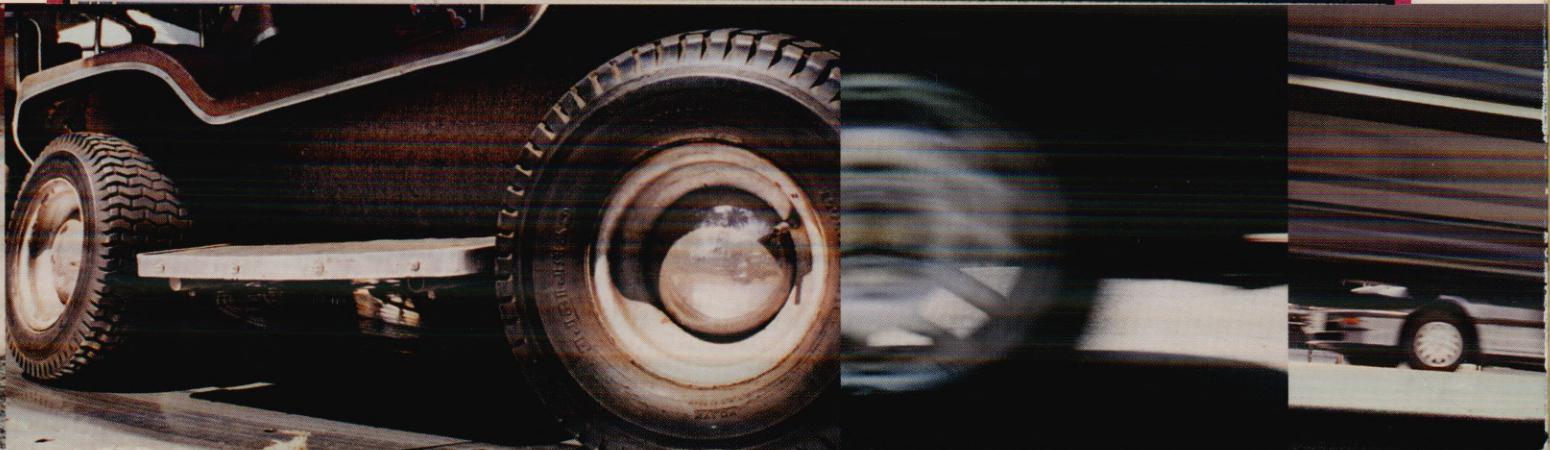
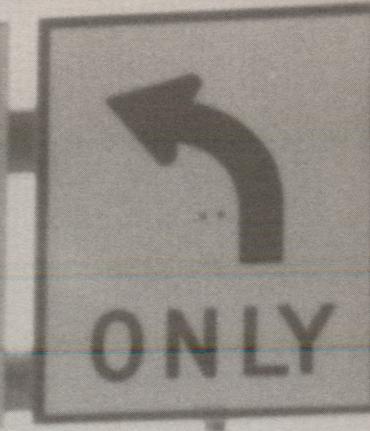
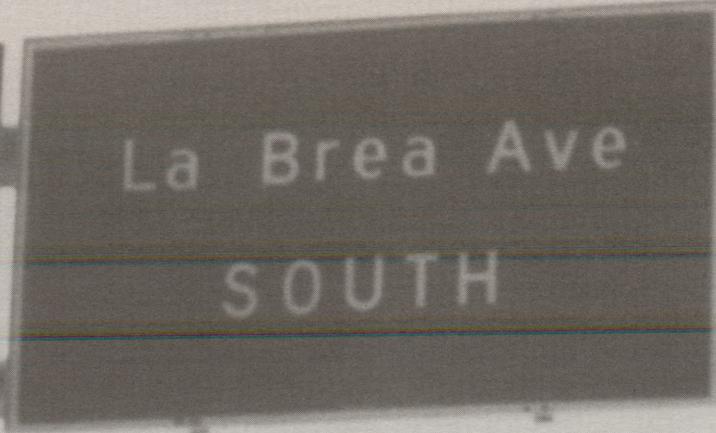
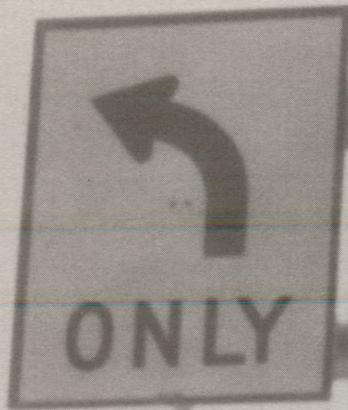


