



STATE ST. X SANTA BARBARA

A VISUAL STRATEGY EXPLORATION

Text, images, design by Alex Yalen // alex-y.info



URBAN

QUIET

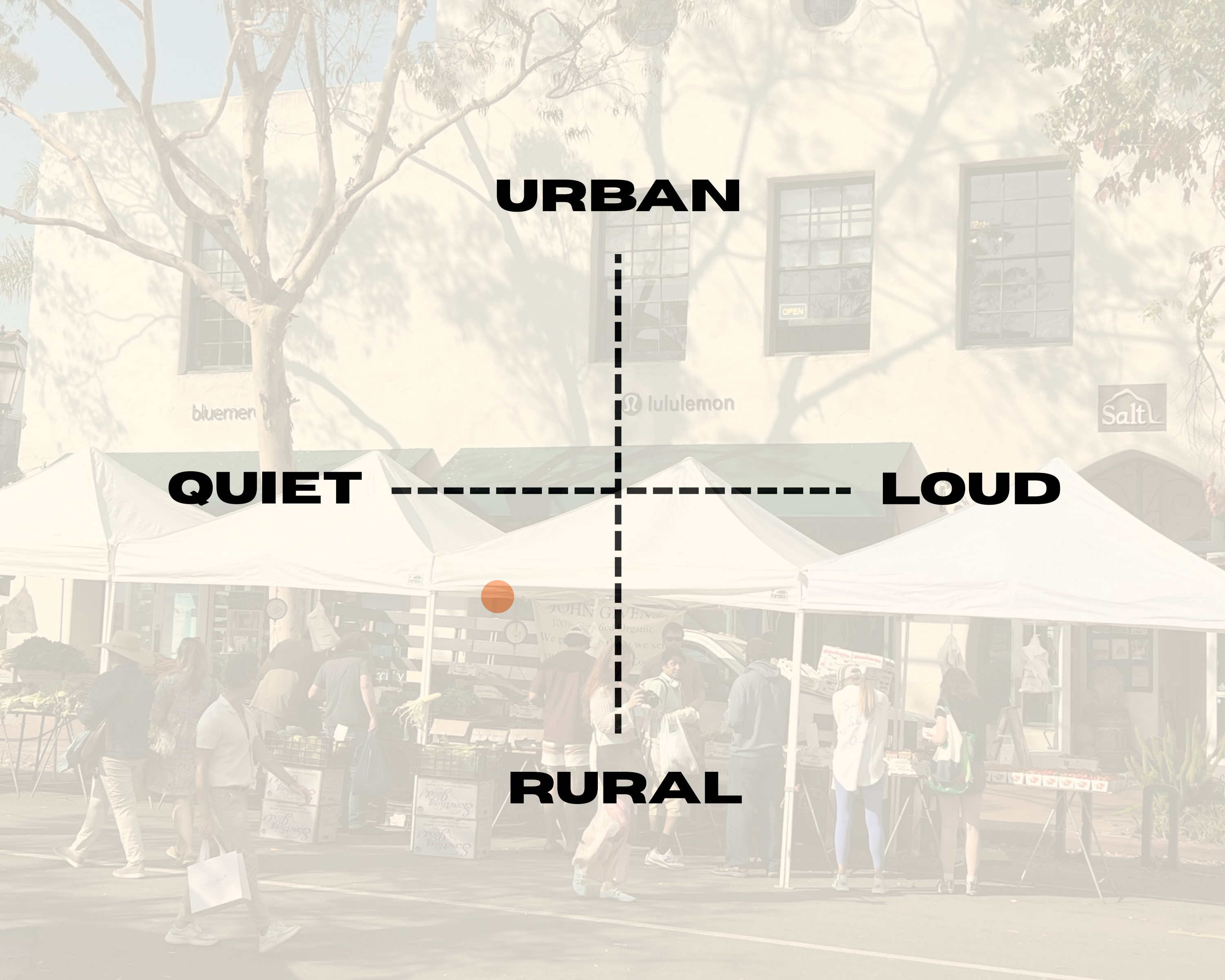
LOUD

RURAL





Acoustic
John Mayer
energy,
not Social
Distortion OC
surf/punk or
Black Flag.



URBAN

QUIET

LOUD

RURAL



Where
Bakersfield
agriculture
meets fine-art
installations.
“California
country” with
polish.



