

**“Urban Revitalization”**

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**ARTS 342-001**

## Inspiration

My inspiration for this came from two different sources. First, it came from my time spent in Chicago and the gentrification going on in the urban communities I lived in. Secondly, I was inspired by a song by Propaganda entitled “Gentrify.” The lyrics for the song are “You see them billboards yellin’ cash for homes. Gentrify. They finna double your rent in the construction zone. Gentrify.”

Both the song and my experiences led me to various aspects of the piece. The billboard and the construction aspects come from both the song and real life experiences. Aspects such as the white woman running and the upscale townhouses come from experience alone. The title is a technical term used by those in support of gentrification to make it sound like a good thing.



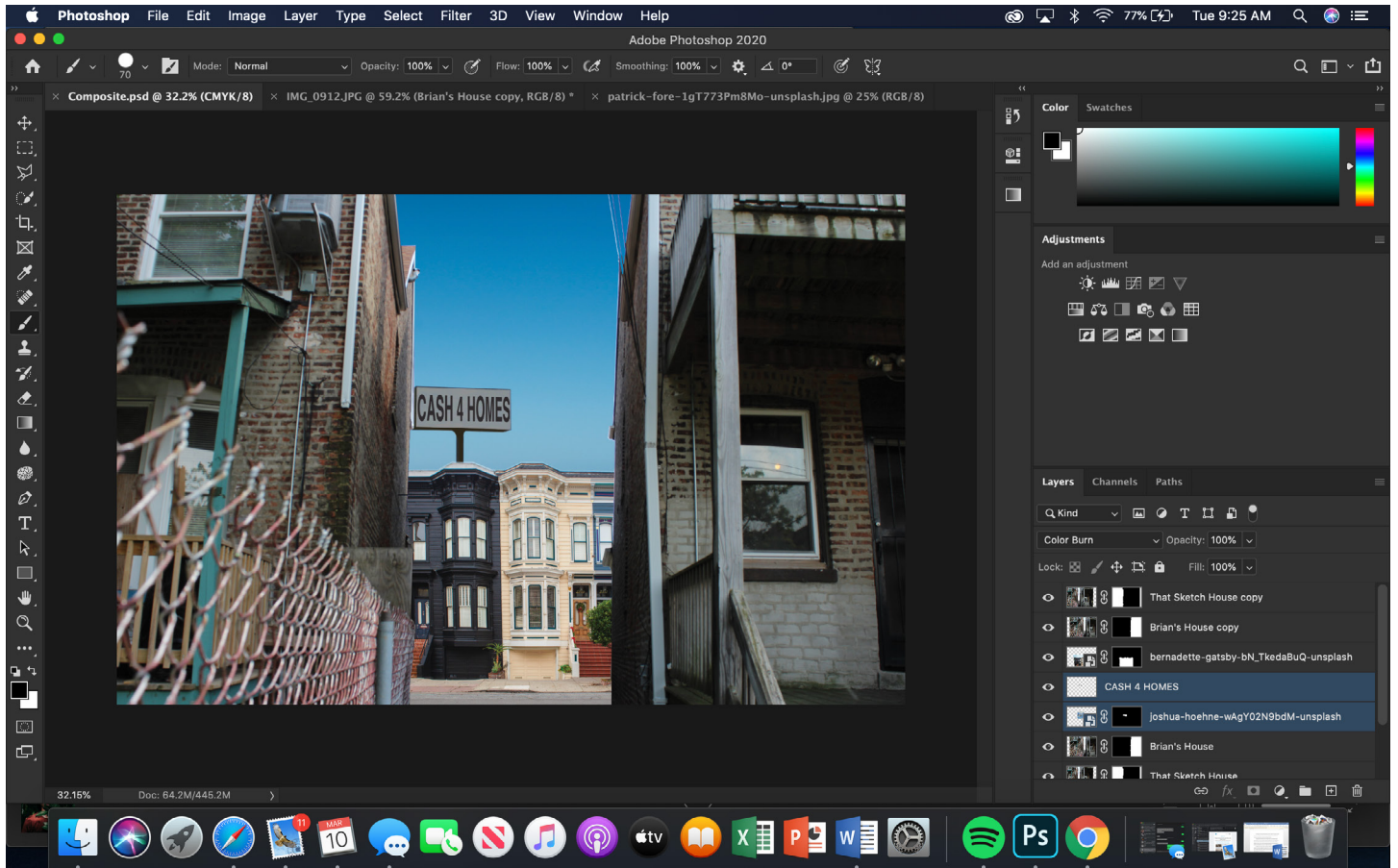
## Inspiration Pictures

These are some pictures that I grabbed to start. The picture of the two houses is where I lived in Chicago. I thought this picture that I took would be a good foundation for my composition. The other pictures seemed like good aspects to add to the composition.



