



**Selection Panel 2**  
**Art on Market Street Kiosk Poster Series**  
**2016**

# Curatorial Theme:

- *Utopian Visions: The Changing Face of Market Street:* This call hands over creative license to artists to propose fantastical solutions and utopic visions for the changing face and the future of Market Street.

# Tracey Snelling

A Utopian City



A UTOPIAN CITY

# HEROIC

*Highland Estates*  
JUNIOR EXECUTIVE HOMES  
HEAVY SHAKE ROOFS - HARDWOOD FLOORS  
TURN RIGHT ON WHITE RD.  
1/2 MILE AHEAD

95.  
MOVES  
YOU IN

000 →  
MARKET



*Kind*  
**ALTRUISTIC**  
*Dignified*  
**TOLERANT**

**HOMES FOR THE  
HOMELESS!!!**

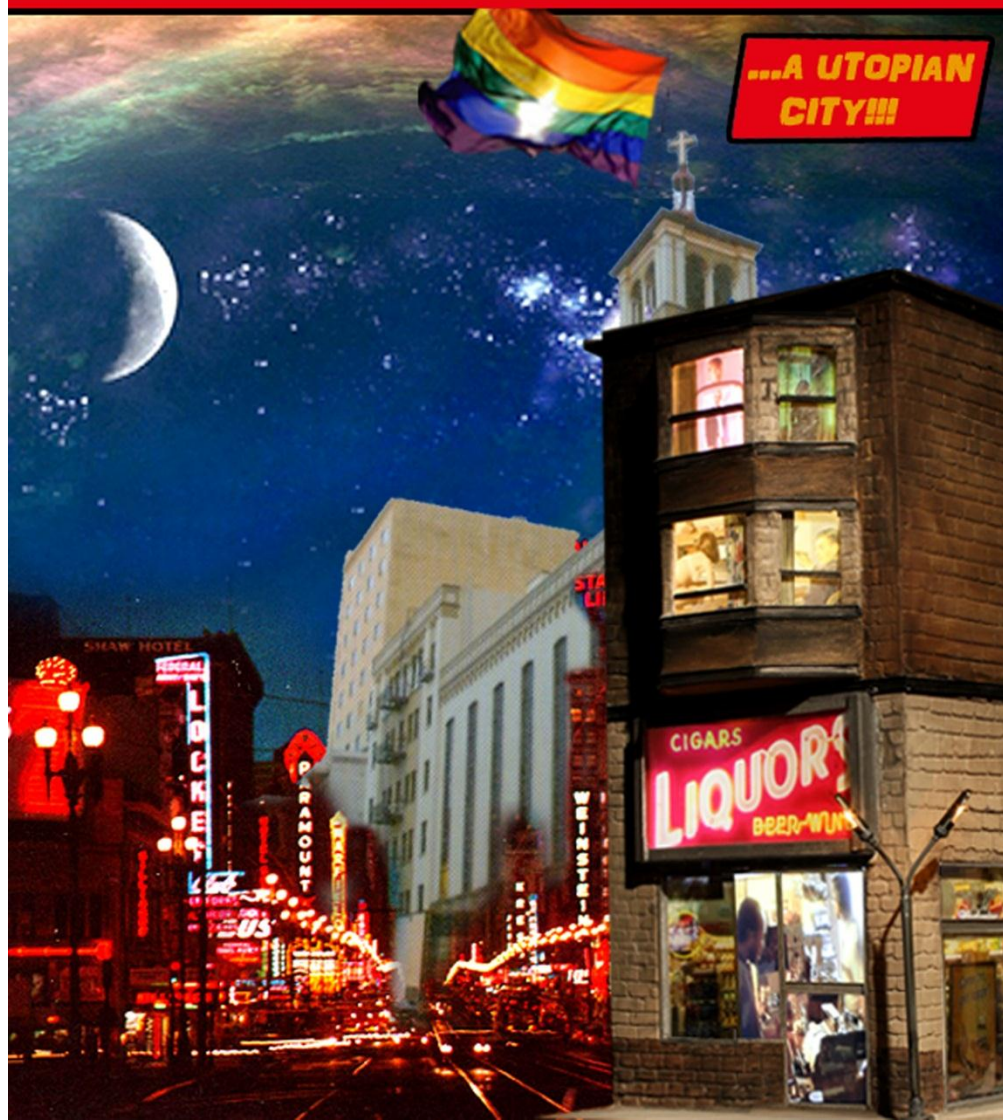


# RESILIENT

25¢

SF

...A UTOPIAN  
CITY!!!



