

# THE LAND OF WE

Art by Erin Yoshi

Billboard Guide

March 10-28th

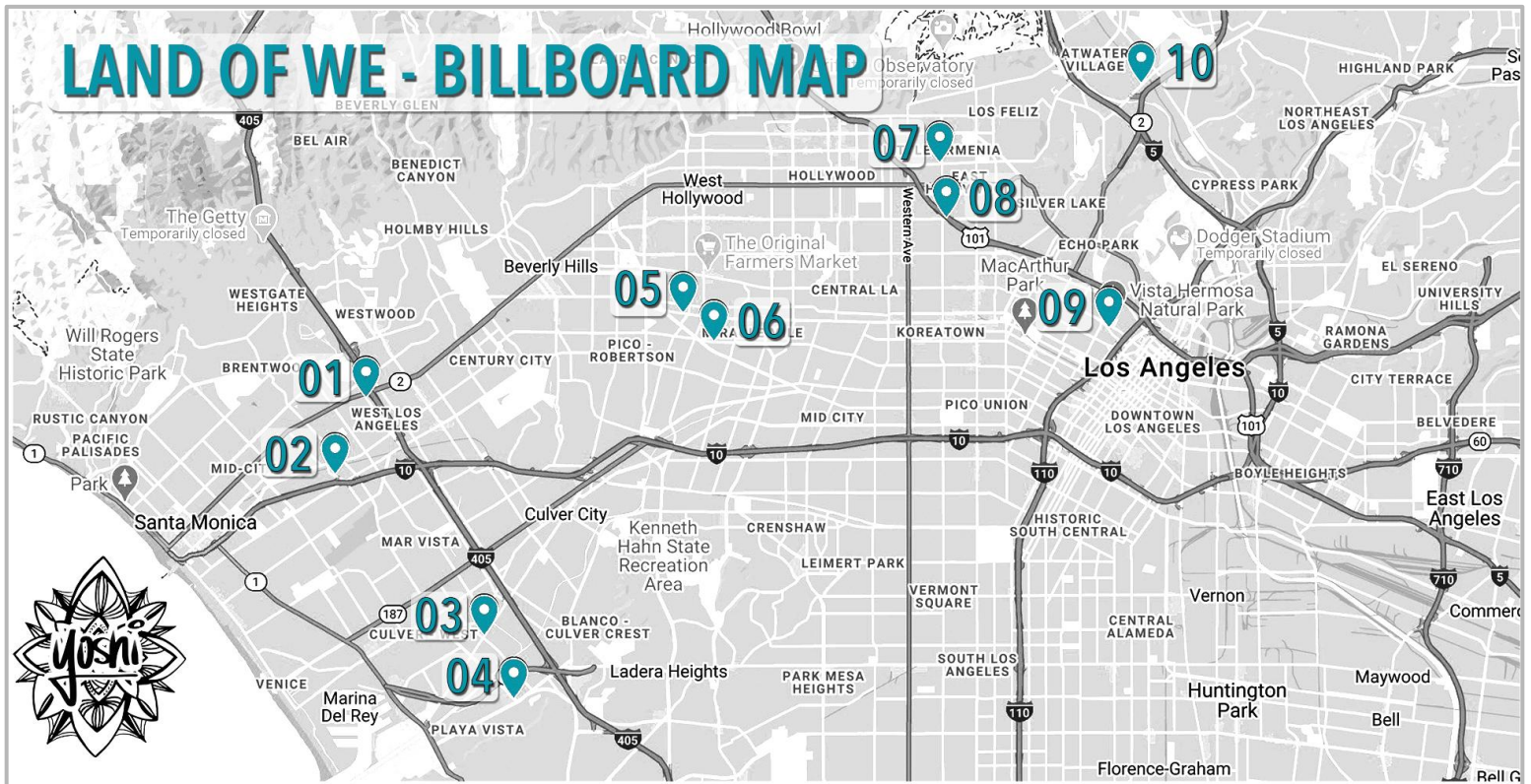
Online map: <https://bit.ly/3dFcgDM>

Land of we is a public art project to re-imagine a future where ecology and culture thrive. Where living in balance with nature is a mainstream practice. Where diverse cultures are celebrated, histories honored and people can live without fear of exploitation and violence. Utilizing murals, billboards and educational campaigns, the Land of We works to tackle climate change and cultural solidarity through art by re-imagining the world.

