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LATIN AMERICAN POSTERS

PUBLIC AESTHETICS AND MASS POLITICS

APRIL 2- JUNE 29, 2008 CORTEZ GALLERY MUSEO ALAMEDA

SAN ANTONIO, Texas, April 1, 2008 — The Museo Alameda in affiliation with the Smithsonian Institution announces – announces the opening of **Latin American Posters: Public Aesthetics and Mass Politics**, a traveling exhibition exploring several themes of Latino political and cultural activism from the 1950s to the present. The public opening on April 6-8 p.m.

Featuring 75 dramatic images, this exhibition is organized by the UNM University Libraries' Center for Southwest Research, Albuquerque, New Mexico, in collaboration with the National Hispanic Cultural Center. Support for this project was provided by the University of New Mexico Center for Regional Studies. Drawing from the collection of nearly 10,000 in the Sam L. Slick Collection of Latin American and Iberian Posters, housed at the University of New Mexico Libraries, the exhibit is augmented by a selection of complementary images by United States artists from the permanent collection of the National Hispanic Cultural Center.

The exhibition explores five broad-ranging themes:

- (1) Imperialism, Solidarity, and Self Determination
- (2) Icons, Martyrs, and Charismatic Leaders
- (3) Human Rights, Feminism, and Indigenism
- (4) Revolution and Popular Movements
- (5) Culture, Society, and Film.

Dating from the late 1950s to 2005, the posters originate from 11 Latin American countries and the United States with the majority

produced in Chile, Cuba, and Puerto Rico. These powerful images were selected to represent some of the most dynamic graphic designs from the second half of the 20th century. Many of the works are not attributed, as is typical of the poster medium, yet the exhibition includes works by such well-known artists as Raúl Martínez, René Mederos Pazos, and Eduardo Muñoz Bachs of Cuba, Jesús Ruiz Durand of Peru, Antonio Martorell, Lorenzo Homar, and Rafael Tufiño of Puerto Rico, and Rupert García and Ester Hernández of the United States. In addition, the exhibit introduces a number of less well-known, though highly accomplished, Latin American artists.

"This exhibition is a major step forward for the Museo Alameda," said Henry R. Muñoz III, the Museo's founding chairman. "I have envisioned making this museum a piece of 'cultural activism' from the very start and it is exciting to stage a show that demonstrates the grassroots movements within the various Latin American cultures and how they have influenced the Latino experience in the United States."

"Latin America reinvented the poster in the 1960s with remarkable flare, as this splendid exhibition makes delightfully clear," said Dr. David Craven, professor of art history at the University of New Mexico.

Russ Davidson, UNM Emeritus Professor and Curator of Latin American Collections added, "***Latin American Posters*** almost certainly constitutes the most comprehensive display to date of Latin American posters from all regions and most countries in the hemisphere because it draws on the Slick Collection, a collection of unmatched scope and depth."

"This exhibition provides a rare opportunity in our country to view rich, provocative, and brilliant illustrations representing many diverse subjects from recent political, social, and cultural history," said Dr. Helen R.

Lucero, emeritus director of visual arts at the National Hispanic Cultural Center.

The curatorial team for this project consisted of UNM Professor of Art History David Craven, UNM Emeritus Professor and Curator of Latin American Collections Russ Davidson, UNM Center for Regional Studies Post Doctoral Fellow and Adjunct Lecturer of Art History Teresa Eckmann, UNM Director of the Center for Southwest Research Mike Kelly, NHCC Emeritus Director of Visual Arts Helen R. Lucero, and NHCC Senior Curator Andrew Connors.

Educational and public programs will be scheduled throughout the run of the exhibition in San Antonio. Please check the Museo Alameda website at www.alameda.org for detailed information about these programs.

MISSION

To tell the story of the Latino experience in America through art, history, and culture.

SUPPORT AND SPONSORSHIP

The Museo Alameda is an affiliate of the Smithsonian Institution in Washington, D.C. Exhibitions and programs receive major support from Ford Motor Company. The museum receives partial operating support from the City of San Antonio and the Office of Cultural Affairs.

LOCATION

The Museo Alameda is located in downtown San Antonio in historic Market Square on the corner of Santa Rosa and Commerce at 101 South Santa Rosa.

HOURS AND ADMISSION

The Museo Alameda is open Tuesday through Sunday 10:00 – 6:00, Wednesday until 8:00, and Sunday, noon to 6:00. The museum is closed Mondays and holidays. Admission is \$4.00 for Adults; \$3.00 for Seniors, Educators, and Military; and \$2.00 for Students and Children. The Museum is free Sundays all day and Wednesdays after 4 pm.

FOR MORE INFORMATION PLEASE VISIT [HTTP://WWW.THEALAMEDA.ORG](http://www.thealameda.org)

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