Lowriders

8th Annual Día de los Muertos Festival Exhibit

Exhibit Proposal

“El Muertorider”
John Jota Leanos & Artemio Rodriguez
Lowriders: 8th Annual Día de los Muertos Festival Exhibit
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This year’s exhibit will be themed around lowrider cars. As icons of Mexican American culture, lowriders, or automobiles engineered to ride close to the ground, have increasingly become part of the contemporary visual landscape that characterizes Chicano communities. In developing this theme, we were inspired by some of the religious and cultural representations and murals seen on some lowriders. Paying tribute to one’s loved ones, saints, and all those deceased is a central part of Día de los Muertos, an important tradition both in Mexico and the United States.

For this exhibit, artists will merge formal elements and literally ‘parts’ of these popular icons with traditional Día de los Muertos offerings, creating highly inventive altarpieces that reflect a broad array of individual styles, personal meanings and socially shared concerns. The popularity of lowriders among youth audiences will make this exhibit accessible to students, engaging them in conversations about art and society. We expect artists to address automobile and gang related deaths, issues that impact many of the Valley’s communities. Traditional altars will also be welcomed.

Last year over forty altars were created by people from all ages and backgrounds, as well as by a number of prominent artists, culminating in our most visible and successful festival exhibit thus far. The continued success of this exhibit brings visibility to the Chicana/o and Mexican American communities through a positive constructive forum.

Welcomed by brightly painted walls, traditional music from a five-piece mariachi ensemble, and homemade tamales and flautas, visitors to the opening festival celebration will tour the gallery filled with stunning altars, converse with artists, and enjoy student performances. Artists’ statements and interpretive texts, presented in both English and Spanish, will give visitors additional insight and understanding of this important and complex cultural event. Education will be a priority for museum staff who will work with volunteers to design interactive tours for school and adult groups, as well as classroom educational packets that support teacher efforts to share with students the contemporary artistic and personal expressions that define this holiday. Additional educational programming such as lectures by invited scholars and artist demonstrations will occur throughout the course of the exhibit.
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Funding Opportunities

Recognized as One University in Many Places, ASU’s iconic status in the Phoenix area attracts diverse audiences to share in unique cultural and educational opportunities. Sponsors will be recognized in marketing and educational materials as well as on a large panel in the exhibit, by sponsorship level. Sponsors will also be recognized by the Director at the opening festival celebration as well as on the Museum’s website (www.asu.edu/clas/shesc/asuma). The biannual Museum Studies Newsletter, which features an article on the Museum’s exhibit, sent to museums and arts organizations throughout the state and nation will also acknowledge major sponsors.

Your generous support is needed for the following exhibit based expenses.

Exhibit Budget

Publicity
Postcard Invitations 700
Graphic Design 500
Postage and Labor 600
(Invitations and Educational Packets)
Banner 250
2050

Education and Programming
Guest Speaker/Artists Honoraria 300
Guest Speaker Travel 400
Opening Reception Food 300
Opening Reception Entertainment 350
Consultants 1100
2450

Gallery
Paint and Supplies 450
Labels and Panels 200
Vinyl 150
Carpentry 200
Altar Materials 1000
2000

Exhibit Catalogue 3500

Total 10000
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Sponsorship

Sponsors are an important element of what makes this exhibit possible. An exhibit panel will be dedicated to recognizing and thanking sponsors for their contribution, listing the following giving levels and names of sponsors.

Lowriders

Sponsorship Levels

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<thead>
<tr>
<th>Sponsor</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Impala</td>
<td>$3000+</td>
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<tr>
<td>Monte Carlo</td>
<td>$1000 - $3000</td>
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<tr>
<td>Regal</td>
<td>$500 - $999</td>
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<tr>
<td>Cutlass</td>
<td>$250 - $499</td>
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<tr>
<td>Grand Prix</td>
<td>$1 - $249</td>
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</tbody>
</table>

This exhibit provides a space for artistic expression as well as education opportunities for youth. Charitable contributions support community arts and education.

