

El Mundial, San Francisco



“Everyone has a favorite team they want us to represent, Mexico, El Salvador, Peru...”

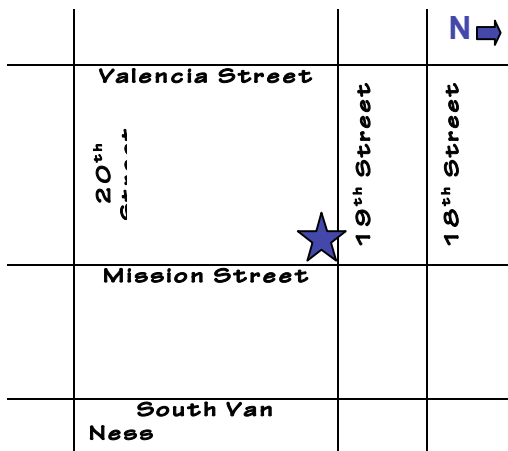
–Eduardo Pineda

“...we could end up only painting jerseys!”

–Ray Patlán

Originally painted in 1994 and restored in 2004 this popular mural calls attention to the role of athleticism in the Americas and commemorates the first World Cup soccer games held in the San Francisco Bay Area in 1994. The mural team of Raymond Patlán and Eduardo Pineda a.k.a. *Fresco* convinced the Coca Cola company, a sponsor of the games, to allow the artists to create a public art work as an alternative to a temporary billboard. With the restoration sponsored by the San Francisco Mayor’s Office of Neighborhood Beautification, the muralists rededicated the mural to the athletes of Mission High School, a public high school walking distance from the wall.

The imagery blends the ancient roots of Mesoamerica by referencing the cosmic ball games of the Mixtecs, with the international popularity of contemporary soccer. *El Mundial*, is situated in the middle of the Mission street commercial corridor in San Francisco’s Mission district, a predominately Latino neighborhood. The building the mural is painted on is a significant communication and transaction point for the community where local residents maintain ties with families in other parts of the world.



Eduardo Pineda, 2004