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# The Mission



## Synopsis

A vibrant neighborhood in transition Dick Evans captures the pulse of life in the Mission District, the San Francisco neighborhood known for its murals and Latin American culture—and more recently for its rapid gentrification. Intimate, colorful images depict a place filled with diverse residents, stately Victorian houses, hand-painted store signs, Carnaval dancers, Día de los Muertos celebrants, political activists, and its namesake, Mission Dolores (here juxtaposed against portraits of Native people and indigenous cultural objects). Poetry and quotations from Mission residents are interspersed throughout, deepening viewers' immersion into this community. But at the heart of the book is the Mission's famous public art: works that depict Latin American culture, resistance to political oppression, passion for environmental justice, and outrage at gentrification. Evans's photos highlight the growing threat to the neighborhood's character, but they also reveal the many changes that have shaped the neighborhood into its vivacious present-day identity.

## Book Information

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## Customer Reviews

"The Mission's vitality, its soul, comes through on every page of a glorious new photo book that's an unabashed celebration of the community." --John McMurtrie, San Francisco Chronicle  
"Dick Evans' photo of the little girl in front of Mel Waters mural captures a supreme innocence, moment in time." [This mural and the others photographed by Dick, shows a vibrant community that is thriving and the pulse of the Mission District. To read his book and visit the people, colors and images is a journey into what the Mission's culture once stood for

and what it is evolving into. --Carlos Santana--“Dick Evans’s eye captures the incredible, multicultural, rich life of the people in el Barrio de La Mission. His colorful, amazing photos mirror our vibrant cultural celebrations, struggle for justice, delicious food, historical Victorian homes, murals that speak and tell our stories, lowriders, merchants, and our lifestyle. --Roberto Y. Hernandez, executive director, Carnaval San Francisco--“With a history of conquistadors, missionaries, German, Irish, and Polish immigrants followed by Mexican families removed from the Rincon, then streams of people fleeing oppression from Central American dictators, and currently Silicon Valley folks spurring gentrification, the Mission District of San Francisco, with its Victorian Painted Ladies, its painted and graffiti murals, music and street festivals plus restaurants of all varieties, is a multicultural mix, a visitors’ treasure hunt, and a photographer’s paradise. “Dick Evans captures it all with a sharp eye and crisp photographs to take the reader on a magic carpet ride through the Mission. --James Prigoff, author, photographer, and lecturer on worldwide urban murals

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BEST coffee table book! Being from the city, this is a true representation of the Mission. love love love it.

The book is awesome 5 stars. However be careful ordering this, it’s shipped awfully and your product might arrive damaged.

great condition, beautiful book, lots of history.

As a long-time San Francisco resident, I thought I knew the large, south-easterly neighborhood called the Mission pretty well. But Dick Evans's beautiful book of photography, *The Mission*, gave me much pause for reflection. Following technology surges, successive waves of hipsters have staked out the Mission as fertile ground for reinventing many norms, including what constitutes a donut and what goes into a cup of coffee (butter, apparently). They have touched but not really transformed the place, which is still diverse, and remains home to those with generations behind them--sometimes in the same building. Evans's focus on the kaleidoscopic murals of the Mission hone the reader's eye in on what has remained steady and even grounding in a place that in many ways exemplifies the jagged edges of historical collisions. Evans's photography has great clarity and power, and his subject choices make fascinating commentary and juxtapositions. I spent a long time reflecting on his photo of two "Sisters of Perpetual Indulgence," thinking about how San Francisco's gay culture resonates with and enjoys the florid colors and display of some Mexican art. Not a natural pairing in any other way. The book brilliantly includes poetry by Vincent Medina and Deborah Miranda, highlighting the continued presence of Native Californians whose home here was violently appropriated by the Spanish colonial system for which the neighborhood was named. Juan Felipe Herrera's foreword is an extended enthusiasm. And photograph after photograph reveal and celebrate regular beauty right on the buildings you're walking past.

Love the book but it's missing Chuy Campusano's murals. The bank of America was one of the first large mural painted in the Mission and Chuy was a master muralist and one of the first artists to start the mural movement in the Mission. Our Son Andres and daughter Sandra Campusano work hard to keep his memory alive. Why was the Bank of America mural not included?

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