

San Francisco Signage Family Connection

By: Dior Geyton



Art 295

Family Background

- My mother's side: My great-grandmother moved to San Francisco when she was 18 from Ireland
- My father's side: Traveled the world because my grandfather was in the Navy. Finally settled in San Jose, CA
- **Thesis:** By going to the sights that have been so influential to my family, the experience of connecting the stories of my family with the history of the site bonds me

Family Member and Signage Site

- 1. Coit Tower and my Great-Grandmother Alice
- 2. Grandpa Don and St. Ignatius Church/USF
- 3. Mother and Union Square
- 4. Father and Pier 39/Fisherman Wharf

Coit Tower and Great-Grandmother Alice

- My grandmother immigrated at 18 from Ireland to have a better future. He came from a family of farmers
- At the time in 1914 there were having growing resentment towards the Irish because there were 4.4 million immigrating
- She entered the Naval Training Station at Goat Island NY because she couldn't get a job.
- The Irish had to make their own infrastructure because of the discrimination. Entering the military during the World War I helped as well
- Alice felt like Coit Tower: “Was like a dream come true. I lived it from dirt til wealth. I worked hard make it in a society that was just ignorant at the time. The murals were a



My Experience at Coit Tower

The signage up Telegraph Hill up to Coit Tower was scarce. It felt like I was experiencing what Alice must have felt to enter a new unknown land. He must have seen the same view but with totally different eyes. Coit Tower was peaceful and humbling

The mural of the farmers



USF and my Grandfather Don

- My Grandfather and Great Uncles all went to USF and had to work during the wartime to help pay for it
- During the time my Grandfather was in school, San Francisco was having full alert for harbor defenses (1941) and gun practice ammunition rounds



-The front of the church was very formal and distinct but still inviting because of the statue above its title. I felt like my grandfather was keeping an eye on me because he was in the presence of this church during his time at USF

My experience at U Ignatius Church



My Mother's Buying Days and Union Squa

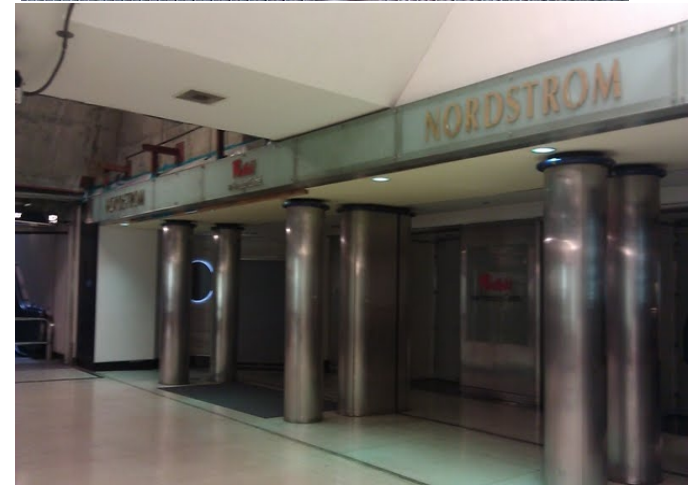
- My mother's first career was as a retail sales clerk to buyer for Joseph Magnets and Nordstrom in San Francisco.

- She got on planes and wined/dined clients for 8 years



My experience at Union Square

- Two photos made me feel like I was experiencing what my mother felt on buying trips
- The one about the Tourneau clocks was showing not only USA but China and Italy
- The desire to keep up the competition and it felt like watching the stock market numbers change as the time passed. It gives the sense that fashion and luxury are just as important as the business you wear the watch in
- The sign of Nordstrom seen in Bart and the large window displays show the lifestyle society is trying to promote even if most can't afford Nordstrom (high end store)
- The brands everywhere are a constant visual signage reminder of what you should be. It takes the individual out of the equation which



Military Father and Pier 20

-My father was in the military for the Navy for five years

-He always felt strongly about Fleet Week and was a part of it in 1990 as part of the San Francisco Fleet Week to honor the military who have been in it for more than two generations

-Fleet Week gives the community a chance to meet the men and women of uniform who protect their country as well as show off the United States strength and military techniques as well as to raise funds for military families

-Fleet Week originally started in 1935 for the California Pacific International Exposition which turned out to be the mightiest fleet ever under the flag with 55,000 service men attending each year

-With the popularity through the military, more civilians joined in the celebration each year

-In 1981 Feinstein made Fleet Week as a way to expand the San Diego Port celebrations by thanking the troops for protecting the SF ports as well as aboard

-My father was impressed that even during the Vietnam War, the fleet week was still honored by the local



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LAST NAME FIRST NAME MIDDLE NAME GEYTON, DONALD PATRICK		M 557 88 7473		DATE OF BIRTH 52 01 05	
DEPARTMENT, COMPONENT AND BRANCH OR CLASS NAVY		USN		GRADE OR RANK E-4	
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SELECTIVE SERVICE LOCAL BOARD NUMBER, CITY, STATE AND ZIP CODE 60, SAN JOSE, CALIFORNIA 95124		HOME OF RECORD AT TIME OF ENTRY INTO ACTIVE SERVICE (Street, R.F.D., City, State and ZIP Code)		STATION OR INSTALLATION AT WHICH EFFECTED NAVAL STATION, SAN DIEGO, CA. 92136	
HONORABLE - USS BROOKE (DEG-1)		NAVAL RESERVE MANPOWER CENTER, BAINBRIDGE, MARYLAND 21905		DATE ENTERED ACTIVE DUTY THIS PERIOD 76 03 04	
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Experience at Pier 39

- My connection that I felt to my dad at Pier 39 was connected to the military
- The flags remind me of the military sign of respect
- I can only imagine when my father came back from



Conclusion

- The narrations of my family's past connections to the city of San Francisco have bonded me to the city through my own experiences. From this class, my identity as a true San Franciscan has been formed from the stories thus my family unit is the "greatest storyteller because it is capable of weaving a narrative that results in the viewer seeing themselves in the story" (Trulove).