

Culture & events from the whole naranja

- Art
- Booze
- Events
- Film
- Food
- Music
- Shopping
- Travel
- Otras Cosas
- Palabra de la semana
- How To

ART / PEOPLE / PLACES

# The collective mind paints Tijuana

Feb 22, 2011 • 6:00 pm

4 Comments





A year or so ago a new organization known as [Reacciona Tijuana](#) began slathering the city's billboards with uplifting slogans like "Tijuana needs to think and hear positively," "Polluting Tijuana pollutes our hearts" and "Tijuana is the sum of the actions of all its inhabitants." Later the nonprofit pep squad began teaming up with Universidad Autonoma de Baja California art students to produce murals like [this five-panel piece](#) at Boulevard Agua Caliente and Camino Nuevo in Colonia Marron. "Tijuana improves if its people do so," it reads.


Now they've stepped up their efforts to intervening entire buildings. And they've invited the whole town to pitch in.


The group's latest initiative, "The Collective Mind Paints the City," led by local artists Luis Carrera-Maul and Luis Garzón Masabó, recently took over the exterior walls of D'Arte Salon on Boulevard Agua Caliente near the site of the old bullring.


RECENT POSTS

- 

**So MTV is officially Tijuana's bitch**  
Jun 21, 2011
- 

**Farmageddon in Encinitas**  
Jun 21, 2011
- 

**Tijuana's Los Macuanos explain ruidosón to MTV**  
Jun 21, 2011
- 

**16th Tijuana pride march Saturday, a 101 on the gayborhood**  
Jun 15, 2011
- 

**TJ's Los Roor in L.A Saturday**  
Jun 14, 2011

ARCHIVES

- June 2011
- May 2011
- April 2011
- March 2011
- February 2011
- January 2011
- December 2010

EVENTS AROUND TIJUEGO

- **Sat 6/25/2011:** Turista Libre Tijuana Waterpark
- **Sun 7/10/2011:** Tijuana Internatonal Marathon and Half Marathon
- **Fri 7/15/2011:** TJ Beer Fest
- **Thu 8/11/2011:** Ximena Sariñana
- **Mon 10/3/2011:** entijuanarte

TIJUEGO REGIONAL TWEETS

Kinsee: RT @LocalHabitSD: In the Homestretch: Marquee Signs Are Up! <http://t.co/p589LJW>  
4 seconds ago from Tweet Button  
Kinsee: RT @SDCityBeat: Comic-C'mon! Hollywood studios should blame themselves for poor performance at

Citizens were invited to vote for one of four colors — cyan, magenta, yellow or black — to determine the sequencing of the dots. Nearly 600 people voted. While it looks random, the pattern horizontally follows the order of votes received.

“This artistic strategy seeks to unite and share citizenship,” reads Reacciona’s website. “With the intention of addressing the aesthetic experience horizontally, with the creation of a piece of art that depends on people.”

Detroit’s [Heidelberg Project](#), polka-dot fans?

Photos courtesy of Reacciona Tijuana/Gabriela Posada de Real.

@Comic\_Con, not the geeks <http://t.co/qJubopc> #ComicCon  
13 minutes ago from Tweet Button  
culturelust: Chinese artist Ai Weiwei has been released on bail <http://bit.ly/m3VsKJ>  
1 hour ago from TweetDeck  
gincandres: @tijuanalandia now it makes sense. The church rallied around Rhon and ignited the masses| Hank como modelo de santidad <http://t.co/074Z6nY>  
4 hours ago from Tweet Button  
gincandres: Hank como modelo de santidad | Milenio <http://t.co/074Z6nY> ---> no me digan #?!?! @manolobarrera @tijuanalandia #RAWtijuanaour  
4 hours ago from Tweet Button



**Tags:** Reacciona Tijuana, Universidad Autonoma de Baja California

*Previous post*  
Sunday swap south of the border

*Next post*  
Mexico v Venezuela in S.D.

### 4 comments



ALBERTO says: Feb 22, 2011 I ♥ TJ... Tijuana makes me happy!!

Reply



SERGIO says: Feb 22, 2011 love it!



tijuana = art

Reply



ERIN says:  
Feb 23, 2011

This is wonderful!! Me encanta!!

Reply

TWEETS THAT MENTION THE COLLECTIVE MIND PAINTS TIJUANA | TIJUEGO -- TOPSY.COM says:  
Feb 23, 2011

[...] This post was mentioned on Twitter by Erin Siegal, Jose Luis Jimenez and TijuanaLandia, tijuego. tijuego said: New post: The collective mind paints Tijuana <http://bit.ly/fe5mK6> [...]

Reply

### Comments:

Name *required*

Email *required*

Website

Submit

*We are Tijuego.  
We believe that Sandieguinos are Tijuanaenses, and Tijuanaenses are Sandieguinos  
We believe we are each other's media naranja, two halves of one whole city.  
We believe in getting out of the house.  
We believe that some things are worth crossing for.  
We believe in a life lived on both sides.*

*Nosotros somos Tijuego.  
Creemos que los Sandieguinos son Tijuanaenses, y que los Tijuanaenses son Sandieguinos.  
Creemos que somos nuestras propias medias naranjas, dos mitades de una ciudad entera.  
Creemos en salir de la casa.  
Creemos que hay cosas por las que vale la pena cruzar la frontera.  
Creemos en una vida en ambos lados.*

CONTACT © 2011 TIJUEGO PUBLISHING. ALL RIGHTS RESERVED.