

Living in Santa Cruz: Housing Crisis

Public Art Proposal: UCSC

Art 172: Special Topics in Public Sculpture

Jairo Banuelos

Project Description:

“Housing Crisis” is a portable house structure built to represent the crisis in housing in Santa Cruz. This Project proposal seeks to construct a temporary public art installation and performance on UCSC campus which will display miniature replica of the beach houses nearby to highlight the issues of housing in Santa Cruz. The frame and exterior frame of the miniature house will be made entirely of wood with a maximum height of 6.5 ft., 4 ft. width, and 5 ft. length. The architecture of the house is designed to resemble most houses of Santa Cruz that is similar to a Greek or Gothic style façade with tall pediment roofs. In addition, wheels and tied rope will be attached underneath the floor frame so that it is mobile and can be pulled from place to place. Once the house is built, I plan to pull the structure throughout campus as a performance and display it at various locations throughout campus.

The public may go inside and interact with the installation. It is large enough to only fit one person, to show how many students and others pay expensive rent for a small space. I want to show the environment and living conditions students usually face when desperately looking for housing. Many are often forced to choose houses that have poor living conditions and structures that do not provide enough privacy due to lack of affordable housing. To show this, I plan to make the house look as unfinished and cheap as possible with no front door to represent the conditions most students and others can only afford in Santa Cruz.

To speak to a wider audience, I will create a fake craigslist ad that will advertise my miniature house for anyone to rent starting at \$25 per month as an experiment.

Aims/Audience:

The point of choosing the UCSC campus as a public display is because of the beautiful scenery that is known all throughout and outside of Santa Cruz. Santa Cruz is a beautiful place which attracts many people to live here and also come visit. Many of these people are often students, employees, and families. However, real estate has become ridiculously expensive and it is increasingly difficult for students and others to function. Students who do live here often pay double the price for a small and crowded double than a single bedroom outside of Santa Cruz. After witnessing many students who weren't able to afford housing, this raised many questions on why is rent in Santa Cruz so high. In addition, resources for these students are draining and many are displaced and feel that the UC system had no regard for creating a physical space that can provide help and properly share Santa Cruz's resources for students. Many students still remain homeless and many are forced to pay high rent in order to be close to campus and receive their education.

The Project aims to educate our public audience and to utilize the Santa Cruz public space as a primary case to illustrate the issues of rent and housing. Address the difficulty students are forced to face when searching for housing. Create a pleasing work of art, which serves to bring a message, spark conversation, and inspire change in our community. Engage students and other

community members by providing opportunities for involvement for change and/or the building process.

Materials/ Logistics:

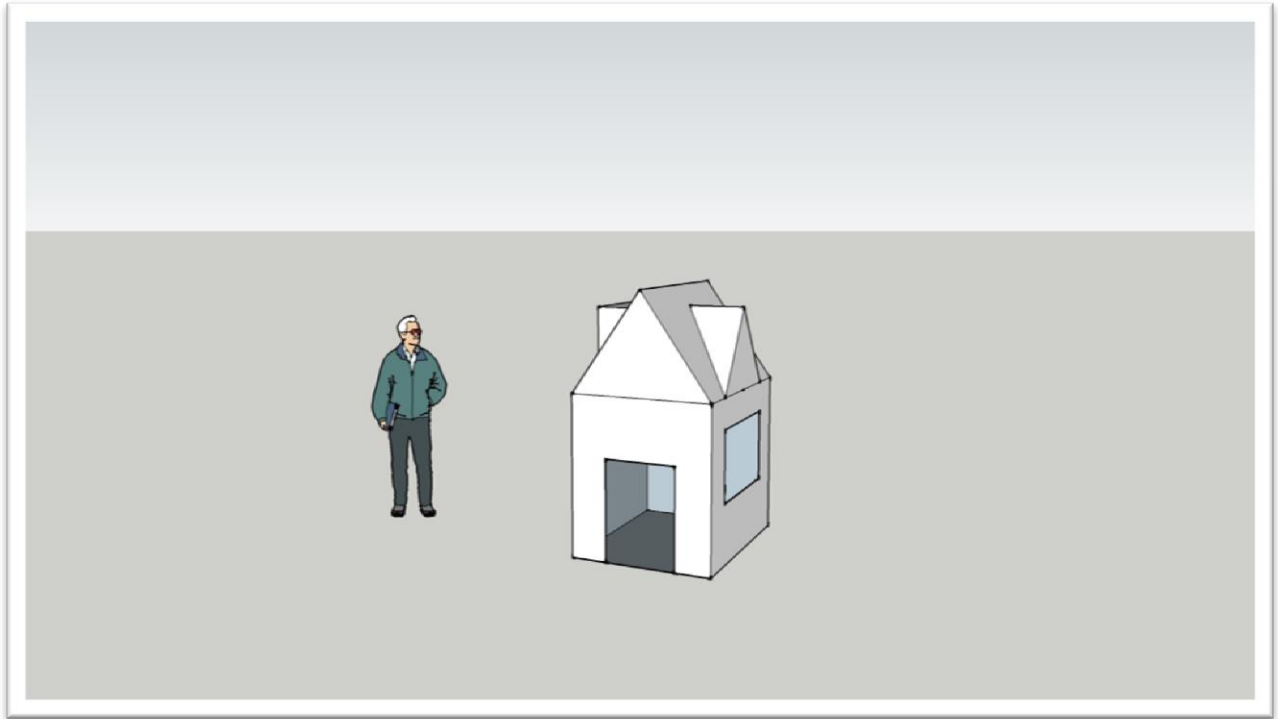
The majority of the actual artistic process and material will be completed and stored on site in UCSC campus in the art department. The design itself will be assembled completely prior to the installation/performance date. The length of the performance is expected to take no more than a 3 hour session by the artist.

The main material used to build the house will be wood collected from pieces of wood pallets broken down into individual pieces. The choice of wood was based on the majority of the houses in Santa Cruz are built with frames and exteriors out of wood. The rest of the house will be built with various materials that would normally be used on real houses such as wood, nails, wood glue, metal, etc. My plan is to combine these pieces of wood to make up the entire frame of the small house. To add characteristics to the house, I plan to use cheap recycled materials such as a cardboard roof, low quality shelves, plastic containers, and nails as hangers.

Installation/ Removal:

It is my hope to display the house structure at various locations throughout campus in a two hour period. The house will be securely tied by a rope and safely pulled throughout campus by the artist as a performance. The house will be position beginning at the Art Department, through Clark Kerr Hall and end at the Mc Henry Library. For educational purposes, the house is not limited to be displayed at UCSC campus as it is mobile and can be transported all throughout Santa Cruz and inform the public.

The structure and installation is scheduled to be completed and installed by February 3rd, 2015 and will be displayed for one day. Removal of the installation will be taken care of by the artist.



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