

L.A. AS SUBJECT

The Transformative Culture of
Los Angeles Communities

SYMPOSIUM

MAPPING L.A.:

A Global Prototype

INVITATIONAL SESSION

Monday, June 7, 1999
9:30 A.M. – 5:00 P.M.

PUBLIC SESSION

Tuesday, June 8, 1999
9:30 A.M. – 5:30 P.M.

HAROLD M. WILLIAMS AUDITORIUM

The Getty Center
1200 Getty Center Drive
Los Angeles, California

Sponsored By

GETTY RESEARCH INSTITUTE
FOR THE HISTORY OF ART AND THE HUMANITIES

Convened By

L.A. AS SUBJECT ADVISORY FORUM

SYMPOSIUM STATEMENT

Mapping L.A.: A Global Prototype is a symposium devoted to issues of local heritage recovery, preservation, and access in the Los Angeles region. Using "mapping" as a metaphor for how the Los Angeles region is studied and translated, this symposium examines how cognitive, social, cultural, economic, political, electronic, and cartographic categories are used in the theoretical and applied mapping of the region's heritage.

This symposium brings together topics investigated through public lectures and discussion panels sponsored by *L.A. as Subject*, a Local and Comparative Research project of the Getty Research Institute. Over a four-year period, from 1995 to the present, *L.A. as Subject* has explored a wide range of issues concerning the preservation, recovery, and accessibility of Los Angeles's rich material culture. Central to this exploration has been the catalyzing question: *What are the resources, practices, and theories that inform our understanding of the history and lived culture of the Los Angeles region?* Public discussions have included such topics as: (1) how we practice community in Los Angeles—whether we live in ethnic enclaves or a global village; (2) the utility of "less visible" archives and collections in promoting new research, scholarship, and artistic practices; (3) the changing topography of the Los Angeles region over time; and (4) the role of late-twentieth-century Los Angeles writers in constructing their city's literary archive of the future.

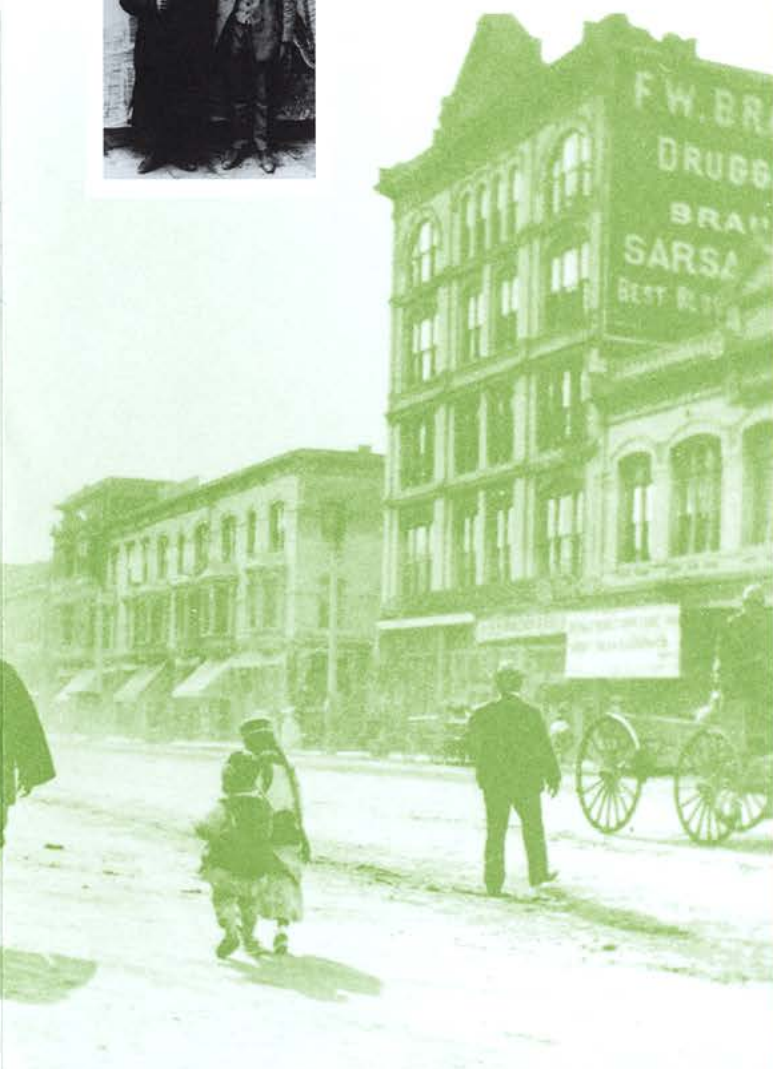
One outcome of *L.A. as Subject's* interest in the collected material culture of local communities is an operating database and publication of little-known archives and collections. This publication, *Cultural Inheritance/L.A.: A Directory of Less-Visible Archives and Collections in the Los Angeles Region*, produced by the *L.A. as Subject* Advisory Forum and published by the Getty Research Institute, is being released to the public in conjunction with this symposium.

