



The Library

UC SAN DIEGO

Inaugural Speech

Discurso inaugural
September 26, 1997
27 minutes 3 seconds

Speakers: Andrea Fraser, Alan Bersin, Javier Treviño

Transcribed by: Allura E. Hays

[inSite Archive](#)

UC San Diego Library Digital Collections
<https://library.ucsd.edu/dc/object/bb46105504>

Copyright: Under copyright (US)

Rights Holder: UC Regents

Use: This work is available from the UC San Diego Library. This digital copy of the work is intended to support research, teaching, and private study.

Constraint(s) on Use: This work is protected by the U.S. Copyright Law (Title 17, U.S.C.). Use of this work beyond that allowed by "fair use" requires written permission of the UC Regents. Responsibility for obtaining permissions and any use and distribution of this work rests exclusively with the user and not the UC San Diego Library. Inquiries can be made to the UC San Diego Library program having custody of the work.

Time	Transcription
00:05	[Andrea Fraser] [audience clapping and cheering]
00:08	[Inaugural Speech]
00:11	Michael: Thank you
00:12	[inSITE97, San Diego, California, September 26, 1997] [clapping and cheering continued]
00:17	Michael: It's really--It is a great pleasure to welcome you here tonight to join us in this celebration. You know a lot of people have come from out of town, the weather is always like this. It's in--perfect all the time. [audience laughter]
00:28	Michael: We are so grateful for your assistance, for your sponsorship, the artists who have been working for a year and a half to put together I think really wonderful exhibition. The curators, our incredible staff on both sides of the border who have put this together, and we are really grateful to all of you. Thank you very much.
00:49	[audience clapping and cheering]
00:55	Michael: I am par--particularly pleased tonight to have with us Alan Bersin, United States Attorney in San Diego. [audience clapping and cheering]
01:07	Alan Bersin: In that spirit I am honored to read and present to you a message from President Clinton in celebration of <i>inSite97</i> .
01:28	Alan Bersin: "To the sponsors, artists, and participants of <i>inSite97</i> . While our common border region remains very much a work in progress, we are moving decisively toward a border that works. One that is a lawful and orderly gateway. One that manages its problems cooperatively, from its two sides in consultation and mutual respect."
01:57	Alan Bersin: "And one that promises and routinely delivers handsome dividends from an investment in regional integration." [audience talking]
02:09	Alan Bersin: "In many ways <i>inSite</i> shows us the way. As the product of cross border collaborative planning and execution among numerous nonprofit arts institutions and an international roster of distinguished artists, <i>inSite97</i> symbolizes your effort and embodies your accomplishment. I congratulate you warmly on this achievement and wish you every success in your endeavor. Sincerely, Bill Clinton."
02:42	[audience clapping and cheering]

- 02:52 Michael: Thank you. It's now a great pleasure to present and to welcome the Undersecretary of Foreign Relations of Mexico Javier Treviño. [audience clapping and cheering]
- 03:08 Javier Treviño: Gracias Michael por la presentación. Alan, gracias por las palabras. Señoras y señores...
- 03:15 Javier Treviño: I want to thank--to thank you for this opportunity to participate in the kickoff of the *inSite97* festival. The interest, support, and enthusiasm for this event, it stretches well beyond the border, as all Mexicans applaud the organizers, patrons, participating artists, and the visitors who will enjoy the festival in Mexico and in the U.S.
- 03:47 Javier Treviño: Mexico's President Ernesto Zedillo, who was raised along this border, also strongly support the *inSite97* festival. Though my President regrets he could not be with you here today he asked me to share these words with you.
- 04:05 Javier Treviño: And President says "Arts and all manifestations of culture are a fantastic means to reaffirm mutual understanding and tighten friendship bonds between peoples. I sincerely congratulate the organizers and the participant artists for the outstanding initiative and I invite the communities on both sides of the common border to enjoy and share this cultural and artistic space of two nations that respect each other like neighbors. That appreciate each other like friends. And that know how to adopt the reports like allies. I wish everybody a huge success."
- 04:49 Javier Treviño: These are the words of my President Ernesto Zedillo and I believe they reflect [audience clapping] the thoughts of all Mexicans. [continued clapping and cheering]
- 04:49 Michael: Yes. [audience clapping and cheering] I am happy to introduce an artist participating in *inSite97*, Andrea Fraser, who is as her project for *inSite97* making a speech. Thank you very much. [audience clapping and cheering]
- 05:19 Andrea Fraser: Thank you Michael. Thank you, thank you very much. On behalf of the participating artists, who are actually seated way in the back. Hi. [audience response and cheering] Good evening and welcome to *inSite97*. As an art exhibition *inSite97* is focused on the exploration and activation of public space.
- 05:47 Andrea Fraser: I think that I can speak for all of the artists when I say that this an extremely important aim, especially now when here and throughout the Americas all aspects of the public sphere are under attack. When the public sector is being downsized, public services privatized, public space enclosed, public speech controlled, and public goods of all kinds exchanged for the currency of private goals. Be they prestige, privilege, power, or profit.

