



FOR IMMEDIATE RELEASE

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**MUSEO ALAMEDA PRESENTS
“MYTH, MORTALS AND IMMORTALITY:
WORKS FROM MUSEO SOUMAYA
DE MEXICO”**

SAN ANTONIO – On the heels of a successful and critically acclaimed 2006 exhibition at the International Gallery of the Smithsonian Institution in Washington, D.C, “**Myth, Mortals and Immortality: Works from Museo Soumaya de Mexico,**” returns to the United States for a seven-month showing at the Museo Alameda, the nation’s largest Latino museum and first formal Smithsonian affiliate.

The exhibition opens June 25 and runs through January 6, 2009 as part of the Museo Alameda’s groundbreaking three-part presentation, *Mexico at the Museo*.

“Myth, Mortals and Immortality” returns to this country with new meanings as its neighbor to the south prepares to celebrate the Bicentennial of Mexico’s Independence and the Centennial of the Mexican Revolution of 1910.

“Myth, Mortals and Immortality” features diverse themes that reflect the Mexican personality: religion, customs, dreams, tradition and permanence – and myths that are renovated in paintings, sculptures, applied arts, textiles and calendars.

Included in this exhibition are more than 100 pieces that belong to the Museo Soumaya. They illustrate the link between two cultural realities in Mexico and invite the public to an endearing “game of mirrors”: devotion to the Virgin of Guadalupe; the baroque universe; the wonderful and fantastic; all coexisting with the importance of individual and family portraits. Also included are examples of social realism, the legacy of the 1910 revolution, the great themes of gambling and luck in the loteria cards, and the pin-up girls with their seductive smiles.

The dialogue between past and present is expressed in the sensitivity of great masters and unknown artists, who document the cultural blending that became the face of Mexico. Cabrera, Villalpando, Paez, Bustos, Arrieta, Siqueiros, Rivera, Orozco, Gonzalez Camarena, Montenegro, Soriano and other artists, bring history together through their myths, mortals and immortality.

MEXICO AT THE MUSEO

In addition to “Myth, Mortals and Immortality,” *Mexico at the Museo* comprises works from two other recent exhibitions which have traveled the world to great acclaim: “**Escultura Social: A New Generation of Art From Mexico City**” (from the Museum of Contemporary Art, Chicago), and “**The African Presence in Mexico: From Yanga to the Present**” (conceived and curated by the National Museum of Mexican Art in Chicago, formerly known as the Mexican Fine Arts Center Museum in Chicago). “Escultura” runs July 31 to October 26 and “The African Presence” will be featured November 12 to February 22.

“Audiences will be exposed to the multiple facets of Mexican life and culture in this unique exhibit,” said Eliseo Rios, interim director of administration for the Alameda National Center for Latino Arts and Culture, the organization which operates the Museo Alameda. “It will help tell the story of how all of these elements have combined to form the diverse cultural mosaic of Mexico’s identity

– and how that identity carries over to the Latino experience in America.”

ABOUT THE MUSEO ALAMEDA

The Museo Alameda, the first formal affiliate of The Smithsonian Institution, is the nation’s largest Latino museum. It is part of The Alameda National Center for Latino Arts and Culture, a non-profit organization that also operates the Alameda Theatre, the landmark Latino movie palace in downtown San Antonio. With more than 20,000 square feet of exhibit space and 11 galleries, the Museo is devoted to telling the story of the Latino experience in America through art, history and culture.

The Museo Alameda is located in historic Market Square at 101 S. Santa Rosa Street, San Antonio, Texas. Hours of operation are 10 a.m. to 6 p.m. Tuesday, Thursday, Friday and Saturday; 10 a.m. to 8 p.m. Wednesday; noon to 6 p.m. Sunday and closed Monday. Admission is \$4 for adults and \$3 for seniors and students, with special prices for military, groups and more. **Admission is free all day on Sundays and on Wednesdays from 4-8 p.m.**

For more information visit the Museo Alameda website at www.thealameda.org, or call 210-299-4300.

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Myth, Mortals and Immortality Events

Tuesday, June 24, 2008

1:00-3:00 PM Press Preview

Wednesday, June 25, 2008

6:00-9:00 Opening Myths Mortals and Immortality

Thursday, June 26, 2008

Lecture with Curators of Myths, Mortals and Immortality