Mapping L.A.: A Global Prototype will use a videoconference to explore international comparative dimensions of local mapping practices. The live video link connects a panel at the *Mapping L.A.* symposium to a panel sponsored by the New York-based Fund for New Performance/Video at the site of its principal partner, EastWest Institute, Prague Center, in the Czech Republic. Central to this panel discussion are two projects, the Prague *Stories Exchange* project and the Los Angeles-based *L.A. as Subject* project—both of which are grounded in a common idea that the plurality of lived culture, locally and globally, is a collective enriching inheritance. Using similar strategies of community collaboration but different program methodologies, these demonstration projects have illuminated the value of less-visible cultural resources in advancing humanistic traditions through new research, scholarship, and artistic production. The local environments of these projects have incubated common strategies of historical recovery through exhibitions, of integration of local culture as economic/cultural policy, and of preservation that merge the theory of the scholar and the practice of the community practitioner. This exchange between panels presents an opportunity to consider implications of drawing together these strategies as a collective prototype that might be useful to other cities here and abroad.

The interactive exhibition *Documentation Strategies: Making L.A. Visible*, developed in conjunction with this symposium, is located in the Harold M. Williams auditorium lobby. This exhibition is

designed to further engage symposium participants and the general public in thinking about how material culture can be used to open new paths of inquiry about intersecting community histories and locations that instigate a sense of place within the regional geography of Los Angeles.

Day one of the symposium brings together an invited group of scholars, researchers, program officers, community heritage preservationists, and cultural practitioners to explore the theoretical dimensions of how Los Angeles is metaphorically and historically mapped. Day two is open to a public audience and is structured as an exploration of practices used in the public sphere to map L.A. and that are demonstrated by projects involved in the recovery, preservation, display, and dissemination of local heritage.



MAPPING L.A.: A GLOBAL PROTOTYPE

DAY ONE

Monday, June 7, 1999

INVITATIONAL SESSION

TIME

TOPIC

9:30

Welcome

9:35

Opening

9:45

Introduction

10:00

CONVENING KEYNOTE:

Mapping the Cultural Dimensions of the Los Angeles Region

10:45

Introductory Stories Exchange Video

11:00

Videoconference L.A./Prague: The Stories Exchange Project

12:40

Lunch

1:45

CONVENING PANEL:

The Grids of Metaphor: Mapping the L.A. Region

PRESENTATION: **Technology Mapping**

PRESENTATION: **Social and Economic Mapping**

PRESENTATION: **Cartographic Mapping**

PRESENTATION: **Cultural Mapping**

3:15

PANEL: **The Challenge of Our Cultural Inheritance:**

A Discussion between Directors of Four University-Based Centers for the Study of L.A.

4:15

Audience Discussion

4:45-5:00

Closing Comments

Final Comments

SPEAKERS

Deborah Marrow, *Interim Director, Getty Research Institute*

Karen Stokes, *Project Manager, L.A. as Subject*

Robert G. Marshall, *Chair, Advisory Forum; Head Archivist, Urban Archives Center, California State University, Northridge*

Angela Oh, *Attorney; Appointee, President Clinton's Initiative on Race*

Los Angeles

MODERATOR

Claire Peeps, *Executive Director, Durfee Foundation*

INTRODUCTORY SPEAKERS

Barry Munitz, *President, J. Paul Getty Trust*

Michael S. Roth, *Associate Director, Getty Research Institute*

PANEL

Aldofo Nodal, *General Manager, City of Los Angeles, Cultural Affairs*

Ali Modarres, *Associate Director, Edmund G. "Pat" Brown Institute of Public Affairs, California State University, Los Angeles*

Phil Ethington, *History Department, University of Southern California; Director, Information System for Los Angeles (ISLA)*

Karen Ishizuka, *Curator, Japanese American National Museum*

Robert G. Marshall, *Head Archivist, Urban Archive Center, California State University, Northridge*

