



Architectural Artist
Alvaro Alvarez

46 RENACIMIENTOS

Alvaro Alvarez

PRESS PACKAGE

PAQUETE DE PRENSA

46 Renacimientos

Press Coverage



"Hoy los 46 edificios tendrán su altar en cada estructura de este autor [Alvaro Alvarez] en un gran evento que expondrá esta obra."

- Miriam Aglae & Arq. Luis González Marín. *Pláticas Constructivas Podcast*. Oct. 24, 2023.

Podcast. *Pláticas Constructivas*. October 23, 2023. Tijuana, Mexico
<https://open.spotify.com/show/7ytnhR9MHNmpla7Yyc4kMU>



"Este proyecto que me parece verdaderamente maravilloso; sobre este renacimiento de este corredor maravilloso que nos ilumina cada vez que pasamos por ahí"

- José Oporto, TV Host, *Hola Californias*

Television Interview. *Hola Californias (Síntesis TV)*. September 21, 23. Tijuana, Mexico
<https://www.youtube.com/watch?v=-3mI4kO1SeQ>



"Por medio de esta ceremonia y exposición, se podrá compartir la historia de lo que vivimos en Baja California estos últimos años, y como lograron por fin descansar las almas arquitectónicas suspendidas de estos edificios, abriendo paso a una nueva inyección de vida a nuestra hermosa costa."

Online Magazine. *MundoBRG Magazine*. "46 RENACIMIENTOS: LA EMOTIVA RESURRECCIÓN DE LA COSTA DE BC A TRAVÉS DEL ARTE DE ÁLVARO ÁLVAREZ." September 22, 2023. Tijuana, Mexico.
<https://mundobrg.com/arte-y-cultura/46-renacimientos-la-emotiva-resurreccion-de-la-costa-de-bc-a-traves-del-arte-de-alvaro-alvarez/>



"Reconocemos esta exposición que nos invita a reflexionar sobre las crisis que hemos atravesado y que nos deja ver la fortaleza del turismo inmobiliario en nuestra costa, al retomarse dichos proyectos, por lo que nos complace apoyar su difusión"

- Fernando Fermin García. *COTUCO Tijuana (Periódico El Mexicano)*. Oct 24, 2023).

Newspaper. *El Mexicano*. "Inaugurarán Exposición Artística sobre Renacimiento de Edificaciones del COCOTREN." Tijuana, Mexico.
<https://el-mexicano.com/estatal/inauguraran-exposicion-artistica-sobre-renacimiento-de-edificaciones-del-cocotren/2190704>



"The ceremony will serve as a poignant reminder that even abandoned dreams can find new life and purpose."

- Oliver Quintero, *El Gringo Gazette North Newspaper*. Oct 9, 2023.

Printed Newspaper. *El Gringo Gazette North*. "Reviving a Border's Architectural Soul Through Art." October 9, 2023. Rosarito, Mexico.
<https://ggnorth.com/2023/10/october-9-2023-edition/>

I. ADDITIONAL PRESS / PRENSA ADICIONAL



“46 renacimientos”, un proyecto del artística regional Álvaro Álvarez

por **Newsweek Baja California**

— 3 noviembre, 2023



<https://newsweekespanol.com/2023/11/46-renacimientos-un-proyecto-del-artistica-regional-alvaro-alvarez/>



BAJA CALIFORNIA

46 Renacimientos: La Resurrección del COCOTREN, la nueva aventura de Álvaro Álvarez

Presenta el arquitecto y artista plástico Álvaro Álvarez su obra en Baja California.



<https://www.sandiegored.com/es/noticias/248791/46-Renacimientos-La-Resurreccion-del-COCOTREN-la-nueva-aventura-de-Alvaro-Alvarez>



https://www.youtube.com/watch?v=oUktFa_9bYw



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Art Project/Proyecto Arte: 46 Renacimientos

Artist/Artista: Alvaro Alvarez

Comm. Partner/Inmobiliario: Bustamante Business Center

Website / Sitio Internet: 46Renacimientos.com (Español)

46Revivals.com (English)

II. PRESS / PRENSA: PODCAST

Type / Medio: Podcast. Platicas Constructivas. On-Air October 2023. Tijuana, Mexico

Note: Transcript will be Available October 2023.

