



Sobre Ruedas Means "On Wheels":

A mobile conversation on border markets and informality

Feb. 18, 2012 9 am - 7 pm

UCSD -> Logan Heights -> South Bay Swap Meet -> Las Americas Premium Outlet Center & Bazaar at Border Station -> // Sobre Ruedas Otay -> Mercado de Artesanias de La Linea -> // UCSD

Featuring: cog•nate collective, Geovanni Zamudio, Giacomo Castagnola

Taking the conference "Informal Market Worlds" as a literal point of departure, this excursion will explore local manifestations of markets and informality by following the movement of goods between markets and across the San Diego/Tijuana border; a flow that is part of a larger trend of people/labor/capital moving north, while second-hand goods and other forms of urban detritus move south.

In San Diego, we will visit the South Bay Swap Meet and move through the neighborhoods of Logan Heights and San Ysidro, exploring the semi-formal market systems that originate goods/products that will cross the border and make their way into the informal markets of Tijuana. We too will cross, and visit the Sobre Ruedas Otay, one of the largest street markets in the city of Tijuana. Our journey will then take us to a market that sits in the liminal space of the border-crossing between the two cities: the Mercado de Artesanias de La Linea. Here, cog•nate collective, Geovanni Zamudio and Giacomo Castagnola will be presenting their work on markets and informality in the context of the border.

If you would like to be a part of this mobile conversation, please RSVP to: [cognate.collective@gmail.com](mailto:cognate.collective@gmail.com). There is a cost of \$25/person to cover transportation costs.

## Full Itinerary

9:00 am

Depart La Jolla Sheraton.

9:30 am

Drive by Logan Heights

A short trip through the neighborhood of Logan Heights, a community with a very present informal economy.

10:00 am

South Bay Swap Meet

An example of San Diego's swap meet culture, with over 300 vendors.

11:30 am

Drive by San Ysidro Outlets/Bazaar at Border Station

A quick drive by Plaza de las Americas Outlet Center and the Bazaar at Border Station, two examples of recent commercial developments in the Border community of San Ysidro.

11:45 am

Cross into Mexico

12:15 am

Arrive at Mercado Sobre Ruedas Otay

Visit one of the largest informal markets in the city of Tijuana, extending for about 2km and serving an entire community. Walk-through led by Geovanni Zamudio, local scholar of informal markets in the city of Tijuana.

1:45 pm

Depart for Lunch Break

3:00 pm

Arrive at International Border

Walk to the Mercado de Artesanias de La Linea, a market located between lanes of cars waiting to cross into the United States through the San Ysidro Port of Entry.

3:15 pm

Presentations at *Espacio Cognado* / *Cognate Space*

by Cog•nate Collective, Geovanni Zamudio, and Giacomo Castagnola.

5:15 pm

Begin crossing back. Wait time will depend on traffic.

6:00 - 6:15 pm

Begin heading back to La Jolla.

7:00 pm

Arrive at La Jolla Sheraton.