Elazar Barkan, *Chair, Department of Cultural Studies, Claremont Graduate University; Director, Institute for the Study of Local Heritage Preservation*

MODERATOR

Neil Richman, *Advanced Policy Institute, University of California, Los Angeles*

PANEL

Lee Johnston, *Environmental Research Systems Institute (ESRI)*

Denise Fairchild, *Community Development Technology Center*

Bill Bowen, *Department of Geography, California State University, Northridge*

Hynda Rudd, *Los Angeles City Archives*

MODERATOR

Felicia Harmer Kelley, *California Council for the Humanities, Los Angeles Office*

PANEL

Michael Dear, *Director, Southern California Studies Center, University of Southern California*

Fernando Guerra, *Director, Center for the Study of Los Angeles, Loyola Marymount University*

Jaime Regalado, *Executive Director, Edmund G. "Pat" Brown Institute of Public Affairs, California State University, Los Angeles*

Matthew Cahn, *Director, Center for Southern California Studies, California State University, Northridge*

Felicia Harmer Kelley, *California Council for the Humanities, Los Angeles Office*

Gloria R. Lothrop, *Advisory Forum; W.P. Whitsett Professor of California History, California State University, Northridge*

Getty Research Institute

Prague

MODERATOR

John W. Erwin, *President and Executive Director, The Fund for New Performance/Video, New York and Prague*

INTRODUCTORY SPEAKERS

Vasil Hudak, *Director, EastWest Institute, Prague Center*

John Beyrle, *Acting Deputy Chief of Mission, U.S. Embassy, Prague*

PANEL

Iлона Ferkova, *Stories Exchange Project; Rokycany Romani-Czech Kindergarten*

Ondrej Gina, *Stories Exchange Project; Director, Romani National Congress, Czech Republic*

Helena Koenigsmarkova, *Director, Decorative Arts Museum, Prague*

Leo Paulat, *Director, Jewish Museum, Prague*

Karol Sidon, *Chief Rabbi, Prague*

Milan Turba, *Director, Prague Strategic Plan*

Hernan Merea, *Project Manager, The Fund for New Performance/Video*

PUBLIC SESSION

TIME	TOPIC
9:30	Welcome
9:35	Opening
9:45	Introduction
10:15	KEYNOTE: In Conversation Environmental Mapping: History, Culture, and the Intersections of Social and Economic Justice in the Los Angeles Region
11:30	Performance Mapping Views from the Bus: The Poetics Of L.A.'s Social Landscape
12:00	Lunch
1:15	Getty Center Los Angeles Projects: Presentation
1:30	Mapping Practices: L.A. Projects
3:45	Audience Discussion
4:15	Closing Comments Final Comments
4:30-5:30	Interactive Exhibition

SPEAKERS

Deborah Marrow, *Interim Director, Getty Research Institute*

Juan Gomez-Quinones, *Advisory Forum; Department of History, University of California, Los Angeles*

Janet R. Fireman, *Advisory Forum; Seaver Center, Natural History Museum of Los Angeles County*

Robert Gottlieb, *Henry R. Luce Professor of Urban and Environmental Policy, Occidental College*

INTERVIEWER

Ruben Martinez, *Author and Cultural Critic*

Marisela Norte, *Poet*

Karen Stokes, *Project Manager, L.A. as Subject*

MODERATOR

Sarah Cooper, *Executive Director, Southern California Library for Social Studies and Research*

PANEL

Paul Ong, *Census Mapping, University of California, Los Angeles*

Ben Caldwell, *KAOS Network*

Carolyn Kozo Cole, *Shades of L.A.*

Bill Rauch, *Cornerstone Theater Company*

Melanie Winter, *Friends of the Los Angeles River*

FACILITATOR

Luis Leobardo Arroyo, *Chair, Department of Chicano and Latino Studies, California State University, Long Beach*

Matthew Roth, *Advisory Forum; Automobile Club of Southern California, Archives and Historical Programs*

Michael S. Roth, *Associate Director, Getty Research Institute*

Auditorium Lobby

**L.A. AS SUBJECT ADVISORY FORUM
SYMPOSIUM PLANNERS:**

Robert G. Marshall, Advisory Forum Chair
Head Archivist, Urban Archives Center, University Library,
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Studies, California State University, Long Beach

Dr. Elazar Barkan
Professor and Chair, Department of Cultural Studies,
Claremont Graduate University