6

Sci-Arc

**OFFRAMP**





# GREATNESS

MARGARET CRAWFORD'S GREATNESS CLOSE TO HOME: MY DAILY TRIP DOWN LA BREA



① *Every day*, four blocks after pulling out of my driveway, I turn left off Franklin onto La Brea Avenue. On the northwest corner of the intersection is a CRA housing project designed by Adele Santos. La Brea extends across five Thomas Guide pages, running North-South 15 miles from Hollywood to Lennox. These photos show only a few of La Brea's endlessly fascinating (and constantly changing) sights/sites. Experienced day after day, year after year, almost always in a state of distraction, in my psychic map of Los Angeles.

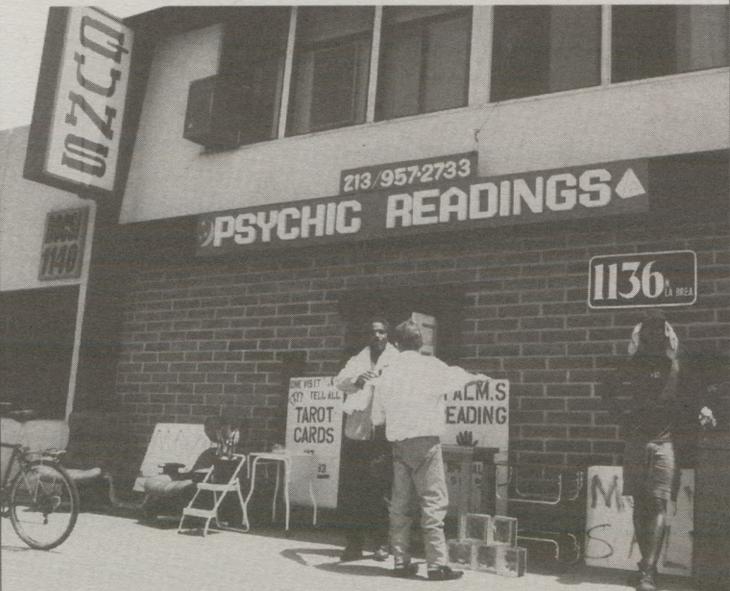
# CLOSE

*La Brea is the deepest cut*



②

THE WORLD'S  
JUNKIEST MINI-MALL.  
Sunset & La Brea.



GUNS,  
PSYCHIC  
READINGS,  
USED (FAKE)  
EAMES  
CHAIRS.  
1136 N.  
La Brea.

③

SIDEWALK CAFÉ / SUPERMARKET.

4

RALPH'S at 3rd and La Brea, considered by many to be Los Angeles' most interesting supermarket. An example of Upbeat Multiculturalism and PROGRESSIVE GROCER'S April 1992 Store of the Month, this store is studied by supermarketers from around the world.



To



5

Bus Stop at Wilshire & La Brea.

A major transfer point for lines 20, 21, 22, 320, 322, & 426 going East-West and line 212 going North-South.

*In Los Angeles, bus riders are eighth-class citizens, forced to wait on dirty curbs, sneered at by BMW-driving cell-phone conversationalists and teenagers in jeeps.*

The ACLU & NAACP Legal Defense Fund are currently suing the MTA for "systemic intentional discrimination" against bus riders, who are mostly poor minorities.



*Competing Muffler  
⑥ Displays,*

1300 block S. La Brea.  
Nationalist and boxing  
themes predominate.



7

**THE SHAPE-UP.**

Every morning, day laborers line up on the west side of La Brea, from Edgewood to Pico, waiting for work. Most are recent immigrants from Mexico and Central America.

**ART GALLERIES / STREET MUSEUMS.**

African American notables face sculptures from around the world, available in black, white and gold. At night the sculptures vanish back into their converted Fotomat.

