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Press images available



The Museo Alameda opens *Escultura Social* and closes Contemporary Art Month with *Polifónico: Music As Art*, a new DJ series featuring Mexican Institute of Sound.

Thursday, July 31, 10pm-12 am

Escultura Social Exhibition Opening 8pm-10pm, Artist Discussion 8:30 pm

It is with tremendous excitement that the Museo Alameda del Smithsonian presents to you *Polifónico: Music as Art*, an innovative DJ series for San Antonio and the surrounding community. The inaugural event on July 31 featuring renowned DJ Mexican Institute of Sound coincides with the opening of *Escultura Social: A New Generation of Art from Mexico City*, and will double as the closing party for the Contemporary Art Month of San Antonio.

Music is often overlooked as a peripheral part of the museum experience. It accentuates the art, but easily gets lost amid gallery noise. Because of its emphasis on non-traditional sculptural elements, including music, video and performance, *Escultura Social* presented the perfect opportunity to bring music to the forefront of the museum experience. The intention of the DJ series is to express the intrinsic relationship between music and art, and to engage the public through a multi-sensory art experience.

Polifónico is the Museo Alameda's own conception of Joseph Beuys' idea of social sculpture, a term coined to expand the way art is defined and categorized. Beuys' work actively transformed traditional conceptions of sculpture by using invisible materials and live performances. The works exhibited in *Escultura Social* all have a relationship to Beuys' idea of expanding the field of art, often in a performative manner. In the spirit of Beuys' legacy, *Polifónico* redefines music as an art form in itself, as an integral part of the museum experience.

Escultura Social brings together artists connected via the physical locus of Mexico City, which emerged as a thriving hub of contemporary art activity in the 1990s. Rather than focus exclusively on issues of national identity, hybridity, and borders, *Escultura Social* presents work that refers to popular culture, urban life, and current political issues, but in a way that is not readily identifiable as Mexican. This departure from traditional Mexican icons and archetypes, and

embracement of international art trends is not limited to visual culture, but is paralleled in music as well. The art of the DJ is an important facet of the contemporary art scene and is an integral part of the production of the art exhibited in *Escultura Social*. The function of the DJ is to blend, mix, appropriate, redefine, recontextualize, and merge diverse components of sound and to compose an audioscape of different musical terrains and polyphonic geographies.

Mexican Institute of Sound, the project of DJ Camilo Lara, will kick off what promises to be an important exploration of contemporary music and creative performance. Lara has distinguished himself as a musical trendsetter and is part of a growing Mexican electronica movement, encouraging fusions of folk and more traditional music with modern sounds.

Turning tables on the past, *Polifónico* utilizes music as a way to cohesively join discordant identities. The DJ will incorporate classic Latino rhythms mixed with modern electronic beats to illustrate the postmodern Mexican identity alluded to in *Escultura Social*. The work of contemporary Mexican artists evolved from art historical precedents while looking toward the future, and it reflects the larger influences of a more interconnected and globalized society. *Polifónico* reflects these trends and develops a dialogue about the dynamic role music can play within the museum space.

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.

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