<https://open.spotify.com/show/7ytnhR9MHNmpla7Yyc4kMU>

Nota: Transcripción Disponible Octubre 2023





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Type / Medio: Television Interview. Hola Californias (Síntesis TV). September 21, 23.
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NOTE: PLEASE SEE
NEXT PAGE FOR
TRANSCRIPT IN
ENGLISH.





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Transcript in English: *The following text approximates the conversation between host and Alvaro Alvarez during Hola Californias TV Show. Please refer to original video.*

HOST: I am very pleased to welcome the architect Álvaro Álvarez and, well, we are going to talk about an exhibition that has to do with a very very large project that is being carried out in all the coastal cities of the North of Baja California, and how it was stopped, and how it begins to start. Álvaro, how nice to have you here. Good morning, thank you for being with us and, let's see, tell me a little about what the project was in the beginning, which is now being resumed, and why did it stop?

ALVARO: Sure. Thank you very much for allowing me to tell this story. This project is called "46 Revivals" and tells the story of the COCOTREN, also known as the Tijuana Rosarito and Ensenada Coastal Corridor. It is a stretch of highway.

HOST: It's the highway we know, right? That goes from Tijuana to Ensenada. Beautiful. Tell me a little about the project and then we'll cover how it becomes art; Where did this project come from and what was it for?

ALVARO: This project was born 10 years ago, when my grandfather and I began studying it. My grandfather Luis Bustamante, whom I love and admire very much, began to revive these projects little by little, metaphorically applying (I believe) chest compressions, and today, thank God, they are being reborn. And I say "Reborn" because at the beginning of 2008, all of these were going to be built; it was going to be the largest development in the history of Baja California: multiple residential buildings and then it stopped in 2008. The art here is linking architecture and real estate development to celebrate this renaissance, and I as an artist am creating these sculptural works to mark this revival that we are going to experience.

HOST: Tell me, does it [the project] stop, and how does it get going again? I say it "stops" due to the economic recession, which you were talking about just now, but how are all the projects connected? What connects them is the corridor?



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ALVARO: Exactly. That artery is what unites them all; it transcends municipalities from Tijuana, Rosarito, and Ensenada, and is also connecting them metaphorically because all of these were originally going to be purchased by North American investors. What we are going to see now, thanks to many investments from Mexican developers, is that many Baja Californians will also be able to invest.

HOST: We've seen a lot of them right? We have seen along the coast how it is growing. Now, in what way does it draw your attention to create a work of art, talking about these constructions and all this investment? On a truly beautiful highway, which those of us who live here have the opportunity to explore continuously. The sunsets, the entire corridor is a beautiful place, but how do you reconcile all this?

ALVARO: I have been personally obsessed with this project for ten years. It started with a research piece I did while at Cornell University and has eventually continued to grow as we get more information. And the reason why it is so important for me to tell this story through art is because we are experiencing this positive transformation in our state, and I think that every time a society like ours experiences these transformations, it is very important to record it, and that it be documented, so as not to let it just pass by, but rather to be able to celebrate it as a project that belongs to all of us here in Baja California.

HOST: And it will benefit us; economically and in a thousand ways. We have a lot of tourism and this will increase it even more.

ALVARO: Exactly. Additionally we are taking control of our own narrative. No one else can tell our story anymore; instead it is us talking about the coast's uprising. It's a beautiful road, but when you drive, you're seeing concrete skeletons, which we normalized it for many years. We don't even pay attention to them anymore.



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HOST: You know to expect them already, the steel beams left behind. And you, as an architect, tell me a little about these constructions that you have seen? Architecturally, is there any shape or something that distinguishes the architecture of this corridor?

