

ilustración 6.1. Plaza Viva Tijuana



"...Only it's not really Mexico, it's this little plaza that's built specially for tourists who want to dip their toes into Tijuana without getting in too deep. It's called Viva Tijuana Plaza, and it features 'pharmacies' selling roofies, viagra, valium, hormones, and painkillers over-the-counter (in Tijuana, your American driver's license is as good as a prescription), and crafts: sarapes, sombreros, beadwork, piñatas, aluminum artwork, and anything you can put a Corona logo on. Every shop sold the same thing, and each one had two or three guys standing outside, utilizing various methods of enticement: beckoning, calling, yelling, haranguing. I was vastly amused at first, because this was what I expected. I stopped at a booth with a particularly endearing shopkeeper, who assured me that I was his very good American friend, I was beautiful, and that he would give me a better deal than anyone else in the plaza. I picked out a Mexican wrestling mask, and the guy talked himself down from \$25 to \$10, while I just stood there laughing. I asked him for \$8, but paid \$10 anyway, because it was worth it for the entertainment. I rushed past the rest of the booths, and every single vendor said 'hi' or 'hola' or beckoned me in to see their fine wares. I was very happy to be wearing sunglasses, which made it much easier to not make eye contact."

<http://www.nytimes.com/2007/01/05/nyregion/05tijuana.html>