IT WAS A CITY LIVING ON THE EDGE,  
DARING TO BECOME MORE!

1461  
**SIGNET**  
**25**  
BOOKS

# DARING

A UTOPIAN CITY



Lauren Bartone

neoTOPIA

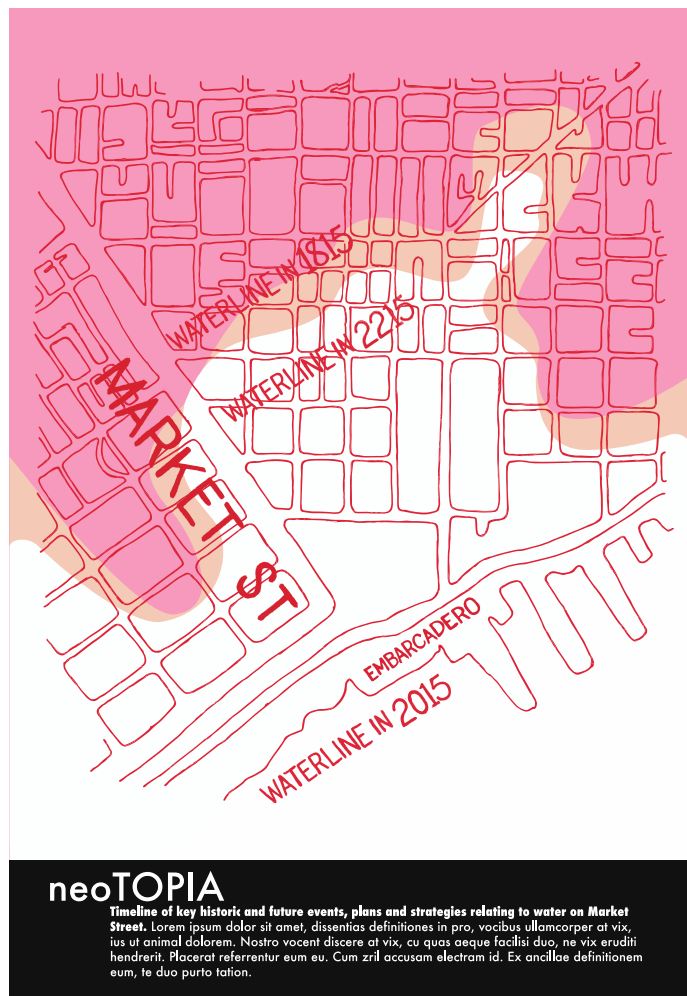


# SAN FRANCISCO



# neoTOPIA

## Art on Market Street Poster Series



## Lauren Bartone, 2015

My proposal addresses this year's poster theme, *Utopian Visions: The Changing Face of Market Street*, through a series of handmade maps. The transitions currently present in the Market Street area suggest an opportunity for us to reflect on our often ambiguous and conflicted attitudes towards change in the broadest sense, and my poster series will maintain that sense of ambiguity, while reflecting on some local patterns through past, present, and future possibilities. The maps, titled *neoTOPIA*, will be made of relevant materials sourced from the neighborhoods along Market Street itself, mixed with studies of historic plans, and drawn imagery suggestive of utopian possibility. I find historic maps and civic plans beautiful in their own right and I have enjoyed playing with them, referencing them, and transforming them with the use of relevant materials and contexts. Especially in the case of Market Street, they reveal so much about various larger civic visions and how they contrast with the realistic day-to-day functions of the people who use the space. Looking at these references show us not just geographical details of the area over time, but also how long we have been crafting utopian visions for the city. This is a characteristic trait of San Francisco, and one that many people could identify with, however disparate their perspectives.



### Water:

There is a powerful contrast between the image of the 1852 historic shoreline of the Embarcadero and images that anticipate the impact of rising sea level in the next century. There are a few square blocks of property along the Embarcadero end of Market Street that exist in neither the past nor future versions of our waterline maps. I will make this map out of paper trash sourced specifically from this area. Collaged paper and drawings will suggest the differences from the past and future, while emphasizing our current unique position.