URBAN

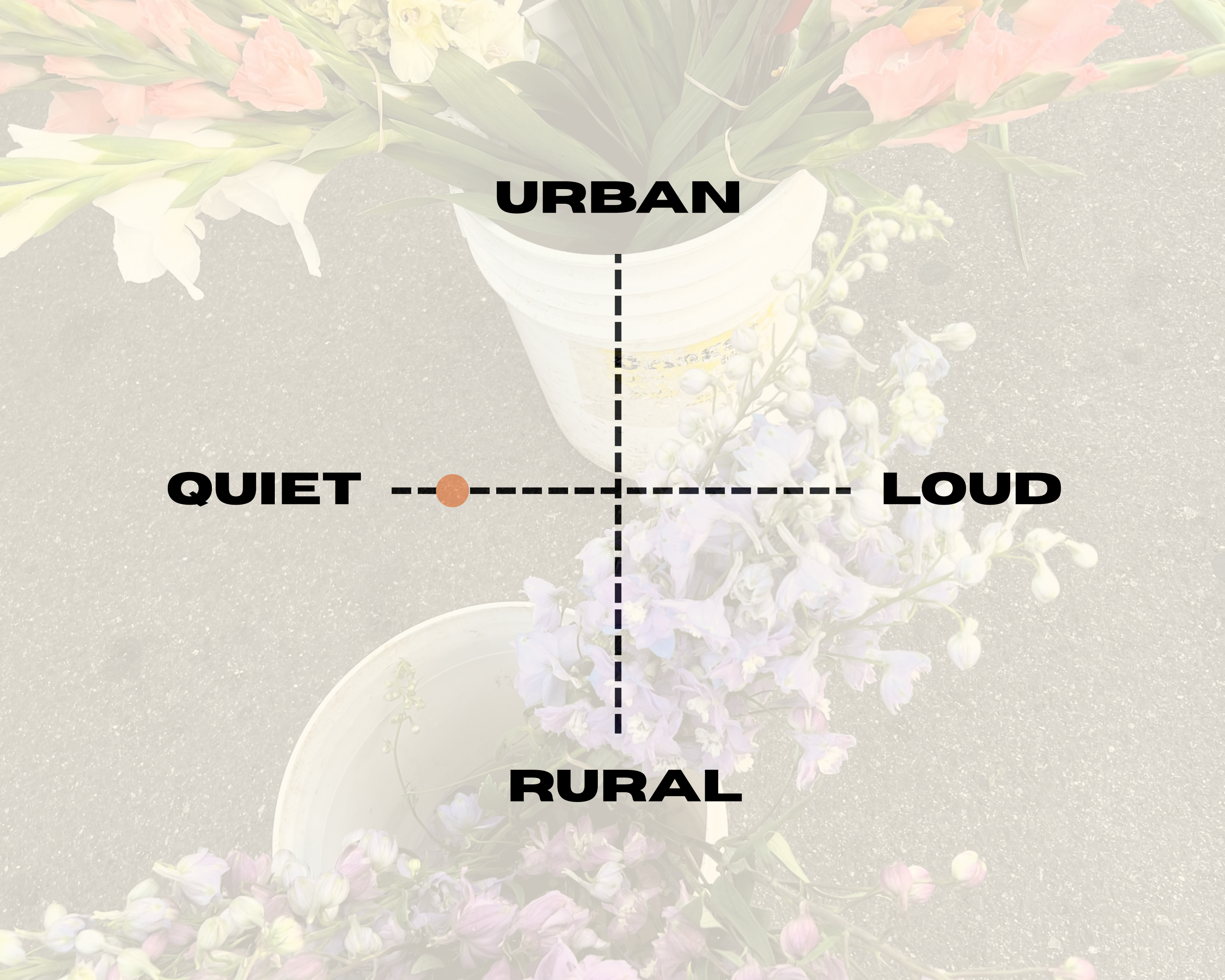
QUIET

LOUD

RURAL



Hard labor finds upscale buyers at farmer's markets.



URBAN

QUIET



LOUD

RURAL



Brilliant colors everywhere contrast with a uniform stucco tan “dress code.”



URBAN

QUIET

LOUD

RURAL



Breezy, effortless, ageless. Nothing difficult on the surface. "Monied casual."



COASTAL FUSION

Big money, big waves,
big research & military
installations up the road.

Indigenous culture,
Spanish conquest,
Anglo absorption.

**SpaceX + wine +
Surfboards = ??**

