

## Jeff Canham

While researching Market Street the idea of change was a recurring theme. Change is a word I repeatedly read in articles and heard on the street, and it's a word that has very different implications depending on its context. The "Change" used to describe the hopeful promise of the Better Market Street Plan has a very different meaning than the question posed by a person panhandling on Sixth Street, "Change?" Change can speak to the utopian future of Market Street and in the same breath evoke its present crossroad.

I intend to make text-based posters that underscore the many ways that Market Street can be viewed and interpreted. By utilizing words and slogans found on Market Street I hope to speak to its varied audience and comment on the evolving neighborhood.

For someone new to the Mid-Market area the slogan "See the beauty, touch the magic" on a poster may evoke a hopeful, utopian image that is entirely different from someone who recognizes it from the Market St. (adult) Cinema that closed its doors in 2013.

This duality is also illustrated by the old Strand Theater which proclaimed "We only show the good ones" and presented the best and brightest it had to offer, but also begged the question what happened to the not so good ones? Where did they end up? These seem like relevant questions during Market Street's current development where some of the biggest and best companies we have to offer are taking up residence while older, less desirable businesses are shuttered to make room.

By taking these words and slogans out of their original context and presenting them as statements on a poster the viewer is allowed to draw their own conclusions about the meaning and intention. In doing so I hope that they will make a connection to their immediate surroundings and think more about the changing landscape of Market Street.