\*Far left: drawn layout for map of waterlines at end of Market Street.

\*Left: Detail collage of old printouts, receipts, and fireworks packaging represent the embarcadero waterline.

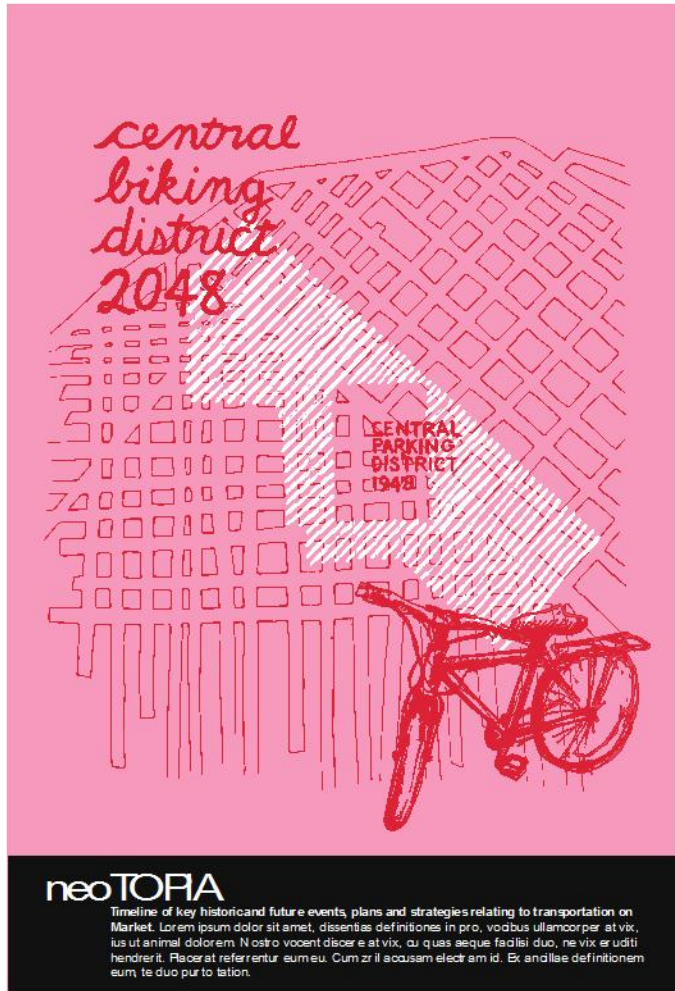






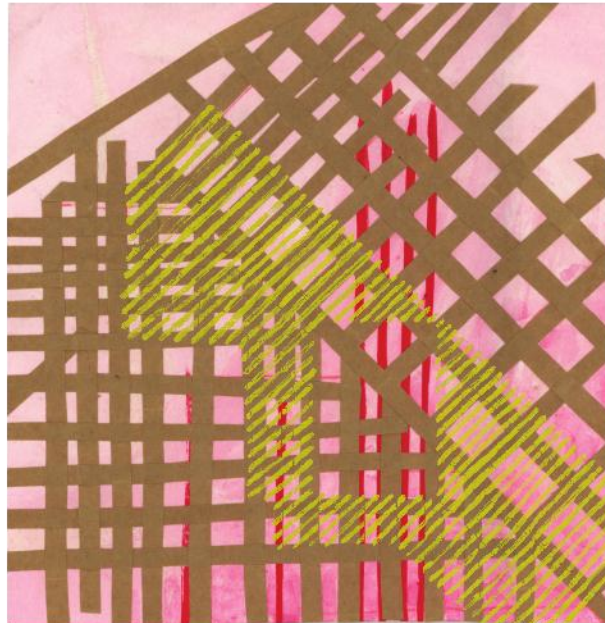
# neoTOPIA

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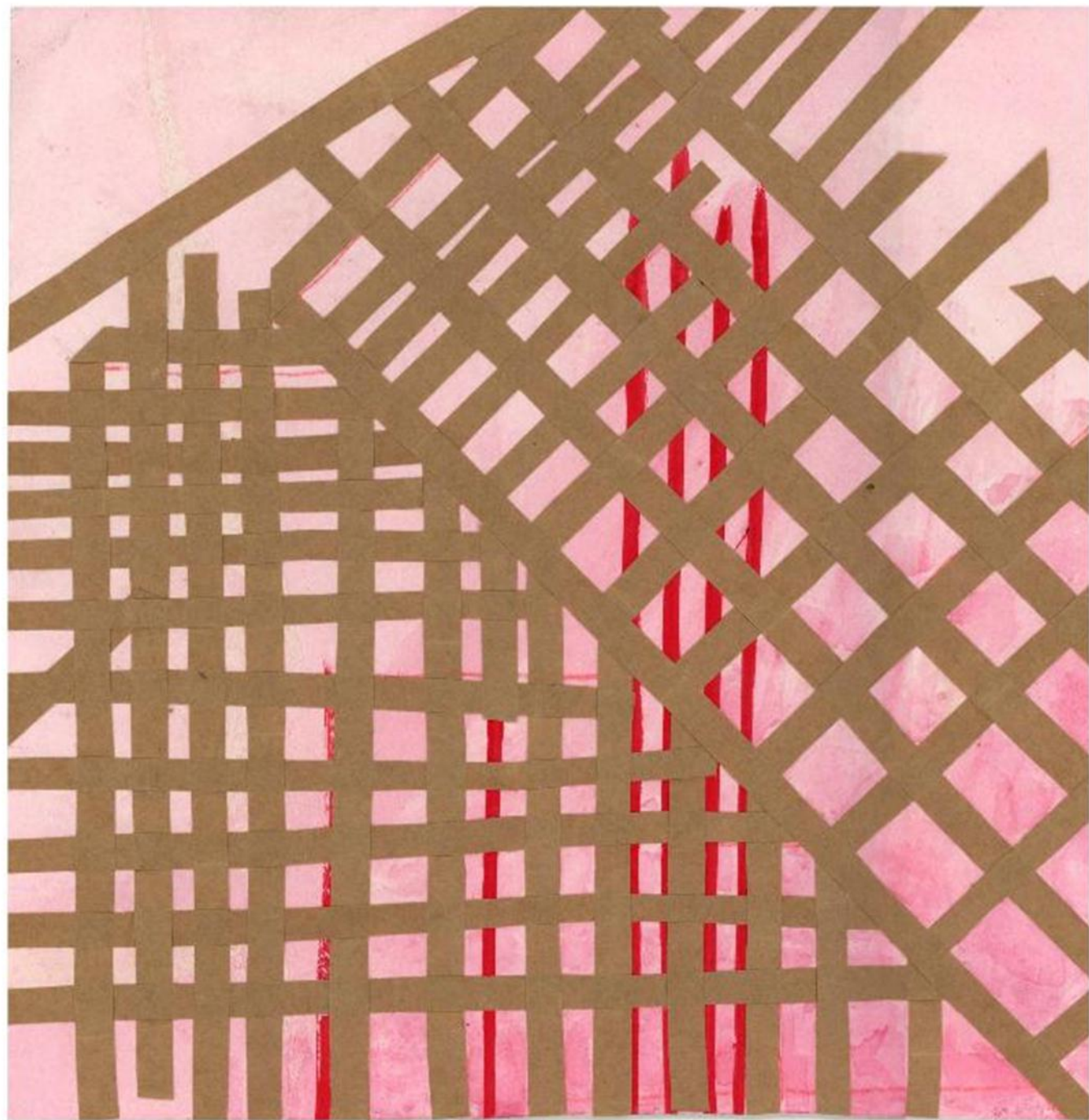


