



PRESS RELEASE

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WORK OF LOCAL ARTIST BRINGS ALL BLACK LIVES MATTER MESSAGE TO BROADWAY

Banner Program Highlights Inclusive Message of Change, Equality and Respect

SAN DIEGO – Aug. 10, 2020 – To inspire ongoing conversations about the importance of equity and justice, residents, visitors and the Downtown workforce will now be greeted with a new art installation along Broadway highlighting the work of San Diego-based artist Anthony Tyson.

Tyson's pieces, which were installed in early August, display the message that Black lives of every age, gender, preference, past and future matter.

The Downtown San Diego Partnership believes strongly in its duty to ensure organizational efforts are promoting equality and addressing systemic injustice and racial discrimination wherever they exist. The organization acknowledges the inequities in the United States that disproportionately affect communities of color and the movement to change the course of unnecessary violence levied against Black communities.

In addition to commitments made within the organization, the Downtown Partnership is working to foster a greater sense of cultural vibrancy through placemaking and special projects. Particularly when those efforts can highlight historically disadvantaged cultural institutions and artists. The first of these projects is the banner program that was recently installed along Broadway, one of Downtown's major thoroughfares.

Tyson was selected from a group of submissions received after placing a call for artists out to the community.

"Graphic design is something my friends and people in my circle have always encouraged me to try, but it took the change and disruption of this year to finally make that leap," said Tyson. "I'm thrilled to have this experiment with a new skill be recognized and to have my work selected for a project that will hopefully generate conversation about the need for racial justice and equality."

In addition to the written message, Tyson encourages viewers to explore the subjects of each photograph and the color choices of his work.

“From the Black man looking resolutely forward and the Black woman standing head held high and strong in her power, to the father and his child that will hopefully grow up in a more just world, these images captured the feeling I wanted to portray.” said Tyson. “I hope people are drawn in by the bright vibrant colors to recognize that each has value because of their differences.”

This project is one of many that the Downtown Partnership implements each year to encourage a sense of character and community in Downtown neighborhoods through community enhancement though this effort was unique in that it was funded by private contributions. That roster of other projects will continue to benefit from the other artists who submitted for this initial effort.

“We were thrilled to get so many unique submissions when we put this call out to the San Diego community,” said Sean Warner, director of community enhancement at the Downtown Partnership. “It is our intention that Anthony’s work be an important catalyst to expand opportunities to celebrate historically disadvantaged cultural institutions as well as Black, Indigenous and other artists of color through placemaking projects in Downtown.”

The banners can be found on Broadway between Third Avenue and Kettner Boulevard.

Anthony Tyson’s work can be found at wethesouth.me and on Instagram @thesouthernstultan.

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*The **Downtown San Diego Partnership** is a nonprofit organization that serves as the principal voice and driving force behind the economic and cultural prosperity of Downtown San Diego through membership, advocacy and public services. It also serves as the managing organization for several special districts including the Clean & Safe program that provide essential public services in the 275 blocks of Downtown. For more information, visit downtownsandiego.org.*