

ACTIVIST CARY MOON UNDER THE VIADUCT



023 ACTIVIST

CALL HER DAVID

CARY MOON

[TRANSPORTATION ACTIVIST]

CARY MOON ISN'T related to Dick Falkenberg—except, perhaps in spirit.

Moon—like the guy who originally proposed the now-defunct monorail plan—dreams big and isn't afraid to, literally, take on city hall, with an idea that many believe is as improbable as Falkenberg's.

Moon, 43, spearheads a grassroots organization, the People's Waterfront Coalition (peopleswaterfront.org), which supports a \$1.6 billion waterfront plan that would replace the 53-year-old Alaskan Way Viaduct with a four-lane, bike- and pedestrian-friendly surface street along the waterfront.

The idea, first presented by Moon—an urban designer by profession and former member of the Seattle Design Commission—two years ago, collides with Mayor Greg Nickels' vision of replacing the Viaduct with a \$5.5 billion underground tunnel. "We couldn't get any of the officials to listen, so we decided to go into activist mode," explains the mother of two.

Many have ridiculed Moon for failing to address where Viaduct traffic would go without a replacement. (Moon argues, among other things, that fixing the links in the city's existing arterial system, optimizing regional public transit to accommodate this displaced traffic and investing in the city's Freight Mobility

BIGGEST INFLUENCE:

"[Urban designers] David Harvey, [who] argued that cities are where the future of humanity is happening, and Jane Jacobs, [who used] common sense about people and public life to get others excited about cities."

Strategic Plan to improve freight access throughout the city would handle traffic that now uses the Viaduct.) However, her David-versus-Goliath scenario has earned the attention of city and environmental leaders: Seattle City Council members Peter Steinbrueck and Richard Conlin have actively urged the council to consider the option; the Sierra Club made a similar request earlier this year. The plan also earned second-place honors in a design competition sponsored by national modern architecture magazine *Metropolis*. And it's given the mayor's tunnel vision an earnest challenge.

Though her experience in this issue might be a precursor to a future career in politics, Moon dismisses the idea. "A lot of the good ideas come from outside the system. I want to stay involved in that arena as a citizen activist because I feel like you have a lot more freedom. You're unencumbered by the bureaucratic process." *Todd Matthews*

024 ARTS

Pop Star

KIRSTEN ANDERSON

[OWNER ROQ LA RUE AND BLVD GALLERIES]

By Charles R. Cross,
music critic and author

KIRSTEN ANDERSON is to Seattle's kitsch art, what Martha Stewart is to glue-guns. For more than eight years Anderson's cutting-edge gallery, Roq La Rue (roqlarue.com), has been a Second Avenue fixture. This spring, with Marcus LaLario (and his partners) of War Room, she opened a second spot called BLVD to focus on what she calls "urban art." BLVD has shown work by graffiti artists, video game designers and hip hop illustrators. It is a genre that Anderson calls "Pop Surrealism," and can include everything from Tiki art to tattoos. "It used to be called 'Low Brow,' but I prefer 'Pop Surrealism,'" she says of a style that embraces both logos painted on skateboards and comic book illustrations. The 36-year-old impresario used to work in a Seattle art supply store, but opened Roq La Rue when she saw a genre being unappreciated. "I saw this style as unexplored and valid," she says. Her gallery has gained an international reputation, and most of her sales are outside of Seattle. Still, local sales are growing and her gallery openings are one of the hottest tickets in Belltown. For a style that began as outlaw, "Pop Surrealist" art has been a great investment. "There is some work by artist Mark Ryden that would sell for over \$40,000," Anderson says.

BIGGEST INFLUENCE:

"My mother, Gillian, who always had tons of art books around and made sure we went to galleries and museums when we were little and impressionable."

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