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***Mission Community Market unveils local artist Alberto Ybarra mural at 21st and Mission***

*Mission Community Market and Alberto Ybarra celebrate the unveiling of 45-foot mural of artist's Jalisco family home on 21st and Mission Streets, Sunday, February 11th at 11am.*

SAN FRANCISCO, CA (February 5, 2018) — The Mission Community Market, the non-profit marketplace and community organization, and artist Alberto Ybarra will unveil Ybarra's masterful mural of his family's Mexican hometown on February 11th at 11am, at the corner of 21st and Mission Streets. The mural and unveiling are sponsored by the Mission Community Market and building owner Blast Music.

*Corazón de Campesinos* is inspired by the small ranch town of San Juan Citala, in Jalisco, Mexico, hometown of Alberto's mother and her family. The ranch thrives off its abundant fields of tomatoes, peppers, and corn.

"Growing up in south city, I spent my summers at the ranch, where I would play with cousins, work the tomato fields, and watch old movies in the town square. I hope the mural celebrates the history and beauty of the Mexican roots in the Mission District and the community brought together by locally-grown food," says Ybarra.

In a detailed 9"x45' landscape, the mural features life in San Juan Citala as it has both evolved and stayed the same over the decades. The images are based on Alberto's own memories, photographs, and family lore. Generations of landscape, neighborhood homes, and encroaching industrialization are framed by the outsize labor and love of anonymous farmers. The scene centers on the town square, at times open and calm, and at other moments populated with families and movies projected on a sheet between trees. The "heart of the farmers" manifests in hundreds of ways in this landscape of Ybarra's memories.

"I am honored to collaborate with the Mission Community Market on this outdoor mural project," says Ybarra.

**About Mission Community Market**

Since 2010, the Mission Community Market has been more than a farmers' market. MCM seeks to bring all the diverse people in our community together through [healthy foods](#), local business and community arts. Through

mural arts, community music and events in the [La Placita](#) public space on Bartlett , MCM is turning public space into common ground.

Over the years, MCM has created a public space for all Mission non-profit organizations, schools and community groups to celebrate, perform and reach across our diverse communities through arts, outreach and listening. It has also focused on telling the stories of the Mission District through murals. MCM has produced and sponsored a number of murals in the neighborhood, including a reproduction of the [Mission's oldest mural](#) by Jet Martinez, Ezra Eismont and Bunnie Reiss; [Amate Mission](#) by Jet and the restoration of Daniel Galvez' [Dream](#). After the Mission Market building suffered a tragic fire, MCM brought Jet back to paint el [Unicornio](#).

In 2018, CUESA will operate the Mission Community Market on Thursday nights, starting April 5th. The MCM organization will continue to lead the effort to create a Community Benefit District for the neighborhood, in order to provide services like cultural arts and programming, small business promotion and public space upkeep

**Alberto Ybarra**

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