



THE 'HOOD

By Hannah Lott-Schwartz
Illustrations by Francesco Zorzi



Por Vida co-owner Milo Lorenzana recommends...

"One of the first people to welcome us to the block was Milo Lorenzana. He owns Por Vida, this coffee shop with drinks like watermelon lemonade in a sweet-and-spicy-rimmed glass and a refreshing combo of cold brew and lemonade. Beyond coffee, Milo throws all these events, from artisan craft fairs to latte-art competitions."

Hola Swim co-owner Syncretica Maestas recommends...

"I feel like I eat at ¡Salud! every single day. The salsas are on point. I always get the carnitas nachos and share them with the whole family. It's so good and so different—it's not just a taco shop."

"The two Latina girls who run Hola Swim, Syncretica Maestas and Aida Soria, are from here in San Diego, and they make bathing suits for women of all sizes. They've been in New York on the runways, and in *British Vogue* and other magazines. They're killing it right now."



Barrio Dogg co-owner Pablo Rios recommends...

"Imagine a Tijuana hot dog done in the best way possible—like, the maximum expression. That's Barrio Dogg. They take it way beyond the traditional bacon-wrapped TJ dog. It's the street-meets-foodie approach, but with things we grew up with, like *fideo* soup and *nopales*. They're the only ones I know of that are both super-legit and pushing the envelope."



¡Salud! marketing director Eric Casas recommends...

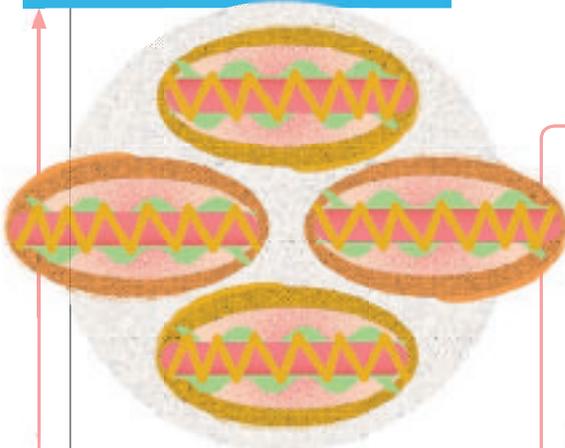
"San Diego Vintage Company is a real-life time machine. You can find everything from 1980s toys to a pair of high-heeled shoes from the '40s. If you are lucky, the owner, Karlos Paez, might be sitting in front of the store playing songs on his guitar."

Barrio Logan, San Diego

A thriving hub of Chicano culture emerges from the shadows

Barrio Logan, the center of San Diego's Mexican-American community, sits in the shade of an overpass leading to Coronado Island. When the bridge was constructed in the 1960s, residents met encroachment with creativity, painting the concrete pillars with vibrant murals to decorate the 7.4-acre Chicano Park, which was designated a National Historic Landmark in 2017. Today, the neighborhood finds itself in the middle of a second renaissance, led by community members who are investing in the barrio following decades of gang-related crime. Here, a tour of Logan Avenue, the coolest nexus of Mexican culture north of the border.

"Border X Brewing is cool because they have live music daily: *rock en español*, cultural, folkloric. They provide a good sense of Latin styles. And as far as the beers, the flavors are for the Latino crowd, like the horchata golden stout. It fits well in the Barrio."



Border X Brewing co-owner David Favela recommends...



San Diego Vintage Company owner Karlos Paez recommends...