

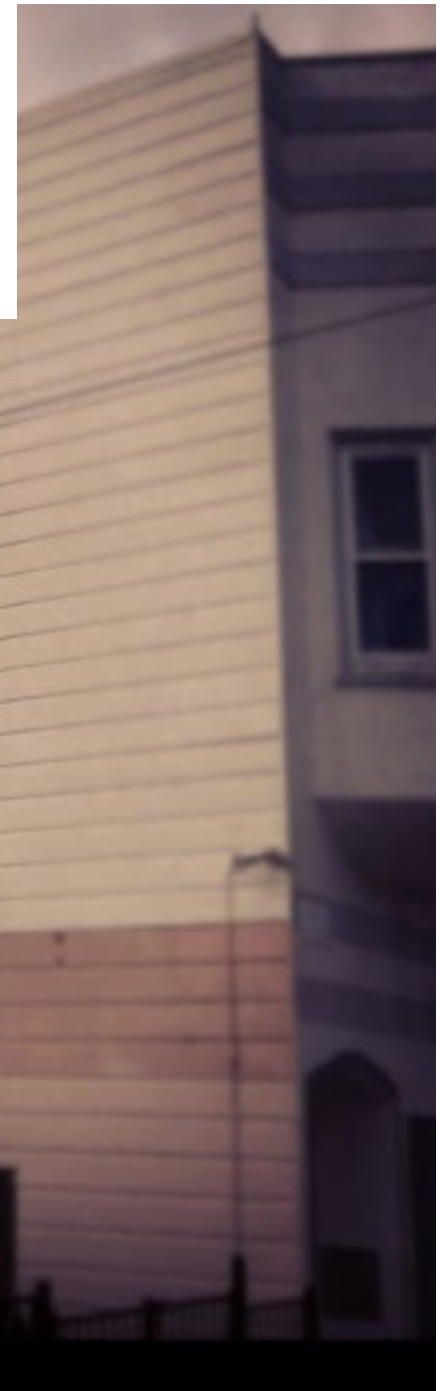
Week 04

Monday, September 24



Listen
to this wall.

**VISUALIZING
SAN FRANCISCO:
EXPLORING SIGNAGE
& PUBLIC SPACES** ART 195



FYS Seminar / Art 195
Monday, September 24

Week 04

http://stacyasher.com/Art195_FYS_USF.html



Reading Signs

FYS: Visualizing San Francisco:
Exploring Signage in Public Spaces

<http://www.golden-gate-park.com/map.html>

<http://www.golden-gate-park.com/interactive-golden-gate-park-map.html>

Golden Gate Park, located in San Francisco, California, is a large urban park consisting of 1,017 acres (412 ha) of public grounds.



Configured as a rectangle, it is similar in shape but 20% larger than Central Park in New York, to which it is often compared. It is over three miles (5 km) long east to west, and about half a mile north to south.

[2] With 13 million visitors annually, Golden Gate is the third most visited city park in the United States after Central Park in New York City and Lincoln Park in Chicago.

Nature and Signage, the History of San Francisco Recreation and Park Department signage and San Francisco Parks, the value of open space.

Golden Gate Park

- You Are Here
- Pedestrian Paths
- Picnic Areas
- Road Closures
- Public Transit Stop (MUNI)
- Bike Paths
- Bike Parking
- Restrooms
- Dog Play Areas
- Concourse Garage
- Vehicular Entry

- ## Points of Interest
- Alvarado Bridge
 - Alvarado Lodge
 - Beach Chalet Visitor Center
 - Brown Paddock
 - California Academy of Sciences
 - Campanile
 - Chinese Pavilion
 - County Fair Building
 - De Laveaga Daily National AIDS Memorial Grove
 - De Young Museum
 - Dutch Windmill
 - McLaren Lodge and Annex (Park Headquarters)
 - Millwright's Cottage
 - Murphy Windmill
 - Music Concourse
 - Parkhouse
 - Pioneer Log Cabin
 - Petals of the Past
 - Prayer Book Cross
 - Railroad Shelter
 - Spreckels Temple of Music
 - Sweeney Observatory Ruins

- ## Historical Points of Interest
- Cornwall Gardens
 - Colonial Historic Trees
 - Conservatory of Flowers
 - Conservatory Valley
 - Dahlia Garden
 - Fuchsia Glen
 - John C. Russell Horticultural Library
 - Perkins Redwood Grove
 - Japanese Tea Garden
 - Native Oak Woodlands
 - Queen Wilhelmina Tulip Garden
 - Redwood Memorial Grove
 - Rhododendron Dell
 - Rhododendron Island
 - Rose Garden
 - San Francisco Botanical Garden
 - Shakespeare Garden
 - Tree Fern Dell
 - Washington Bicentennial Grove

- ## Lakes & Meadows
- Alvarado Lake
 - Elk Glen Lake
 - Hammock Falls
 - Lily Pond
 - Lindley Meadow
 - Little Speedway Meadow
 - Lodge Lake
 - Makard Lake
 - Mara Meadow
 - Melton Lake
 - Middle Lake
 - Mother's Meadow
 - North Lake
 - Peacock Meadow
 - Rainbow Falls
 - Sharon Meadow
 - South Lake
 - Speedway Meadow
 - Spreckels Lake
 - Stow Lake
 - Strawberry Hill

