

'International feeling' at Fiesta Del Sol

August 16, 2007

Soudabeh Memarzadeh, 34, immigrated to the U.S. from Iran and has been living in San Diego since 2000. The biggest obstacle she faced as she tried to prove that she was a “useful” member of her new country was waiting for people to recognize her talent as an artist.

But Memarzadeh's experience didn't go unnoticed when she mailed in samples for the poster contest sponsored by Justice Overcoming Boundaries, a group helping to plan Fiesta Del Sol. The organization gave her the task of designing a flier for the event, and her work has been distributed throughout San Diego.

“I was going for an international feeling,” Memarzadeh said. “My message was these are people from different cultures, but they can all do the same thing.”

Though the event is primarily aimed at the Latino community, everyone is invited and more than 50,000 people are expected to attend. The fiesta takes place in Barrio Logan and Sherman Heights.

Street fair attractions will include booths set up in the Children's Village offering crafts, interactive games and face painting. This year, \$20,000 in scholarships will be awarded to help offset the increasing cost of college textbooks.

Bands including Montecristo and Agua Dulce are scheduled to perform.

The goal of Fiesta del Sol is to celebrate cultural diversity and encourage civic activism.

– ALEX JONES



SOUDABEH MEMARZADEH
Soudabeh Memarzadeh of San Marcos designed the poster for the Fiesta Del Sol, a street fair that highlights Latino culture.

DETAILS

Fiesta Del Sol

More than 50,000 are expected to attend the annual street fair in Barrio Logan and Sherman Heights.

When: Saturday and Sunday,
11 a.m. to 7 p.m.

Where: Between 19th and 25th
streets on Imperial Avenue

Tickets: Free

Phone: (619) 255-6986

Online:
www.fiestadelsolsandiego.org