The billboards are spread throughout Los Angeles. They are street accessible and family friendly. You can drive, bike or walk to ones in your area, or tour the whole collection. I recommend seeing a cluster at a time, since LA is so vast.

The Land of WE is both an ongoing project and a world born out of Erin Yoshi's imagination. A parallel to the reality we're living in, the tale centers around the idea that WE was once a cohesive and interconnected planet, bountiful and flourishing until the introduction of a terrible virus called "I." The virus, "I", affected sight, foresight that is. Those who caught it could no longer see the ripples and waves that echoed from their actions. This moment marked the beginning of the decline. It's not difficult to see the metaphors, the implications about the state of our world, and the unsettling reality that without special attention to ecology and culture, our world is in decline as well, but there is hope in education, action and visibility!

## Welcome to the Land of WE.



[www.erinyoshi.com](http://www.erinyoshi.com)

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# LAND OF WE

## Billboard Titling and Locations

1. **Title:** Protect the Bees

**Location:** Sawtelle Blvd. 64ft north of Iowa Ave. (north facing)

**Description:** Bees play a crucial role to support our food supply. Approximately 35% of our food is dependent on pollinators according to the USDA.

2. **Title:** Living On Through Our Stories

**Location:** Centinela Ave. 485ft south of Exposition (north facing)

**Description:** Dedicated to the families and loved ones lost from Covid 19.

3. **Title:** The Mighty Blue

**Location:** Culver Blvd 100ft east of Inglewood Blvd (east facing)

**Description:** Blue whales help the planet fight Co2 emissions. They capture in their body about 33 tons of carbon over their lifetime. They also create vibrant eco systems around them by stirring the ocean from deep dives below the ocean depths to the surface, increasing the oceans ability to capture carbon dioxide.

4. **Title:** The Return of the Buffalo

**Location:** Centinela Ave. 197ft south of Beatrice (south facing)

**Description:** The beautiful and powerful animal was decimated by poaching and sport until there were about 300 left. Once they were given protected lands in the Yellowstone Park, they are no longer endangered and again roam free.

5. **Title:** Diving Free

**Location:** Wilshire Blvd. 300 ft. west of South Crescent Heights Blvd. (west facing)

**Description:** The Haenyeo and Ama are elder free divers of Korea and Japan. They are great examples of living in harmony with the ocean, while still relying on it for food and harvest. Many are in their 60s-80s still diving.

6. **Title:** The Melting World

**Location:** Olympic Blvd 111ft west of Stanley (west facing)

**Description:** With sea levels rising, communities around the world are being affected by climate change at a more rapid pace. It is the time to stop our reliance on fossil fuels and move toward a renewable energy model for the future.

7. **Title:** Elephant Farmers

**Location:** Fountain Ave. 100ft. west of Normandie Ave. (east facing)

**Description:** Elephants create vibrant healthy ecosystems by dropping nutrient rich poo with seeds, like droplets of fresh manure seed bombs. They also create natural pathways which other animals roam. Elephants play a vital role in the health of forests.

8. **Title:** Grrrrzzly

**Location:** Melrose Ave. 1 ft. west of Mariposa Ave. (west facing)

**Description:** The California Grizzly bear honored in our state flag went extinct in 1924. We must protect what we cherish.

9. **Title:** The Rise of the Protectors

**Location:** W. 2nd St. 200ft west of S. Bixel St. (west facing)

**Description:** Rise for the Earth, Rise Against Racism

10. **Title:** To Be Visible ([www.tobevisible.org](http://www.tobevisible.org))

**Location:** Fletcher Dr. 135ft west of La Clede Ave (east facing)

**Description:** Julia Bogany is a teacher, activist, and member of the Tongva tribe dedicated to the teaching, revitalization, and visibility of Tongva language and culture. The Gabrieleno-Tongva people occupied much of the LA Basin. Many still live in the area. "Tongva women never left their land, they became invisible." - Julia Bogany