- 06:23 Andrea Fraser: Public art cannot forestall the forces foreclosing on our public lives, but it can remind us of what we are losing. Like the casual democracy of everyday encounters, when we find ourselves equal before places and things that needn't be paid for and can't be purchased. Or the practical democracy of forms of public speech where differences in status do not define our places at a podium.
- 06:55 Andrea Fraser: All the more reason why it is such a special opportunity for me to address you here this evening. This is a perfect example of what makes *inSite97* so rewarding for its artists. As an exhibition of public arts projects and community engagement projects, *inSite97* gives us the opportunity to address people who would probably otherwise never stop to look or listen.
- 07:20 Andrea Fraser: There are all of you here this evening of course but that's just the beginning. There are the tens of thousands of people expected to tour our exhibition sites. There are the hundreds of thousands who will just happen upon our works unawares--in their parks and plazas, on their streets.
- 07:37 Andrea Fraser: You will encounter our works as you walk along beaches, sit in cafes, go to elementary schools, or see adult films. [audience laughter] As you wait for buses, get tattoos, fish, cruise, and of course cross the border.
- 07:53 Andrea Fraser: You are residents, tourists, students, sailors, migrants. You are young and old, gay and straight. You are U.S., Mexican, and Chicano. You are upper, middle, and working class. You are unemployed. You live in walled estates, gated communities, condominiums, trailer parks, shanties, and doorways.
- 08:17 Andrea Fraser: *inSite97* depends on the active participation of its audiences. You are our audience this evening and it is with great enthusiasm that I thank you for your participation. Finally, I think that I can speak for all of the artists when I express my gratitude--for the tremendous support that we have received from the exhibition's organizers. Thanks to them we are achieving a new level of recognition locally, nationally, and internationally. Within the art world and beyond. Thank you. [audience clapping]
- 08:55 Andrea Fraser: Thank you very much. [continued clapping] Thank you and thank you Andrea [audience clapping and laughter] for that thoughtful introduction. [audience laughter] As one of the exhibition's organizers, I can say that Andrea is truly exemplary [audience laughter] of the artists participating in this event.
- 09:16 Andrea Fraser: [continued laughter] An internationally recognized and emerging talent, she has delved into the commotion and poetic pause of this discontinuous urban sprawl. Probing, digging, tracking, intervening in public space. Discerning places of meeting, domains of dialog, and reverie.
- 09:38 Andrea Fraser: And Andrea is only one of over fifty artists from eleven countries participating in our exhibitions and events. Together they represent the most

influential cultural figures of the Americas. It is their extraordinary achievements [audience cheering] that we are celebrating here this evening. [audience clapping and cheering]

