

LATINA/O/X PLACEMAKING *and the* CHALLENGE *of* DIVERSITY

AMERICAN UNIVERSITY'S ANNUAL LATINO PUBLIC AFFAIRS FORUM
INCLUSIVE COMMUNITIES, WELCOMING NEIGHBORHOODS?

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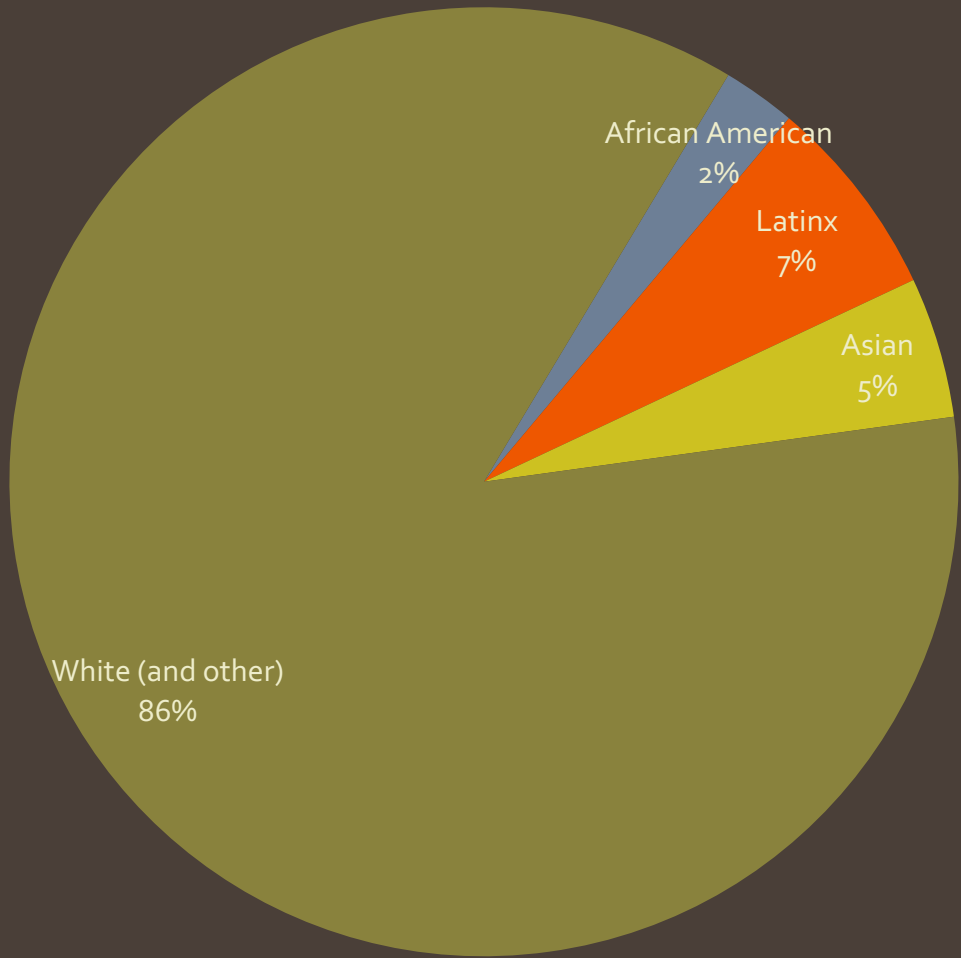
“You are key people in the planning of our cities today... you share the responsibility for the mess we are in terms of the white noose around the central city...

One need only take a casual look at this audience to see that we have a long way to go in this field of integration... I'm not sure yet whether I will charge you formally with discrimination.”

Whitney M. Young, Jr.