ALVARO: Each one is special. Each of these forty-six constructions has its own personality. They are all large scale, but architecturally, some are more symmetrical, some are more densely packed, and others are more distributed. What these works of art are doing is representing the architectural essence of each one of them, and this is a good example of a project called Vita e Mare, located at Kilometer 17/18, which was going to be a tower – more of 300 housing units, and had this linear design that brought it closer to the coast. So now this sculptural manifestation represents that same typology, so to speak. It becomes in a sense an altar to the soul of the project.

HOST: Tell me something: the technique of the works that are going to be presented: what is it and why did you choose this technique?

ALVARO: The way I'm building them is I take a wooden panel, then I create a type of shell with metal and plastic underneath, and on top I come with a layer of paper that creates this texture and directionality. And the reason why I chose these materials, and obviously in the end painted with layers of ink and black plaster, but all these materials used in these works were also abandoned in a warehouse, so I am creating a connection where we take the abandonment and it is rebuilt, it is reborn – which is what is happening right now on the coast as we speak.

HOST: Tell me about the exhibition, when, how, and where will it be?

ALVARO: The exhibition will be for one day. On Thursday, November 2nd, 11am in Plaza del Mar, in Rosarito. Kilometer 57, in the Pyramid section. Everyone is welcome, and we are going to witness 46 works like these.



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HOST: Did you do all of them yourself?

ALVARO: Yes.

HOST: Are the forty-six works yours?

ALVARO: Yes.

HOST: Generally, we relate an architect with construction and the art in construction. In this case, you apply the art to the pieces - I don't know if the name is correct - in a decorative manner, but in the end pieces that can be mounted in an exhibition. How is architecture connected to art that can be exhibited in a museum or gallery?

ALVARO: I think the connection is very strong. Personally, I have always liked art, although I studied architecture and practiced architecture for five years. Since I was a child, I came to architecture by drawing. So when I was presented with the opportunity to express this project, now that I can speak this other language that is visual art, it became very easy for me to be able to represent it in this way. And even more so as it is linked to Mexican spirituality on Day of the Dead, which is when we are going to have this event.

HOST: It's great. So, repeat dates to me. It's November 2nd; what time do you open?

ALVARO: 11 in the morning.

HOST: Are you going to be there?

ALVARO: Yes.

HOST: I think that is important because many people will want to talk to you about your conceptualization of these works. Is it going to be at 11 in the morning at...?



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ALVARO: Plaza del Mar, in the Pirámide section, in Rosarito, Kilometre 57. Everyone is welcome, and we have a website: 46Revivals.com where you can register to attend and I hope to talk to everyone there.

HOST: Perfect. Well, there is the invitation. Álvaro, what is your social media? Where do we follow you?

ALVARO: You can find me on Instagram as art_alvaroolvarez. Say hello and I'll be happy to share more information with you as well.

HOST: I thank you very much. Keep at it. Remember, next November 2nd starting at 11 in the morning in Plaza del Mar. There you will be able to find the architect Álvaro Álvarez talking about this project that seems truly wonderful to me; about this rebirth of this wonderful corridor that illuminates us every time we pass by. Architect, thank you very much.

ALVARO: A pleasure, thank you very much.



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NOTE: PLEASE SEE NEXT PAGE FOR TRANSCRIPT IN ENGLISH.

MUNDOBRG
MAGAZINE



ARTE Y CULTURA

46 RENACIMIENTOS: LA EMOTIVA RESURRECCIÓN DE LA COSTA DE BC A TRAVÉS DEL ARTE DE ÁLVARO ÁLVAREZ

"46 Renacimientos" es un proyecto artístico que representa los 46 desarrollos arquitectónicos ubicados en los 145 kilómetros de corredor

LEER MÁS



El proyecto artístico "46 Renacimientos" comenzó hace 10 años cuando el arquitecto y artista Alvaro Alvarez Bustamante investigó y catalogó estos 46 desarrollos inmobiliarios detenidos, recopilando toda la información en un reporte que fue publicado por la Universidad de Cornell en Nueva York. Ahora que ha pasado una década, Alvaro ha creado cuarenta y seis esculturas pictóricas en papel, yeso, y tinta que interpretan el espíritu arquitectónico de cada uno de estos desarrollos.