- 09:58 Andrea Fraser: Thank you. [continued clapping and cheering]
- 10:02 Andrea Fraser: We find ourselves this evening in a restlessly metaphoric place. [audience laughter] It's a place of conflict and contradiction. Disparity and division. Rift and entanglement. All poised at a juncture of economies, labor forces, languages, artistic cultures, and urban communities. It is a matrix of forces that tends to strain relationships and threatens to pull us apart.
- 10:32 Andrea Fraser: This exhibition demonstrates the enormous potential in working together. The participation and support of all of these federal, state, city, national foundations, international corporations and agencies, demonstrates a shared belief that the arts are uniquely powerful means of promoting understanding across borders. Of building bridges between groups and of discovering common ground [audience laughter] in a multicultural and increasingly [continued laughter] transnational society.
- 11:08 Andrea Fraser: This is indeed the terrain in which the new arrangements of global culture are being formed.
- 11:16 Andrea Fraser: It isn't possible for us to thank all of the many people who have contributed to making this event a success but we do want to say a special word of thanks to our board of trustees. They are a deeply devoted group of individuals, who have generously volunteered their time, knowledge, and wealth. Networking, promoting, opening their home for exclusive parties. [audience laughter] Who could forget that evening? [audience clapping and laughter]
- 11:45 Andrea Fraser: A black tie benefit gala that equaled the raw creativity, exuberance, and international flavor of the exhibition itself. There was music, dining, dancing, superb cuisine, all in a lavish and dramatic setting. [audience clapping and laughter] And that is just one example of the many ways in which our trustees have marshaled their extensive resources in support of our project.
- 12:12 Andrea Fraser: In their long and distinguished careers they have served as directors, executive vice presidents, state appointees [audience laughter], partners, brokers, planners, director generals, secretary generals, consul generals, vice presidents of development, co-founders, chairmen, owners, significant shareholders, registered principles, chief financial officers, chief executive officers, and presidents. [audience cheering and clapping] Throughout the Americas. [audience laughter and cheering]
- 12:39 Andrea Fraser: To our trustees, I would like to say we are all deeply in your debt. [audience laughter] And I thank you. [audience laughter and cheering] Thank you.

[continued laughter and cheering] Thank you so much. And thank you from the bottom of my heart--for this. [audience clapping and cheering] I am privileged. [audience laughter] I am truly privileged.

- 13:24 Andrea Fraser: Working with such an accomplished and multi-talented group of artists and art experts has indeed been a rare and rewarding experience. [audience laughter] This warm evening is an apt metaphor for how I feel about these wonderful creative people. [continued laughter] I am very proud of them and of what they have done--for us. For us, this evening is a unique opportunity to step up to the world stage. We want people to realize that there is a lot going on down here. [audience laughter]
- 14:02 Andrea Fraser: We're the home to many many internationally respected institutions. To Nobel Prize winners, artists, authors, celebrities, custom ocean view homes, [audience laughter] boutiques, luxury, charm, sophistication, and jet setters from around the globe. If you don't believe me just take a look around this evening. This is not your regular crowd. This is very much big time, cutting edge on an international level. [audience cheering and laughter] We are not provincial. [audience laughter]
- 14:40 Andrea Fraser: We are the gateway to the Pacific and Latin America. We are the information hub of NAFTA. [audience laughter] We are a major center for hightech software, media, and financial services. [continued laughter] We should also be a major center for art. [audience clapping and cheering]
- 15:01 Andrea Fraser: Our bi-national strength can help to get us there. [audience laughter] But first we have to put aside parochial interests and realize that our power lies in the relationships we forge and the common goals we establish. Citizenship and national origin have never stood for much in our cosmopolitan community [audience laughter] in this new age of global culture and capital--they mean less and less. [continued laughter]
- 15:33 Andrea Fraser: As more and more of our Latin American friends are joining our museum boards and country clubs [audience laughter] and purchasing estates in our neighborhoods [continued laughter], we are discovering that we have more in common than art, golf, and horsemanship [continued laughter]. There are also political and economic goals that we share.
- 16:00 Andrea Fraser: Through cooperative projects such as this, we are testing the soil for new hybrids. Planting seeds which will blossom into beautiful joint ventures, election victories, and influence on policy throughout the hemisphere. [audience clapping and cheering]
- 16:17 Andrea Fraser: Of course, we could not approach these goals without the support of governments from here and abroad. That is why I want to say a special word of

thanks to our friends--at city, state, and federal agencies who have helped to make this effort a success. [audience clapping and cheering]