Keynote Address for the American Institute of Architects (AIA) , June 1968

2009 Architects



■ African American ■ Latinx ■ Asian ■ White (and other)

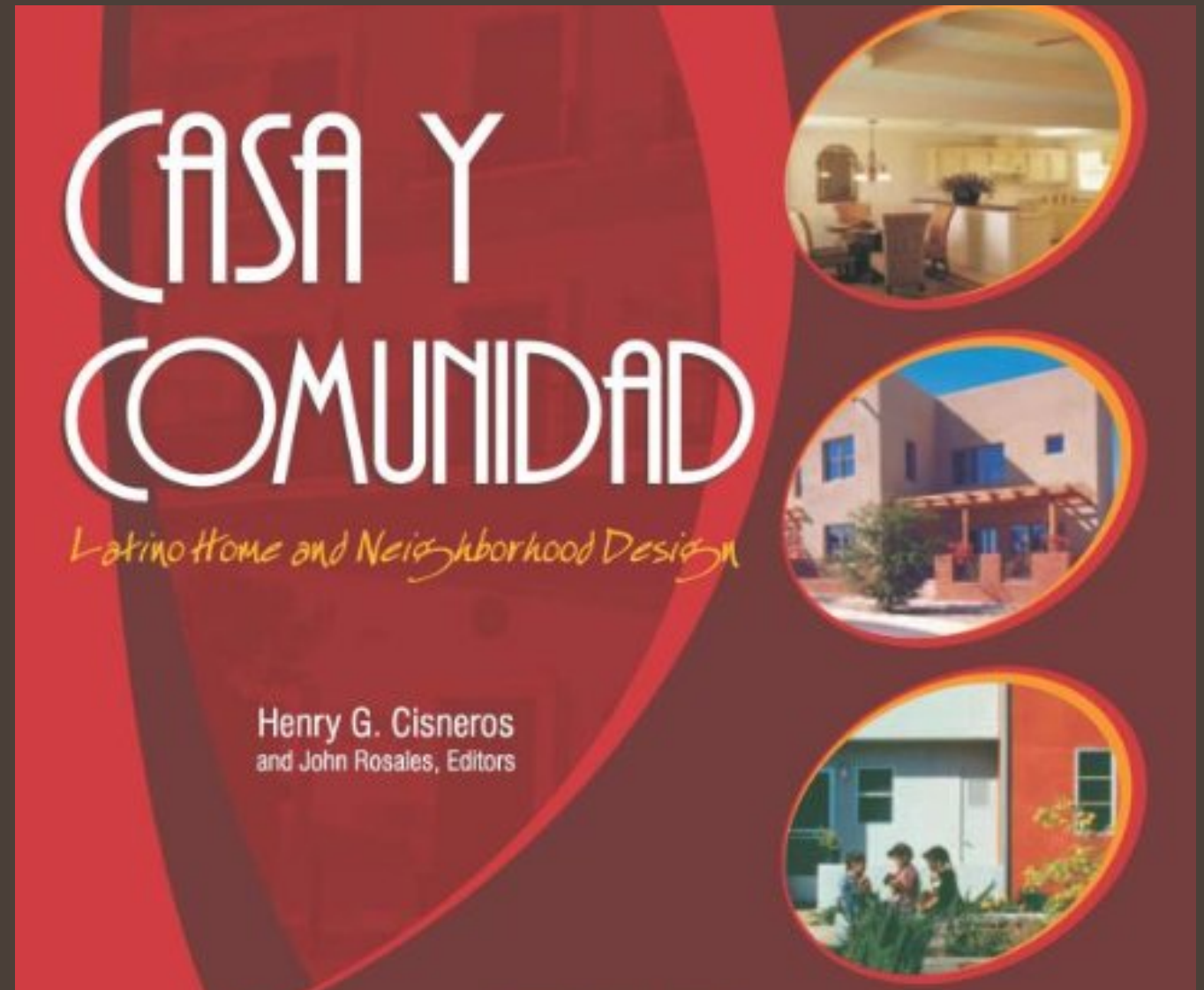
2004 Urban Planners



■ non-White ■ White

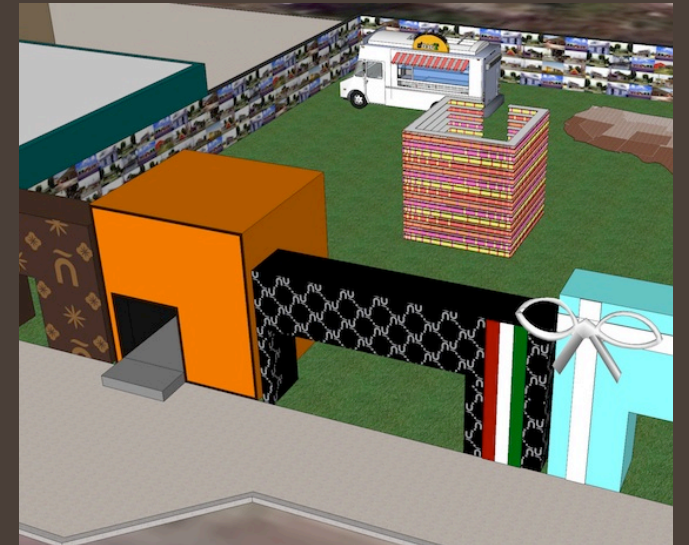
LATINO NEW URBANISM

Henry Cisneros
Michael Mendez



Source: Cisneros, Henry G. and John Rosales, Ed. *Casa Y Comunidad: Latino Home and Neighborhood Design*. Washington, DC: Builder Books, National Association of Home Builders, 2006.

MESTIZO
URBANISM
Muñoz & Company

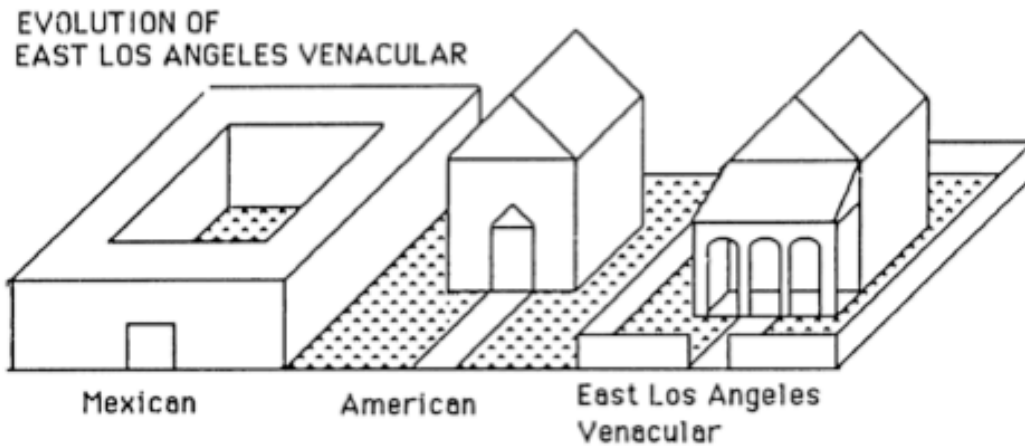


Source: Left, Mestizo City, Design Miami, 2012. Instagram post by designbureaumag; Top right, Mestizo City. Huffington Post (https://www.huffingtonpost.com/j-michael-welton/mestizo-city-art-basel_b_2247230.html); Bottom Right, Alameda Museum, San Antonio, TX, 2011. Photo taken by author.

LATINO URBANISM

James Rojas

East Los Angeles vernacular is more complicated than Pessac because it engages the issue of cultural difference. One must understand the difference and similarities in the Mexican and Anglo values towards the urban landscape in order to be able to comprehend and appreciate the unique combination in East Los Angeles. A bastard of two architectural vocabularies, it creates a new language that uses syntax from both cultural styles that is neither "Spanish" style as the general public views it, nor is it Anglo American. The diagram below illustrates this:



East Los Angeles vernacular is not faceless and artificial but consists of stages and layers that reflect the behavior patterns, wealth and character of the residents. The transformation of each home varies from house to house in the following stages:

1. Minimal change, in which the house is defined by the use of the residents.
2. Minor changes, with the construction of a fence (chain link), painting and stuccoing.
3. Major Spending up to thousands of dollars on major structural changes, such as adding or enlarging the front porch, expensive wrought iron fences, fountains and other adornments.

Each stage communicates something about the owner to other neighbors and outsiders.

Source: James Rojas, *The Enacted Environment: The Creation of Place by Mexicans and Mexican Americans in East Los Angeles*. Thesis. MIT, 1991.