Los materiales utilizados en las obras también fueron abandonados en una bodega y finalmente fueron rescatados por el artista para un nuevo uso. Esta intervención artística sucede exactamente 15 años después de la declaración de bancarota de Lehman Brothers el 15 de septiembre del 2008, cuál fue el gran detonador de la crisis inmobiliaria mundial, y contribuyó principalmente a la interrupción de los 46 desarrollos en Tijuana, Rosarito, y Ensenada.



Ceremonia

Prepararse para esta ceremonia inaugural de Día de Muertos es similar a organizar un ritual: invitar, preparar, convocar, el lugar debe de ser limpiado, y el protocolo debe ser organizado tal como requiriendo una procesión ritualística. "46 Renacimientos" provoca una reacción emocional al que antes estigmatizados como abandono comunitario, esto nos ofrece una oportunidad de reconfigurar el diálogo previamente estructurado alrededor del tema de arquitectura abandonada, y ser nosotros quien cuenta la historia de Baja California. El objetivo deseado de "46 Renacimientos" es poder invocar un sentido de respeto colectivo hacia la dignidad de los cuarenta y seis proyectos, al igual que contagiar la emoción por su segunda vida.



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Transcript in English: Translated from MundoBRG Magazine. Please refer to original article.

TITLE: "46 REVIVALS: THE EMOTIONAL RESURRECTION OF THE BAJA CALIFORNIA COAST THROUGH THE ART OF ALVARO ALVAREZ."

CONTENT: "46 Revivals" is an artistic project that represents the 46 architectural developments located in the 145 kilometers of the Tijuana-Rosarito-Ensenada Coastal Corridor, also known as COCOTREN, which were interrupted in 2008 due to the financial recession at that time. Over the years, they remained in a limbo of suspended construction, with their beams and concrete exposed to the sea, awaiting a resolution from their investors or response from the local community. This 2023 we celebrate that the Bustamante Business Center team has managed to revive all of these projects, giving them a second chance to be re-developed through significant sales and negotiations.

The 46 Renaissances artistic project began 10 years ago when architect and artist Alvaro Andres Alvarez Bustamante investigated and cataloged these 46 stopped real estate developments, consolidating all the information in a report that was published by Cornell University in New York. Now that a decade has passed, Álvaro has created forty-six pictorial sculptures in paper, gesso, and ink that interpret the architectural spirit of each of these developments.

All the materials used in the works were also abandoned in a warehouse and were similarly rescued by the artist for a new use. This artistic intervention occurs exactly 15 years after the bankruptcy declaration of Lehman Brothers on September 15, 2008, which was the great trigger of the global real estate crisis and contributed mainly to the interruption of the 46 developments in Tijuana, Rosarito, and Ensenada .



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Transcript in English:

CONTENT:
(continued) Ceremony

Preparing for this inaugural Day of the Dead ceremony is similar to organizing a ritual: guests must be summoned, the place must be cleaned, and the protocol must be organized similarly to orchestrating a ritualistic procession. "46 Revivals" provokes an emotional reaction by covering stigmatized topics such as community abandonment; This offers us an opportunity to reconfigure the dialogue previously structured around the topic of abandoned architecture, and to be the ones who tell the story of Baja California. The desired goal of "46 Revivals" is to invoke a sense of collective respect for the dignity of the forty-six projects, as well as to share the excitement of a second chance at life.

The artistic project will be publicly exhibited in a ceremony on the Day of the Dead, on November 2, 2023 in Plaza del Mar (Rosarito), in an event held inside one of the developments that has been successfully reborn, creating a strong bond between works of art and architectural works. Through this ceremony and exhibition, we will be able to share the story of what we experienced in Baja California in recent years, and how the architectural souls suspended from these buildings finally manage to rest, opening the door to a new future in our beautiful coast.

For detailed information, visit Álvaro Álvarez's social media and website:

Website | Facebook | Instagram | tiktok



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Thank You,

Alvaro Andres Alvarez Bustamante
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[facebook.com/ArtAlvaroAlvarez](https://www.facebook.com/ArtAlvaroAlvarez)
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