## Background

This is my background image for my composition. Immediately I saw several challenges. First, it was difficult for me to fit a lot in the composition with the houses so close together. Secondly, this picture does not work well in a vertical composition so that meant I had to work with it horizontally.



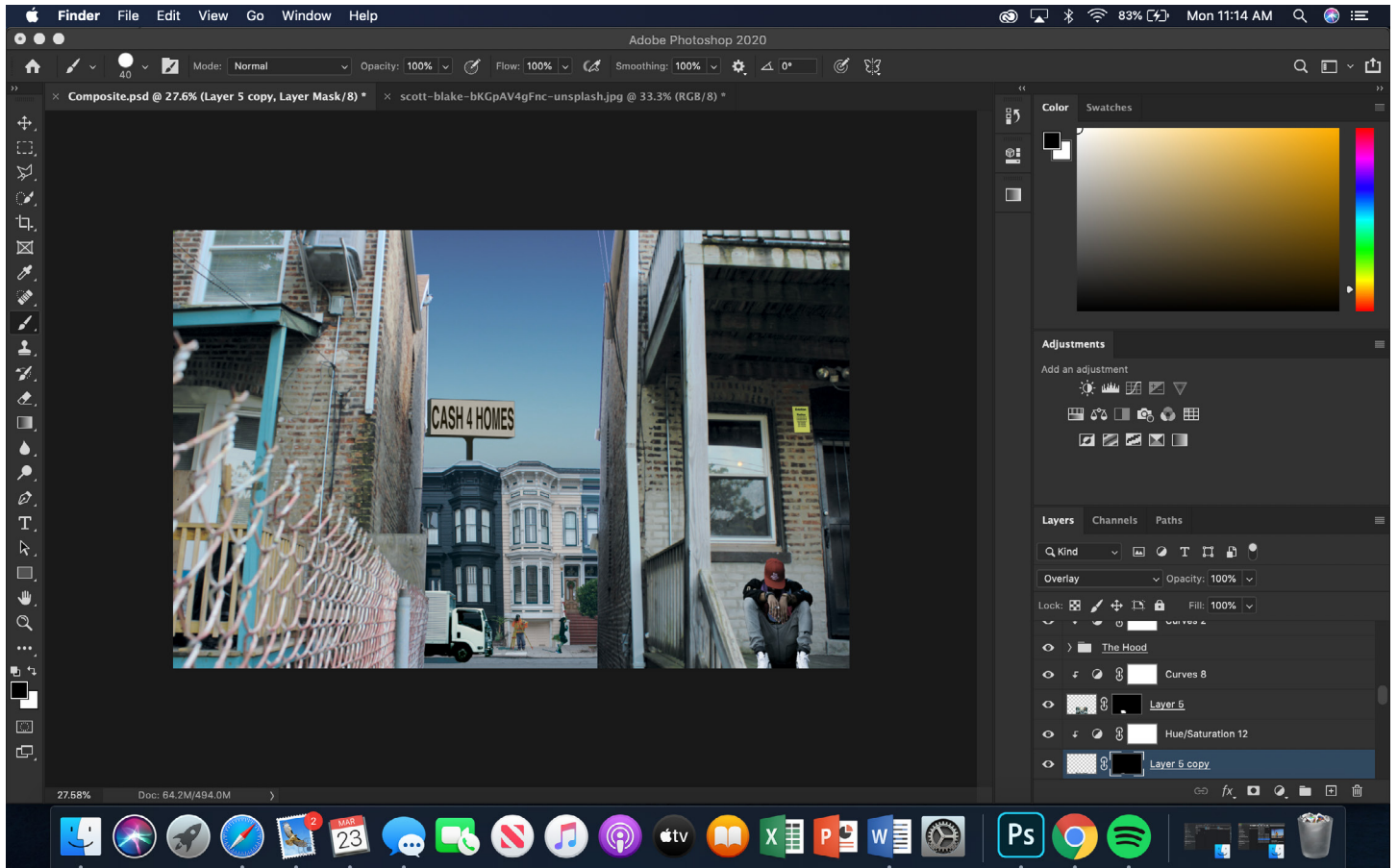
## Progress 1

The first thing I did was mask the houses and separate them a bit. I then added in a new sky, the nice neighborhood across the street and my cash for homes sign. This is a rough sketch with some adjustment layers and masking needed.



