



**ARTEFACT DESIGN**

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**SAN YSIDRO LAND PORT OF ENTRY (SYLPOE), SAN YSIDRO CA  
PEDESTRIAN PLAZA & HISTORIC U.S. CUSTOM HOUSE EXHIBITS**

The U.S. / Mexico international border crossing at San Ysidro, one of the busiest in the world, underwent a major expansion and restoration process beginning in 2020. The Artefact team was asked to interpret the historic designation of the former International Building and the restoration of the U.S. Custom House — managed by General Services Administration (GSA.)

The bilingual exterior plaza exhibit consists of a ~65'W x 10'H graphic comprised of multiple panels, and a 12.5'W x 1.5'H interpretive reading rail to provide context for the wall image. The content focus recognizes the former International Building and the restoring of the historic U.S. Custom House.

The bilingual interior exhibit within the U.S. Custom House consists of a ~20'W x 8'H wall-mounted corner map graphic and eight 4'W x 3'H historical postcard images. The content focus centers on the history of the building and significance of land border stations along the southern border.



Departing the Southbound Pedestrian Plaza into Mexico



Panels mounted to new sub-frame attached to existing concrete wall

Northbound pedestrian exit from the historic U.S. Custom House into U.S.



Project for GSA; Artefact Design contracted to IS Architecture, La Jolla. Completed August 2021.

Design, content development and production/installation coordination by Artefact Design.