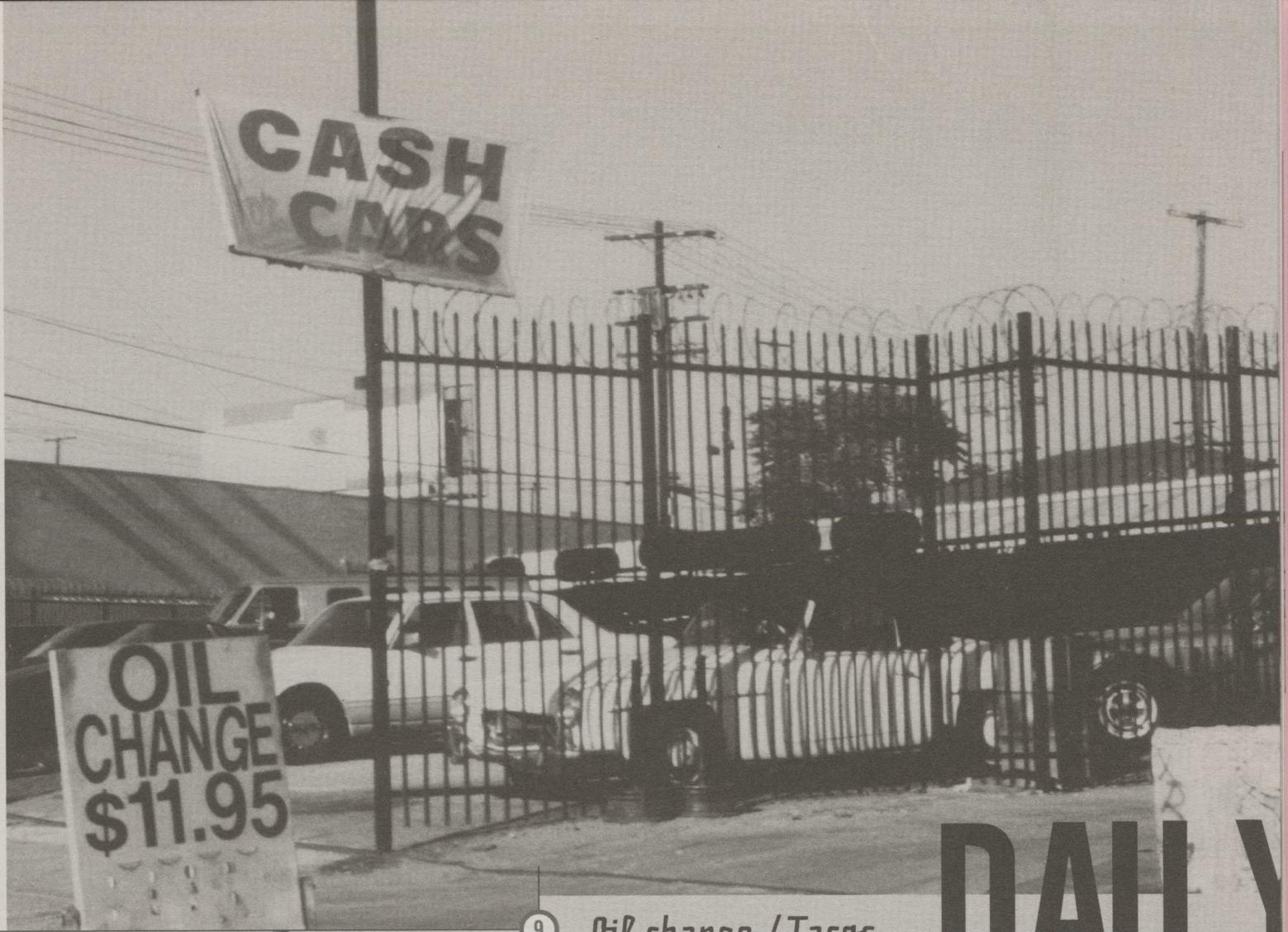
8



MY



ONLY



DAILY

9

*Oil change / Tacos.*

At 5:30 every afternoon,  
Sal's Auto Repair  
transforms into an  
outdoor taqueria.





Uprising,  
civil  
unrest,  
rebellion?  
This sign  
on the  
corner of  
Rodeo  
and La  
Brea is  
all that  
remains 13  
of the  
THRIFTY  
Drug  
store  
destroyed  
in April  
of 1992.

12

**SIDEWALK OR CLOSET?**

The contents of closets and drawers are presented for public viewing and purchase. Vintage dresses hang from a chainlink fence. On certain days, DELORES' THRIFT SHOP mysteriously appears on the sidewalk in front of her house, directly across La Brea from the BALDWIN HILLS MOTOR INN.

⑬ Monument to the *Los Angeles* Riots.