

## MEDIA CONTACT

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## FOR IMMEDIATE RELEASE

February 28, 2014

**Serigrafía**

January 19 – April 20, 2014



Ester Hernandez, *Sun Mad*, 1982. Silkscreen print, 31 ½ x 25 ¼ inches. Courtesy of the Collection of the Center for the Study of Political Graphics, Los Angeles.

**Pasadena, CA** – The Pasadena Museum of California Art (PMCA) is proud to present *Serigrafía*, an exhibition that surveys the powerful tradition of information design in California’s Latino culture, featuring thirty influential silkscreens from the 1970s to the present. Beginning in the late 1960s, graphic art created at and distributed by artist-led collectives, or *centros*, contributed significantly to the public discourse. Emerging in concert with the civil rights movement and demanding political and social justice for marginalized groups, these prints confront political, economic, social, and cultural issues on both a personal and a global level.

Curated by seven design experts, the exhibition examines how both aesthetics and portability are key aspects of the prints as communicative and educational objects. Unlike work created for galleries or museums, the poster’s primary function is to clearly give voice to a complex message in very different environments. Carol Wells, one of the exhibition curators, explained in her essay “Have Posters, Will Travel,” from the book *Visions of Peace and Justice: San Francisco Bay Area: 1974-2007*, “The best posters are powerful and influential. The worst quickly forgotten. Their history is as varied as their messages, traveling from demonstrations to trash bins and occasionally to museum walls.”

Challenging the traditional notion of a “poster,” the selected prints exemplify the impact of effective and moving communication through the printmaking process. Capturing momentous cultural and political events and experiences, the works in the exhibition explore subjects such as the United States embargo against Cuba and the Occupy Wall Street Movement, and are conceived to provoke, protest, and praise. Esther Hernandez’s *Sun Mad* combines the familiar Sun Maid



Left:

Xavier Viramontes, *Boycott Grapes*, 1973. Digital print of silkscreen print, 31 ¾ x 25 ¼ inches. Reproduction courtesy of Oakland Museum of California.

Right:

Favianna Rodriguez, Jesus Barraza, and Estria Miyashiro; *Resist U.S. Imperialism*, 2007. Silkscreen print, 37 ¼ x 25 ¼ inches. Courtesy of Favianna Rodriguez.

girl on the raisin boxes with the *calavera* (satirically costumed skeletons) to raise awareness about the use of pesticides, fungicides, and other toxic chemicals in raisin production. Contemporary artist Ernesto Yerena's silkscreen *Knowledge is Power*, uses the well-known aphorism to galvanize young people to arm themselves with their heart and *ganas*, or desire.

Many graphic artists called on the iconography of their pre-Columbian past, such as in Xavier Viramontes' *Boycott Grapes*, which depicts a powerful Aztec warrior crushing handfuls of grapes that drip with the blood of exploited and injured farmworkers. When strikes, marches, and legislation failed to improve conditions in the fields, through posters like this one, the United Farms Workers Union (UFWA) asked the public to boycott grapes, wine, and lettuce in order to pressure growers.

Other artists in the exhibition include Jesus Barraza, Barbara Carrasco, Leonard Castellanos, Rene Castro, Melanie Cervantes, Enrique Chagoya, Ricardo Favela, Juan R. Fuentes, Rupert Garcia, Xico Gonzalez, Daniel González, Yolanda M. López, Linda Lucero, Estria Miyashiro, Malaquias Montoya, Gilda Posada, Celina Rodriguez, Favianna Rodriguez, Jos Sances, Mark Vallen, and Xavier Viramontes.

This exhibition was organized by Exhibit Envoy and is funded by the James Irvine Foundation. It is supported by the Board of Directors of the Pasadena Museum of California Art, Carrie Adrian, and Susan Davis.

## **Programs**

### **OPENING RECEPTION**

Saturday, January 18, 2014 | 7–9pm

\$5 admission | Free for PMCA members

### **INSIGHT TALK**

Sunday, March 2, 2014 | 3pm

Carol A. Wells, Founder and Executive Director of the Center for the Study of Political Graphics, and one of the curators for *Serigrafía*, will present "*La Lucha Sigue*—The Chicano Silkscreen in the Struggle for Justice," which covers over 40 years of Chicano posters and the diverse social issues they address.

### **ARTNIGHT PASADENA**

Friday, March 14, 2014 | 6–10pm

Enjoy a free evening of art, music, and entertainment as Pasadena's most prominent arts and cultural institutions swing open their doors.

### **FAMILY DAY**

Saturday, April 5, 2014 | 3–5pm

Participate in fun art projects for the whole family based on our current exhibitions. All ages welcome!

### **PMCA 123**

- 1) Free the first Friday of every month (12–5pm)
- 2) 2pm docent tour the second Saturday of every month
- 3) Free the third Thursday of every month (5–8pm)

All programs are free with admission and free for PMCA members unless otherwise noted.

Please visit [pmcaonline.org/calendar](http://pmcaonline.org/calendar) for additional programs and events.

## **Museum Information**

### **MISSION**

The mission of the Pasadena Museum of California Art (PMCA) is to present the breadth of California art and design through exhibitions that explore the cultural dynamics and influences that are unique to California.

### **HOURS**

Open Wednesday–Sunday, 12–5pm; third Thursday of every month, 5–8pm; closed Mondays, Tuesdays, July 4, Thanksgiving, Christmas, and New Year's Day.

### **ADMISSION**

\$7 for adults, \$5 for seniors and students; free for PMCA members and children under 12; free the first Friday of every month (12–5pm); free the third Thursday of every month (5–8pm). Access for people with disabilities is provided.

### **PLAN YOUR VISIT**

The museum is located at 490 East Union Street. From the 210 Freeway, take the Lake Avenue exit. Go south and take a right on Union Street. From the 110 Freeway/Downtown Los Angeles, follow the freeway until its end, then take Arroyo Parkway and turn right at Colorado, then left at Oakland to get to Union Street. Parking is available at the Museum.

### **DOCENT TOURS AND GROUP RATES**

The museum offers docent tours on the second Saturday of each month (free with admission). Docent tours are also available Wednesday–Friday, 12–5pm, to private groups for a fee of \$75. A non-refundable deposit of \$40 is due two weeks prior to the scheduled date. Self-guided tours for K-12 students are offered for free. We regret that we are unable to accommodate docent tours for groups larger than 35 people. Before requesting a tour, please check the exhibition calendar to see which exhibitions will be available during your visit.

A discounted group rate of \$3 per person is available for groups of 20 or more (K-12 student groups are free). Please call to notify us at least one week in advance for these special admission rates.

For any questions or to make reservations for a tour or group rate, please call our Bookstore and Membership Associate, Susan Wang, at 626.568.3665 x14 or email [swang@pmcaonline.org](mailto:swang@pmcaonline.org).

**For more information, please call 626.568.3665 or visit [pmcaonline.org](http://pmcaonline.org).**