- ## Recreational Facilities
- 10th Avenue Playground
 - 4th Avenue Playground
 - Anchor Range
 - Beach Chalet Soccer Fields
 - Bright Equitation Ring
 - Big Red Baseball Diamonds
 - Children's Playground
 - Disc Golf Course
 - Dog Training Fields
 - Emergency Ramp
 - Fly Casting Pond
 - Ghirardelli Card Shelter
 - Golden Gate Park Stables
 - Golf Course & Clubhouse
 - Hammock Courts
 - Horticulture Courts
 - Kezar Stadium
 - Lawn Bowling Greens & Clubhouse
 - Little Rec
 - Model Yacht Club
 - Mother's Meadow
 - Playground
 - Pontenque Court
 - Polo Field (Golden Gate Park Golfing)
 - Senior Center
 - Sharon Building
 - Sharon Area
 - Stow Lake Boat House & Boat Rental
 - Tennis Courts & Clubhouse

- ## Park Services
- Restroom Facilities
 - Swimming Pool & Nursery
 - Park Aid Station
 - Park Police Station (SFPD)
 - Police Station
 - Pump Station
 - Urban Forestry Center

For more information, park hours, and access information, please call (415) 831-2340 or 311. Website: www.parks.sfgov.org





Golden Gate Park



Walking through the Golden Gate Park. SPACE?

PLACE? How does a space become a place?

“Although the park was conceived under the guise of recreation, the underlying justification was to attract housing development and provide for the westward expansion of The City.”

Discussion of previous week's field trip, readings, and
Thought Paper Assignment [20 min]

Field Trip:

MacLaren Lodge and the Golden Gate Park, Exteriors
of: the Legion of Honor, The Conservatory of Flowers,
The Botanical Garden, The Academy of Science, The Tea
Garden (We will not go into all of these museums
but will study the signage systems on the outsides
of each)



Thought Paper Assignment:

Why was signage important to the development of the Golden Gate Park?

What can you learn about the history of San Francisco through walking through Golden Gate Park?

Why is a park significant to a city?

What is PUBLIC? What is Private?
Laws, rules and policies

Compare and contrast the exterior signage of the various museums.

How does the visual language of the signage communicate information on what the museum contains?

Golden Gate Park / Scavenger Hunt

1. Carousel

2. Creating harmony with the landscape:
Peaceful Signs on Rocks...a memorial

3. A giant Celtic Cross, 1894

<http://query.nytimes.com/mem/archive-free/pdf?res=F60911FF345D15738DDDAB0894D9405B8485F0D3>

4. Andy Goldsworthy art installation
Andy Goldsworthy: Drawn Stone, 2005



Near the De Young Museum

<http://www.kqed.org/arts/programs/spark/profile.jsp?essid=4157>

5. A tribute to Bacchus / Public Sculpture Near the De Young Museum

The Gustave Dore Vase in Golden Gate Park...

The monumental piece (22 feet in circumference) is 6,000 pound cast bronze vessel. It has 58 separately formed animated figures entwined with grapevines visually narrating the story of winemaking. A close look at the base reveals cupids battling growth-destroying insects as cupids above squeeze the abundant fruit of its juice; Larger playful figures feature Bacchus (the god of wine) Silenus (the drunken attendant and nurse to Bacchus) the goddess Diana (lover of the woods and wild things) satyrs (attendants to Bacchus) and bacchantes (priestess to Bacchus) Frenchman Paul Gustav Dore created the 11-foot-high vessel in 1877-78.

The vase was displayed at the Midwinter Fair of 1894 that was held in Golden Gate Park. When the Midwinter Fair closed de Young desired to keep the piece for the Memorial Museum he was building - here it has been ever since the fair's theme, "California: Cornucopia of the World."

6. Beethoven

Near the Academy of Sciences

7. Goethe and Schiller

Why are there so many monuments of European figures in Golden Gate Park

8. Promotional Signage:

The Academy of Sciences

The Legion of Honor

The Conservatory of Flowers

The Botanical Garden

The DeYoung

<http://deyoung.famsf.org/search-collections>

9. Wayfinding Signage:
Japanese Tea Garden
Dutch Windmill
Beach Chalet
Buffalo Paddock
San Francisco Zoo
Ocean Beach

10. John McClaren Who is John McClaren?

One of John McLaren's stipulations before taking the superintendent job was, "There will be no 'Keep off the Grass' signs." His horticultural philosophy was to achieve a natural look, typified in his dislike for statuary, calling them "stookies" and planting trees and shrubs to hide them.

11. Other historically significant figures?
How did these statues get to Golden Gate Park?

12. Signs of Recreation:

Tennis

Lawn Bowling

Frisbee Golf

Roller Blading

Bicycling

Hiking

Horse Riding

Baseball

Softball

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links

<http://deyoung.famsf.org>

<http://www.calacademy.org/>

<http://www.conservatoryofflowers.org/visit/hours>

<http://japaneseteagardensf.com/>

Mon, Wed, Fri: FREE admission if entered by 10:00 am

<http://legionofhonor.famsf.org/>

<http://www.sfbotanicalgarden.org/>