Please make your contribution to:

ASU Foundation

Mail to:

Catherine Nichols
ASU Museum of Anthropology
PO Box 872402
Tempe, AZ 85287-2402
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Overview

ASU Museum of Anthropology
Located on ASU Tempe Campus
Hours: Monday through Friday 11am to 3pm

Opening Celebration November 1, 2007 from 5 to 7pm
Exhibit Dates November 1, 2007 through January 11, 2008

Collaborators & Partners
- Calaca Cultural Center, Inc.
- ASU Department of Transborder Chicana/o and Latina/o Studies
- ASU School of Human Evolution & Social Change
- Arizona Historical Society at Papago Park
- Xico, Inc.
- Cultural Coalition Inc.
- Vision Gallery
- Chandler Cultural Foundation
- Tohono Chul Park
- Mesa Southwest Museum and Mesa Arts Center
- Arte Es Amor (Tempe Convention & Visitor’s Bureau)

2007 Día de los Muertos Festival Exhibit
Transcending Borders
- Works from over 40 Artists
- Over 1200 visitors
- Over 2600 sq feet in gallery space
- Tours for local High School Students
- Educational Programming (over 100 attendees)
  - Film Screening and Discussion with Director Penelope Price
  - Lecture with Photography Professor Dick George
  - Lecture with Anthropologist Chuck Merbs
  - Presentation by Tucson Artist Glenn Weyant

Recognition
- One of the largest exhibit spaces in Arizona dedicated to the display of Día de los Muertos Altars
- Featured in NY Times, Arizona Republic, showup.com, College Times, New Times, La Voz, Latino Perspectives and other media outlets throughout the state.
- Previous Día de los Muertos Festival Exhibits funded by Target and Arizona Humanities Council
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**Community**

Día de los Muertos, a significant cultural tradition intimately tied to creation of Chicano and Mexican American identities, merges past with present through the creation of shrines and altars celebrating ancestors and beloved family and friends. In the midst of a changing social landscape, the ASU Museum of Anthropology is committed to providing a venue that supports and shares this tradition with student and community audiences. By hosting this exhibit every year, we have cultivated a growing group of artists who depend on the Museum to provide much-needed stability and exhibition opportunities enabling them to share their creative vision and cultural traditions with visitors.

Situated in a university setting, the Museum actively draws on the intellectual resources of faculty members in Anthropology, Transborder Chicana/o and Latina/o Studies, Creative Writing, Fine Arts, and the Humanities in the conception and design of this annual exhibit. In order to encourage understanding and investment in the rich cultural heritage and traditions surrounding Día de los Muertos, the Museum tailors educational opportunities for students and adult audiences including lectures, discussions, tours, and school packets. Information about the Museum’s educational packets are sent to local schools and made available through the Museum’s website, enriching educational experiences for students in the classroom.

For this year’s exhibit, our strategic focus is building on existing collaborative relationships with other arts and culture organizations to promote and encourage the preservation of Chicano and Latino cultural heritage. We will measure our success by evaluating our effectiveness in the areas of cross-promotion and volunteer support. Through our collaboration with the Calaca Cultural Center, Arizona Historical Society at Papago Park, Xico, Inc., Vision Gallery, Chandler Cultural Foundation, Mesa Arts Center, and Tohono Chul Park, we will invite artists and community members into the university setting while sending student volunteers out into the community.

The ongoing relationships created through this exhibit foster stable working relationships between communities of artists, educators, and learners. This exhibit gives the Chicano community visibility at the University, as well as throughout the Valley. It is our earnest hope that, with your support, the Museum can continue to fulfill an important social function that both contributes to the Valley’s cultural enrichment and fosters appreciation for the diverse cultural heritage that lends uniqueness to our region.

Thank you for your consideration.

**Contact:**
Catherine Nichols, ASU Museum of Anthropology 480 965 6224
Marco Albarrán, Calaca Cultural Center 480 557 7195