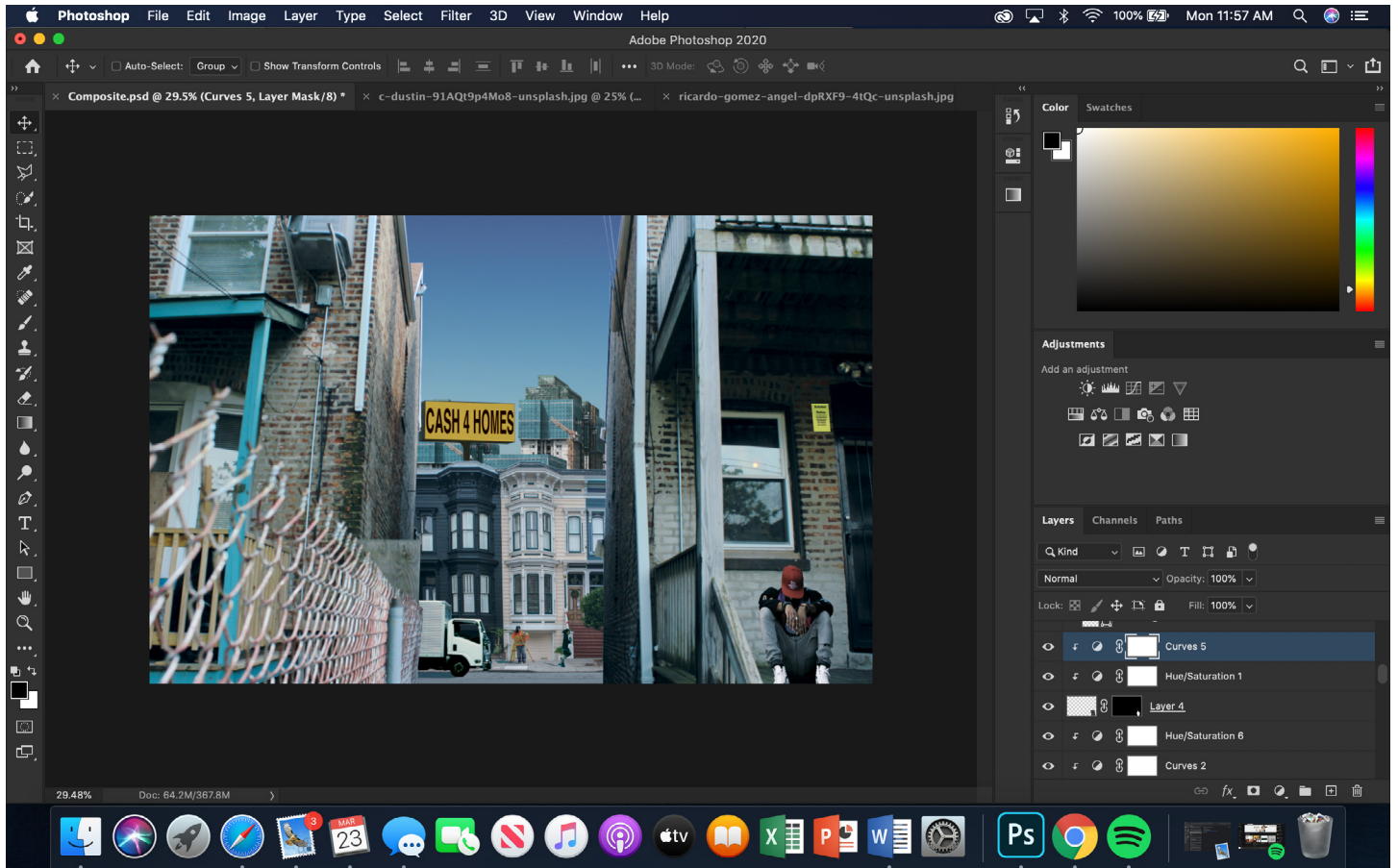
## Progress 2

I added the moving truck, the running woman, and a man who looked sad. The images still look a bit like they were cut and pasted as there are no adjustment layers added.



