



ENTRADA

The word 'ENTRADA' is rendered in a bold, black, sans-serif typeface. It is partially overlaid by a series of thin black lines that form a geometric pattern. A small black diamond is positioned at the intersection of two lines in the upper left quadrant. The lines extend from the top left towards the center and bottom right, creating a sense of depth and architectural structure.

WORKSHOPS

WORKSHOPS



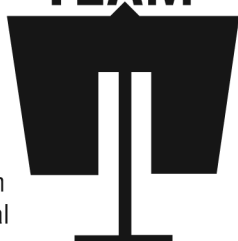
La Entrada is a collaborative art project of public art in personal spaces. Infused as murals and art workshops throughout the new landscape rising in San Diego California. The project actively cultivates culture in the community and is a reflection of social change. The core mural pieces are embedded on the new architectural development of affordable income housing in Logan Heights. La Entrada's design have a meaningful approach that speaks with the people's language; the imagery becomes cultural tools of social engagement and in its stories of experiences move and circulate as positive information which become vehicles for connections within the community.

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La Entrada project is realized by a team of artists that go by the name Prism Process; an art collective that creates enlightened and creative communities around the world through public art works, collaborative projects, and events. Prism Process provides a broad spectrum of programs and services in the public realm that educate, inspire, and transform communities through the arts, culture, and civic engagement. The team aspires to provide an experience through the visual expressions in the workshops that are inspired by global and local movements

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TEAM



PAINTING STORIES

Workshop # 1

30
JANUARY

by: Crol, Irene Castruita,
Geraldine Lozano

Kids will learn to decorate paper with painting, then combine it with a bookmaking technique and storytelling to express themselves through visual and written narratives that will take shape in artist books.

Memorial Academy • (Open only to students attending the academy)

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TROMPOS & TAZAS

Workshop #2

A large, bold, black number 7 with a thick stroke and a small square detail at the top left of the vertical stroke.

FEBRUARY

by: Mario Torero

This workshop is about painting to personalize tops and custom design flavored ice cups with imagery and messages of inspiration. There will also be a presentation about creating an Arts district.

Gateway Apts • 1605 Logan Ave #101, San Diego, CA 92113 • 10 to 2pm

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LETTERS•CHARACTERS

Workshop # 3

15
FEBRUARY

by: VYAL

Graffiti will be introduced as art and culture, basic techniques of lettering and characters will be presented with fun exercises to practice and learn from another.

Voz Alta Gallery•1754 National Ave San Diego, CA 92113•10 to 2 pm

PORTRAITURE

Workshop # 4

21

FEBRUARY

by: Victor Ochoa

An introduction to rendering faces using multi-curriculum strategies, such as geography, geometry, history and current social issues. Learn basic tricks for beginners and intermediates on how to draw a portrait.

Chicano Park Kiosko • Logan Ave/Cesar Chavez San Diego, CA 92113 • 10 to 2

ENTRADAS

28
FEB

7
MARCH

Workshop #5&6

by: WERC, Mario Torero

The most exciting of all the workshops will bring everyone together. Entrances is 1 of 2 interactive session of painting doors in the community, from home doors, business doors to new, old and restored doors that will illuminate the neighborhood with positive messages.

Chicano Park Kiosko • Logan Ave/Cesar Chavez San Diego, CA 92113 • 10 to 2

SCREENING ROOTS

Workshop #7

14
MARCH

by: PHAT ROOTS

A popular method of street expression is screen printing, this workshop will illustrate popular activist poster art by demonstrating prints on walls and doors and encouraging designs that reflect culture and community.

Voz Alta Gallery • 1754 National Ave San Diego, CA 92113 • 10 to 2 pm

COMMUNITY PICTURE

Workshop #8

21
MARCH

by: Armando de la Torre

Using disposable cameras, the youth will embark on an adventure and challenge of rediscovering their environment by taking photograph stills of local imagery and documenting the process of La Entrada murals in their community.

Chicano Park Kiosko • Logan Ave/Cesar Chavez San Diego, CA 92113 • 10 to 2

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URBAN TEXTILES

Workshop #9

28
MARCH

by: Geraldine Lozano, Karina Valdez

In this workshop, creations of wearable art will be presented to the youth, by sewing, dying and printing designs on textiles, urban culture will exist in the messages and dreams expressed on the scarfs and bandanas.

Gateway Apartments • 1605 Logan Ave #101 San Diego, CA 92113 • 10 to 2

MULTIMEDIA

Workshop #10

4
APRIL

by: Armando de la Torre, Monica Hernandez, DJ Rudy Palos

This digital workshop is filled with experimentation. To capture the essence of Logan, the kids will learn to see with new eyes; with exposure to shooting and directing they will create audio and video pieces that present various aspects of community .

Barrio Station • 2175 Newton Avenue San Diego, CA 92113 • 10 to 2



www.laentradaproject.com

■ Questions?: info@LaEntradaProject.com

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