- 16:33 Andrea Fraser: Representing our public sponsors this evening I am delighted to introduce a man who was elected and overwhelmingly reelected by a small minority of the voting age population. [audience laughter] Throughout his career, he has shown optimism and courage. He is the national leader in the drive to stop illegality. [audience laughter]
- 16:59 Andrea Fraser: He has made tough choices necessary [audience laughter] cutting income taxes. [continued laughter] His toughness was proven yet again when, recovering from a burst appendix he was wheeled onto the floor to cast a tie breaking vote on budget reduction. [audience laughter] He enjoys reading history and cheering for the Chargers. [continued laughter] I think that we all owe him a vote of thanks. Thank you. [audience laughter and cheering]
- 17:30 Andrea Fraser: Thank you. [audience clapping and cheering] Thank you very much. Thank you. Won't you all sit down please? [audience laughter] Thank you very very much. It is a high honor and a rare privilege for me--to join you in kicking off this tremendous effort. And I have to say that I am quite intrigued with many of the artworks that I have seen so far.
- 18:01 Andrea Fraser: But I can only begin by acknowledging my wife. [audience laughter] A career volunteer, she is a shining example--of just how much one woman can achieve and achieve with grace, with style, and with class. She's been so active in fact that I haven't seen her in months [audience laughter] but it is wonderful to have her with us here this evening. Gale and I [audience cheering] are strong supporters of the arts, and we applaud you for your efforts at bringing quality art reflecting our diverse cultures into all of our lives.
- 18:42 Andrea Fraser: It is our exciting and distinctive art that keeps us on the cutting edge. And there is no better place to be on the cutting edge, than here. [audience laughter] Our region is a diverse region, populated by many different kinds of people. There are people who work in the fields and flower shops, in the hotels and factories, and there are people who vote. [audience laughter]
- 19:14 Andrea Fraser: There are people who pay taxes. And there are people who establish foundations. [audience laughter] There are people who send their children to public schools--and there are people who vote. [audience laughter] And yet, despite this diversity [continued laughter] we are held together by our belief in diversity. [continued laughter]
- 19:40 Andrea Fraser: We are devoted to that myth. [audience laughter and clapping] It's our myth. It's all that many of us have. [audience laughter]

- 19:55 Andrea Fraser: Throughout our history we have always answered adversity with a dream. West, across desolate prairie and over frozen mountains. We risked our lives crossing the mighty, until one day we found ourselves gazing down from the heights upon a golden valley of promise. Inviting us to partake of the good life.
- 20:18 Andrea Fraser: Quality communities. Quality lifestyles. Prime location. Benches and landscaping, family friendly neighborhoods, and vibrant multi-purpose districts. [audience laughter] California casual, renaissance England, and Palazzo Italiano in forty-nine different colors, multi-level. Stunning. [audience clapping and laughter]
- 20:43 Andrea Fraser: Within the next three years, no single race or ethnic group will make up a majority of this region's population. We know what we'll look like, just look around at this crowd tonight. [audience laughter and cheering] Yes that's right. I'm the redneck son of a poor dirt farmer. [audience laughter and cheering] But even I can see the benefits of cultural diversity in our new global society.
- 21:06 Andrea Fraser: With just five percent of the world's population but twenty percent of the world's income, we must sell to the other ninety-five percent [audience laughter, clapping, and cheering] just to maintain our standard of living. Because we are drawn from every culture on earth, we are uniquely positioned to do it. [audience laughter]
- 21:25 Andrea Fraser: We will meet the challenge of embracing every ethnic group on the planet. We will share a common future. We will invent the future. And export it. [audience laughter]
- 21:38 Andrea Fraser: We are now the world's leader in television set production, in golf course design. A hundred and seventeen golf courses in our city alone. That's good news. [audience laughter] We have made your lives more livable. With tougher penalties for graffiti taggers. [audience laughter] We now prohibit young people from loitering in public places. [audience cheering] There's the juvenile curfew enforcement policy and the anti-cruising ordinance. We confined demonstrations to parking lots. [audience clapping and cheering]
- 22:10 Andrea Fraser: We heard what you wanted, we listened to what you said. Stop the raw sewage flows that have plagued our residence. [audience laughter] We are now and advocate for business, not an adversary. We cut business taxes in half and then in half again. Ours is a growth economy, built on the low wage labor of people motivated to perform. [audience laughter]
- 22:32 Andrea Fraser: With little or no unemployment and welfare benefits, a job is their only source of survival. [audience laughter] That equals a savings to you of up to eighty percent on your labor costs. [audience cheering]

