



"If the ARTS be the root of EAST VILLAGE, play on."

The ARTS, central in our daily living and anchor our humanity, evoke our emotions and senses through various means of expressions. Art touches upon various systems of lines, shapes, and forms, found in urban context of industrial surfaces with spray-painted graffiti arts, and in exclusive high art exhibitions in museums and galleries. While two-dimensional arts are appreciated in drawings, paintings, literature, and prints; three-dimensional arts such as sculptures and installation breath life onto the surface; and fourth dimensional arts celebrate film, music, and architecture along with time. The NEW ART DISTRICT, while situated on a former industrial warehouse district for local artists, is anchored by the new multi-generational, European-scale sustainable development that breaths life into East Village. The NEW ART DISTRICT in East Village proposes the creation of over 1,500 new jobs and strives to be a catalyst that attracts all generations and backgrounds to live, shop, and work. The project is unified by a central art park, and subdivided by four art-themed sub districts, each with its own art-themed pocket park: Jackson Pollock, Andy Warhol, Norman Rockwell, and Georgia O'Keefe. American art is the linkage across the site in addition to cross generational and cultural celebration.

- ART ATTRACTIONS**
- Around existing substation: Monolith stone pieces are used and set vertical to serve as large-scale canvases for local artists to exhibit/paint/print art work.
 - Along Jackson Pollock Promenade: outdoor sculptural garden along the "riverwalk" canal. Printed artwork displayed on the surface of local retail store walls.
 - In main Art District Central Park: Sculpture and outdoor exhibition spaces for community and local artists.
 - At Art Galleria: Outdoor performance arts and gathering spaces, sculptural display, outdoor movie screen for advertisements visible from the freeway and artwork display.
 - At Norman Rockwell Park: Local artists work dedicated to Veteran's and the Marines in San Diego.
 - All park plazas hard pavings have the patterns of art.

CELEBRATION OF ART



- ART SUB-DISTRICTS**
- JACKSON POLLOCK PROMENADE DISTRICT**
- Pedestrian and bike friendly.
 - Four to six story mixed use low to medium density residential buildings with neighborhood retail stores such as local art galleries, coffee shops and wine bars at ground level.
 - The promenade encourages outdoor activities along the artificial canal and meandering park.
- NORMAN ROCKWELL DISTRICT**
- Serve medium density to future higher density residential neighborhood.
 - Attracts residency from various occupants ranging from single professionals, students, family and veterans as a multi-generational and cultural neighborhood.
 - New mix-used development adjacent to Albertson's.
- GEORGIA O'KEEFE DISTRICT**
- South of Jackson Pollock Promenade District, a mix-used development that comprises of residential and ground floor retail stores.
 - Situated across local sub-station that is shielded by tall art mural walls.
- ANDY WARHOL DISTRICT**
- The Art Galleria is an icon that anchors East Village in both retail and community exhibition spaces.
 - The Galleria comprises of multiple retail and event spaces: exhibition and event halls, small cinema and stage theater, fashion show rooms, boutique retail, art galleries, a bookstore, restaurants, cafes, and medium size retail stores.
- ART CENTRAL PARK DISTRICT**
- Located at the heart of the project.
 - Surrounded by traffic calming cobblestones and framed.
 - Locally owned small retail businesses.
 - Open and green spaces and breathtaking terminating vista on the Art Galleria.

