAGAZINE

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AKA: CASA Magazine
Friday, July 3, 2020

Independence



4th
of
July

Watch the celebration on KEYT **4, 10**

Music Academy



Photo courtesy of MAW

Music Academy of the West offers a Festival of Music online! **20, 21, 28**

COVID-19



Photo by Edgar Franks

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Movie Theaters are closed



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PASEO NUEVO

Discover how to join in the fun... write your own Love Letter to Santa Barbara, participate in a scavenger hunt, and more!

www.paseonuevoshopping.com

Cover Photo by Mark Whitehurst. Artist photo by Marc Alt.

Paseo Nuevo Installs New Mural

A Love Letter to Santa Barbara

A LONGTIME SIGNATURE OF SANTA BARBARA STYLE and a retail haven, Paseo Nuevo has partnered with the Museum of Contemporary Art Santa Barbara and commissioned Cassandra C. Jones to create *Love Letters*, a tile mural inspired by Santa Barbara's heritage, architecture, and surroundings which are known to draw from Spanish and Mexican influences. The mural is part of Paseo Nuevo's continued commitment to community art programming as well as engaging visitors with new and reimagined experiences. *Love Letters* is a 600-tile mural that spans two walls in Paseo Nuevo's lower north court entrance.

such imagery. Like stringing words together to compose a love letter, I weave and layer potent objects in such a way to express affection for the Central California Coast, and this place that I call home," shared Jones, an Ojai-based artist.

This project was always intended to be a love letter to Santa Barbara. The result is a narrative that invites the viewer to explore the mural on both macro and micro levels. One can experience it as a whole at a distance, or up close, focusing on single tiles. No matter where someone stands, *Love Letters* is intended to be an uplifting space that offers something new to discover from every vantage point.



Paseo Nuevo's renovation updates the 30-year old center with enhanced lighting, decorative features, and much-needed infrastructure as part of its \$20 million dollar redevelopment.



"Now, more than ever, we want our community to feel connected. As part of the heart of downtown Santa Barbara, Paseo Nuevo has always been a natural place to gather. While we cannot currently gather in the ways we are used to, we can still form connections and share experiences."

- Mary Lynn Harms-Romo

The artist was inspired by her surroundings, by the architecture and tile that is seen throughout Santa Barbara, and the mural is reflective of the area's landscape. *Love Letters* embraces the aspects of Santa Barbara that are already a part of this place and the mural is meant to engage the community and offer moments of reflection. The entire mural is a kaleidoscope of collaged photographs printed on white ceramic tile, with 36 unique compositions repeated throughout.

Upon closer investigation, each tile is its own vibrant work of art with a series of separate, smaller images collaged together to create a larger pattern. Small flamenco fan images

become ocean waves and red flowers that are found in a dancer's hair. Spanish guitars form quatrefoil shapes, which are a symbol of good luck and a hallmark of the Mission and Spanish style architecture. Surfboards make up forms that resemble the sun, agave plants, and piñatas.

All imagery cleverly reflects Santa Barbara's heritage and culture, providing a visual narrative that is truly a love letter to the community. The mural "explores and embraces the nuances and poetics of



Cassandra C. Jones

Terry. "Paseo Nuevo is at the heart of downtown Santa Barbara and thus provides the ideal backdrop for a project such as *Love Letters* that will encourage passersby to contemplate more deeply the environment they inhabit."

Paseo Nuevo's

MCASB Curator Alexandra

owners, Pacific Retail Capital Partners, have a dedicated mission to advancing accessible, public art programming throughout its portfolio. In doing so, they prioritize installations in creative and open spaces, and commission works like *Love Letters*. *Love Letters* is one of many art initiatives planned during Paseo Nuevo's current, privately funded, \$20 million redevelopment project, to be completed Summer 2020.

Paseo Nuevo has also planned ways for the community to engage with *Love Letters*, while maintaining safe social distancing, through the *Love Letter to Santa Barbara Art Contest*, installation videos, and interactive experiences, all driven through social media.

"Now, more than ever, we want our community to feel connected," related Senior Marketing Director Mary Lynn Harms-Romo regarding this engagement. "As part of the heart of downtown Santa Barbara, Paseo Nuevo has always been a natural place to gather. While we cannot currently gather in the ways we are used to, we can still form connections and share experiences."

As a way to introduce the mural to the community, the Paseo Nuevo team developed the *Love Letters to Santa Barbara Art Contest* and a social media-driven scavenger hunt to discover the mural and be inspired. From there, visit Paseo Nuevo's social media (Facebook & Instagram: @ShopPaseoNuevo) and website to access a downloadable template that entrants can use to draw, color, paint, sketch, or write their own love letter to Santa Barbara. Entries will be displayed at shops throughout Paseo Nuevo. Voting and participation instructions will be shared on both Facebook and Instagram and the website. Submit entries via email DMethmann@paseonuevoshoopping.com or drop off the entries at the 2nd floor management office, located at 651 Paseo Nuevo in downtown Santa Barbara. Top categories are eligible to win a prize valued up to \$100 and will be displayed at a future *Love Letters* mural reveal event.

Love Letters is now on display in the lower north court entrance. Visit Paseo Nuevo's Instagram and Facebook platforms and website to find out how to experience *Love Letters* and learn more about the artist.

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Love Letter to Santa Barbara
PASEO NUEVO

In partnership with



Visit our Love Letters mural in lower North Court.



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