- 22:47 Andrea Fraser: Our success is because of you. You, business, hotel, restaurant owners, investors, and professionals. Legitimate members of the community. [audience laughter] You are the ones who made it happen and I thank you.
- 23:03 Andrea Fraser: Our corporate sponsors also deserve a special word of thanks for our success. Representing our corporate sponsors this evening, I have the honor to introduce to you a man whose outstanding leadership at the helm of a remarkable organization is deserving of special praise. Thanks to his spirit, his tenacity, and his uncompromising commitment to excellence, he has made this flagship enterprise [audience laughter] a global champion. We are proud to count him as one of us.
- 23:43 Andrea Fraser: Thank you. [audience clapping and laughter] Good morning--and welcome to those of you who are from out of town. I am happy to see so many of my old friends here today. It's also exciting to see so many new faces.
- 24:04 Andrea Fraser: I must say that I swell with pride and satisfaction at your accomplishments. Too many of us have been told you can't, you shouldn't, you won't--but you didn't listen and found a way around those obstacles. You can. You should. And you did.
- 24:24 Andrea Fraser: Increasingly as public expenditures are reduced, corporate philanthropy is called upon to support the building blocks of our diverse communities. We view our contributions as an investment in regions where our company has a presence.
- 24:41 Andrea Fraser: The globalization of culture makes this an especially favorable time for us. Films, TV programs, music, sports, and classic products--are proliferating and spreading around the globe. We must maximize our tie-ins with culture.
- 24:58 Andrea Fraser: We may be the world's largest but the world market still offers tremendous potential for growth. We must act aggressively, making inroads with a strong presence and significant investment. But in our zeal for global success, we must also be willing to discover and appreciate the uniqueness of each market.
- 25:18 Audience member: Take her mike. [audience laughter]
- 25:21 Andrea Fraser: In this we have been able to draw on the diversity of our workforce. People who understand other cultures and speak other languages. We have hired local people. We have picked local partners. We clearly picked the right partner in Mexico, in Brazil, Argentina is growing rapidly, our partner is the leader in Chile.
- 25:40 Andrea Fraser: As personal incomes rise in developing countries [audience clapping] more and more people will be able to spend money on luxury items like ours. [clapping continued] We must work to create the future that we imagine, a

future in which everywhere around the globe we will symbolize the good things in life.

- 25:56 Andrea Fraser: We are the world's [audience clapping and cheering] beer company. La compañía cervecera del mundo. Gracias! [audience clapping and cheering]
- 26:11 [Primary Sources: InSITE97 exhibition catalog. InSITE97 press releases. InSITE97, Guide/Guía. The Rockefeller Foundation, Annual Report, 1997. Fodor's 97: San Diego. "Biography of Governor Pete Wilson." "Biography of Gayle Wilson, First Lady of California." "Remarks by President Ford, President Bush and President Clinton of Luncheon," Philadelphia, Pennsylvania, April 28, 1997. Governor Pete Wilson, "California Forging America's Future," second inaugural address, Sacramento, California, January 7, 1995. Iris H.W. Engstrand, San Diego, Gateway to the Pacific: A Christopher Columbus Quincentennial Commemorative, 1992. President Bill Clinton, "Remarks by the President of University of California at San Diego Commencement," June 14, 1997. Mayor Susan Golding, "The City of Infinite Possibility," fifth State of the city address, San Diego, California, December 4, 1996. Alfa Southwest Corporation, "Maquila Workers at a Tijuana Electronics Assembly Plant Are Typical of the Efficient Employees Who Characterize the Industry. Thomas d'Aquino, "Globalization, Social Progress, Democratic Development and Human Rights: The Responsibility of an International Corporation," address delivered to the Academy of International Business, Annual General Meeting, Banff, Canada, September 27, 1996. Sol Trujillo, "American Hispanic Population: Reaching New Heights, Seeing New Horizons," address delivered to the U.S. Hispanic Chamber, Denver, Colorado, September 20, 1996. BankAmerica Foundation, Report 1992-1993. Anheuser-Busch Companies, Inc., Annual Report, 1996.]
- 26:31 [Produced by Andrea Fraser and inSITE97]
- 26:35 [Camera: Mark Nelson, Mike Goedecke | Assistant Grip: Richard Tews | On-line Editor: Gary Childress | Post-production Facilities: Satellite Video Productions, San Diego]
- 26:40 [Thanks to: Jessica Chalmers, Jason Oritz, Gabriela Salgado, Ruben Seja, The inSITE97 curators and staff]
- 26:45 [copyright 1997 Andrea Fraser]