

## **Postcards to Pacifica (P2P)**

The coastal town of Pacifica, a composite of varied neighborhoods dissected by hills, valleys, and Highway 1, stretches six miles along the San Mateo County coast. In today's busy world—even without natural and manmade geographic challenges—many don't know their neighbors. Though we try to connect through social media, our community interactions aren't always personal or positive.

These thoughts were on the mind of Sanchez Art Center's Executive Director Cindy Abbott, and culminated in the development of a new project, "Postcards to Pacifica." Modeled after the "Neighborhood Postcard Project," a global participatory art project created by artist Hunter Franks in 2013, "Postcards to Pacifica" will provide a positive, fun, safe, creative, and memorable way for community members to engage with one another.

Bay Area artists were invited to submit original art representing Pacifica's nine neighborhoods: Fairmont, Fairway, Linda Mar, Manor, Park Pacifica/Sun Valley, Pedro Point, Rockaway, Sharp Park, and Vallemar. From 53 artworks entered, the judges (Sanchez Art Center staff) selected 13 images, garnering \$100 for each selected artist: Janet Barker, Dyanna Dimick, Robert Dvorak, Tracy Farbstein, Andrew Leone, Jeannie Mecorney, Nina Ollikainen, Erika Perloff, and Carrie Skelly.

Sanchez Art Center (SAC) has now printed the award-winning works in postcard format, and will bring the postcards to community events and public spaces over the next six to nine months. At these events, community members will be asked to share "*What do you love about your neighborhood?*" A place will be provided for people to write their story on the postcard. The postcards will be hung

by clips on cord, offering the opportunity for attendees to read and enjoy a variety of postcards in person.

After the events, SAC will share these “Postcards to Pacifica” online, on social media, and even through random distribution via old-fashioned snail mail, bringing connection through the inspiring art and words of our neighbors. So watch your mailbox—you may be a lucky recipient of a Postcard to Pacifica!

This project, supported by funding from the San Mateo County Arts Commission and a sponsorship from Pacific Coast Fog Fest “Gift to Pacifica” Fund, will launch at the 2019 Pacific Coast Fog Fest, Saturday and Sunday, September 28–29, along Palmetto Avenue.