## Transportation:

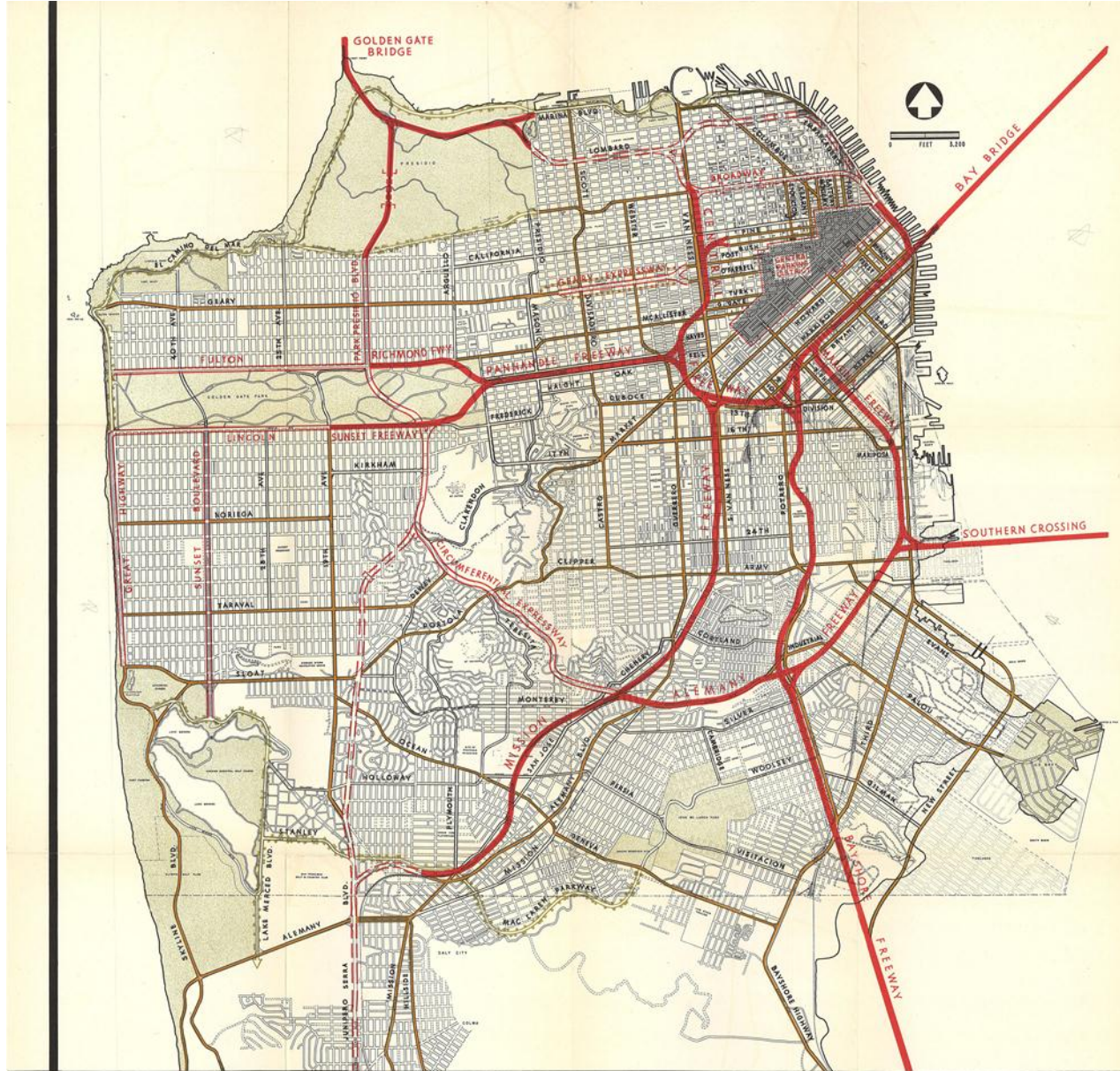
This map focuses on transportation plans and represents a visual conglomeration of the historic plans that have been made for Market Street, layered with playful ideas about future transportation. The repeated route lines would be collaged and painted, revealing how much effort has been put into finding better ways of moving people around. A final layer of drawings would play with biking as a utopian alternative.

\* Far left: drawn layout for map of Market Street based on 1948 transportation plan.

\* Left: Collaged detail using woven strips of paper bags to map the Market Street area, layered with washes in acrylic paint.







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LADISLAS SEGOE CONSULTING CITY PLANNER

OCTOBER 1948

## COMPREHENSIVE TRAFFICWAYS PLAN

FREEWAY—20 YEAR PROGRAM

EXPRESSWAY—20 YEAR PROGRAM

EXPRESSWAY—FUTURE

MAJOR THOROUGHFARE

SECONDARY THOROUGHFARE

PARKWAY (PASSENGER CARS ONLY)

INTERIM THOROUGHFARE

TRAFFICWAYS

11

8

PLATE





