

MACLA

Pattern Recognition

Exhibition Dates: September 2 – November 13, 2016

“Brown Dot” Engagement Project

Many members of the Latino community have focused on how the Latino population is growing by leaps and bounds. The consensus is that these growing numbers equal growing prosperity, access, and influence. But we must ask these important questions, “Will growing Latino population numbers impact the education and income status of US Latinos?” “Will this growth necessarily change attitudes about color and class?”

According to the Pew Research Center 27% of the US population will be Latino in 2050. Yet, today Latino workers constitute approximately one-third of low-income industries including food service, housekeeping, agriculture, and construction.

According to the Bay Area Census 2010 the San José Latino population is 33.2%. The Brown Dot Engagement Project will invite participants to create their own “brown dot” art image using the San José population statistic. Participants of the MACLA “Brown Dot” Engagement Project will learn about the San José Latino population numbers and begin to ask questions about the future of their Latino community.

The Brown Dot Project (TBDP) is an elegant solution to questions about Latino population data. Artist Linda Vallejo translates population data into geometric forms on architectural grid paper using brown dots.

A geometric grid of X inch squares has been drawn on the gallery wall. You are invited to make your “mark” in an individual square using your index finger and the provided brown ink stamp pad. By placing your “mark” you will be helping to create a unique pattern designed with many other members of your community.

The number of fingerprints or “brown dots” will correspond directly to the percentage of Latinos living in San José. In this case, there are X,000 squares within the grid and XXX (or 33.2%) brown fingerprints that will signify the percentage of Latinos in San José. We also ask you to sign the Engagement Project Roster to track the exact numbers and to create a list of participating “artists.”

As you choose the placement of your fingerprint and make your mark please take time to consider how the growing Latino population is effecting your life, for better or worse, and how you see the future of the Latino community as a whole.