

Saving and Preserving Arts and Cultural Environments  
1804 North Van Ness Los Angeles, California 90028  
Telephone: 213/463-1629



May 30, 1997

Mr. Don Reese  
Public Land Specialist  
California State Lands Commission  
1807 13th Street  
Sacramento, California 95814

Dear Mr. Reese:

SPACES is a California arts service organization involved with large scale public art sites like Californias' Simon Rodia's Towers in Watts. The Towers are a state property and it is a National Monument.

California is especially rich in this kind of art. Besides the Towers two other California sites are listed on the National Register of Historic Places, and ten sites are noted as California State Landmark, #939.

We spoke last week about adding Leonard Knight's "Salvation Mountain" to the list of California Landmarks. You said you would bring the suggestion to your Commission.

Adding Salvation Mountain to the list of California Landmarks could have a lot of positive effects. The site, now known internationally, would encourage cultural tourism which will bring additional visitors to the area and the resultant economic benefits to Niland and the broader community.

San Diego County is fortunate by already having a site listed on the National Register of Historic Places and listed as a State Landmark. "Desert View Tower" in Jacumba.

Together they could be a big draw and enhance other plans the County has for economic development and cultural grants. An Imperial County Crafts Fair, for example, near the site could encourage thousands of newly interested travelers to visit.

Enclosed is some information the Commission should see.

If there are any other questions, please feel free to call SPACES.

I look forward to hearing from you.

Our best.

Thank you.

Sincerely,

Seymour Rosen  
Director SPACES

In the last few years the site has gained a lot of notoriety, and I thought you should know the following ...

“Salvation Mountain” was featured in a number of Museums in exhibition and/or in public appearance

“Visions from the Left Coast” 1995  
Santa Barbara Contemporary Arts Forum

Palm Springs Desert Museum - 1996

“Memories and Visions” - 1996  
Sheppard Fine Art Gallery  
University of Nevada, Reno, Nevada &  
The Nevada Institute of Contemporary Art  
Las Vegas, Nevada

“Wind in My Hair” - 1996-97  
American Visionary Art Museum, Baltimore, Maryland  
(Salvation Mountain will also be included in “Eros & Eros”  
an exhibit at the same Museum in 1998)

Television (partial list)

PBS, “California Gold” 1997  
Learning Channel, “What a World” 1997  
CNN, 1996  
BBC 1995

Publications  
Magazines

“Westways,” Los Angeles 1997  
“Die Woche,” Berlin 1996  
“EZ,” Tokyo 1996  
“Raw Vision” London 1996 (cover)  
“Detour,” Los Angeles 1995

Books & Catalogs

“Raw Creation” London / San Francisco 1996  
“Memories and Visions” 1996  
“Visions from the Left Coast” 1995

There is a film about Salvation Mountain, numerous newspaper articles, and the site has been visited by other filmmakers, and photographers, writers and scholars, as well as curators, working on numerous projects.

The list above gives credibility to “Salvation Mountain” and should be considered as extremely valuable publicity for California and for Imperial County.