### Progress 3

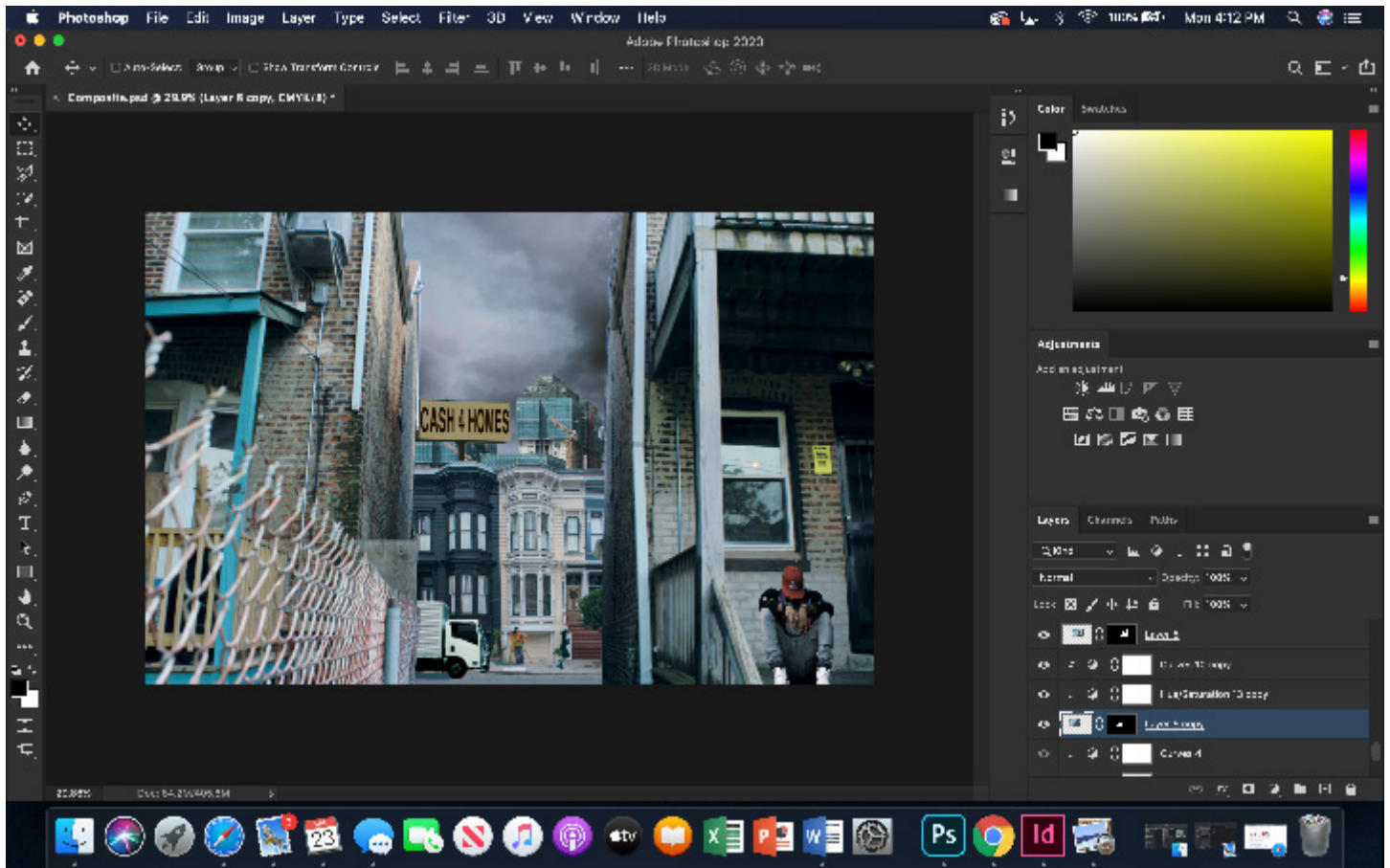
I added some adjustment layers to blend this well. I also added an eviction notice to the house of the man to tell more of a story.



## Progress 4

I changed the color of the cash for homes sign and added some buildings under construction. This added element helps tell the story of investment in downtown areas while poor people are uncared for.





## Progress 5

I changed the sky to add to the somber mood of the composition. The story plays out well here, showing the investment and high income people building up their city and gentrifying the poor people out of the homes they've lived in for the longest time.



## Final

Just when I thought I was done, I realized a small detail. If you look at the house on the left, the house I lived in projects its shadow onto it. The shadows of the people go in the same direction, however, the shadow of the building on the previous page did not go that way so I flipped both of the buildings and played around with their heights until I was satisfied.

I like the buildings this way better anyways as they seem to be looking down on the man being evicted with the Cash 4 Homes sign.