

MISSION STREET - TAGS & SIGNS

SAN FRANCISCO, CA

Project Description

This intervention - 'social sculpture' was completed as part of a week long public art festival held on San Francisco's Mission Street. The Signs-Tags Project consisted of approximately 100 signs installed along an 8-block section of the street. The intent of the project was to reveal and amplify the mundane and innocuous nature of street signage. Specifically, the notorious "NO.." sign and its pervasive control of social behavior and activity. The content of the signs was intended to provoke and reflect the community and in a sense the project was a sort of experiment to gauge public environmental awareness. The community response to the project was unexpected; Nearly all of the signs were stolen or removed within 2 weeks, some within hours; a surprising response given the transparent nature of control exerted through small street signs in urban areas all around the world.