Emily Bergman
Coordinator of Collections and Access Services, Occidental
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Dr. William Bowen
Professor, Department of Geography, California State
University, Northridge

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Curator, Photograph Collections, Los Angeles Public Library

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William Estrada
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Dr. Philip J. Ethington
Department of History, University of Southern California
Director, Information System for Los Angeles (ISLA)

Janet Evander
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Los Angeles

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Archivist, Beverly Hills Historical Society

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Assistant University Librarian, Charles Von der Ahe Library,
Loyola Marymount University

Dace Taube
Curator, Regional History Collection, Doherty Memorial Library,
University of Southern California

Prof. Lamont Yeakey
Department of History, California State University, Los Angeles

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INSTITUTE**

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Fernando Vicente, Scholar Assistant
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Stacy Miyagawa, Production Coordinator, Trust Publications

Getty Trust Public Affairs
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**MAPPING L.A.
A GLOBAL PROTOTYPE
VIDEOCONFERENCE:**

Getty Trust
Steph Dirden, Head of AV and Technical Management, Prague Site
Stephen Bennett, Event Production Manager
Michael Eastley, AV Project Manager
Annie Combs, Coordinator

Fund for New Performance/Video
John W. Erwin, President and Executive Director
Hernan Merea, Project Coordinator

EastWest Institute, Prague Center
Vasil Hudak, Director

Andersen Consulting, Prague Center
Jiri Hajek, Technical Management

Frontier Videoconference Consultants

Illustrations
Los Angeles looking southeast from the Getty Center, 1997
(photo: Alex Vertikoff). © J. Paul Getty Trust.

North Main Street looking south, ca. 1890,
El Pueblo de Los Angeles Historical Monument

Yusef Bustany and his sixteen-year-old son Seid Joseph Bustany,
Dabieh, Lebanon, 1912, Los Angeles Public Library,
Shades of L.A. project

RELATED SYMPOSIUM CONTENT

INTERACTIVE EXHIBITION: June 7 and 8, 8:30 A.M.–6:00 P.M.

Curatorial Statement: *Documentation Strategies: Making L.A. Visible*, presents a series of artistic and research-based projects, many of them using materials in Los Angeles archives. The scale of the region is almost impossible to imagine, let alone capture through traditional methods of documentation. Maps of the city reaffirm and reflect the lack of a single coherent sense of the city, with each competing vision requiring its own map. Various responses to this problem, such as those shown here, incorporate new technologies and alternative narratives to accommodate as many of the region's contradictions as possible. At the same time, these projects and archives emerge from a shared sense that an interpretation of Los Angeles necessarily incorporates representation of the totality of the city.

LOS ANGELES/PRAQUE: STORIES EXCHANGE VIDEOCONFERENCE

Comparative dimensions of local heritage recovery, preservation, access, and dissemination strategies and projects will be discussed in a ninety-minute videoconference linking the New York-based Fund for New Performance/Video and its principal partner in the Czech Republic, EastWest Institute, Prague Center, with the Getty Center in Los Angeles. This live video link is part of the Getty Research Institute's continuing dialogue and examination of local heritage preservation. The Prague–Los Angeles discussion will also facilitate the development of an interactive presentation of the Stories Exchange project and related initiatives for examination during Prague's participation in the *European Commission Cultural Capital of Europe 2000* program. This program will also take place in conjunction with the 2000 annual meeting in Prague of the World Bank/International Monetary Fund, which provides a major grant in support of the Stories Exchange project to facilitate technology-based adaptations of the Czech project in other nations throughout the world.

CULTURAL INHERITANCE/L.A.: A DIRECTORY OF LESS-VISIBLE ARCHIVES AND COLLECTIONS IN THE LOS ANGELES REGION

This publication—produced by the *L.A. as Subject* Advisory forum, published by the Getty Research Institute, and now released in conjunction with the symposium—is a new resource tool for stimulating inquiry, scholarship, and artistic production relating to the Los Angeles region. One of the major objectives of the *L.A. as Subject* research has been to shed light upon archives and collections that have not been privileged in the past and therefore treated as marginal source materials, or simply not known. As the only such directory of this type, *Cultural Inheritance/L.A.* is an important contribution to the process of encouraging institutions, scholars, and the general public to value and use, in new ways, the diverse material culture that so richly represents the heritage of the Los Angeles region. *Cultural Inheritance/L.A.* is a public benefit resource that is provided to the public at no charge by the Getty Research Institute.