



## FOR IMMEDIATE RELEASE

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### > CELEBRATE MEXICO NOW!

SEPTEMBER 1-18, 2005

A NEW YORK CITY-WIDE FESTIVAL CELEBRATING THE VANGUARD OF  
CONTEMPORARY MEXICAN ART AND CULTURE

SCREENINGS, PERFORMANCES, EXHIBITIONS, TASTINGS AND MORE REVEAL A NEW  
WAVE OF MEXICAN CREATIVITY

**New York, July 29, 2005** > **Celebrate México Now 2005**, a groundbreaking citywide festival, offers an introduction to the vanguard of contemporary Mexican architecture, cuisine, dance, film, music, theatre and visual art. Opening on September 1, 2005 with a free evening of Mexican music at the Lincoln Center Out of Doors Festival, and continuing through September 18, the festival consists of 12 events that provide a platform for Mexico's new generation of creative artists. With a view toward accessibility, the 2005 festival includes several events with no or low admission fees.

Festival events range from a special 5-course tasting menu inspired by the cuisine of Veracruz at Pampano to a retrospective of Lourdes Grobet's evocative Mexican wrestler photos at the Bruce Silverstein Gallery; from a free screening of short films by winners of the 2005 Morelia Film Festival at the School of Visual Arts to *Should I stay or should I go!*, a dance program at Teatro La Tea by emerging choreographer Geraldine Cardiel, a Mexican artist living in New York; and from the hilarious and schizophrenic improvisational theater of singer/actress Regina Orozco at the Bowery Poetry Club to "Celebrating Mexico Now" a dance party/art event/slice of young urban Mexican culture at the Frying Pan with electronic party music spun by DJs Maria Daniela and Silverio.

"Contemporary Mexico is overflowing with innovation in every arts discipline," said Arturo Sarukhan, Consul General of Mexico in New York. "With cutting-edge artists from both Mexico and the United States, the Celebrate México Now 2005 festival promises to break stereotypes and widen understanding of Mexico's on-going contributions to modern global arts and culture."

Until recently, the pioneering achievements of contemporary Mexican artists have received little attention in the United States.

"The festival's 2004 debut, a project of the nonprofit Arts International, introduced an undiscovered side of Mexican culture," said Claudia Norman, who was Project Director for the 2004 festival, and whose company CN Management is now producing the 2005 festival under the fiscal sponsorship of The Field. "Seeing the impact of the first festival on Mexicans and the Latino community in New York, as well as on the general arts-going



public, inspired me to work to establish *Celebrate México Now* as an annual event in New York City. These extraordinary artists are intriguing, innovative, exciting and articulate – and they deserve to be heard.”

Tickets for festival events are available through the individual venues listed below. Public information about Festival performances, dates and venues is available at [www.mexiconowfestival.org](http://www.mexiconowfestival.org) or by contacting [info@cnmanagement.com](mailto:info@cnmanagement.com)

**Celebrate México Now 2005** is sponsored by Latinvox, Razorhead Music, Bloomberg, Mexico Tourism Board, Modern Mexican Restaurants, Mexicana Airlines, and CONACULTA, with liquor sponsor Tequila Herradura and El Jimador Tequila, beer sponsor Corona, and media sponsors Time Warner Cable, Village Voice, and UnChin Magazine.

**Celebrate México Now 2005** is produced by CN Management, an arts consulting group, and made possible in part through the sponsorship of The Field.

For high resolution photographs or to schedule interviews with Executive Director Claudia Norman and artists, please contact Diana Vargas at [Press@dianavargas.com](mailto:Press@dianavargas.com)  
718 478 – 1015 | 917 658 – 7735

## CELEBRATE MÉXICO NOW 2005 PROGRAMMING

### > **Opening Concert**

Thursday, September 1, 7:30 pm  
Damrosch Park Bandshell at Lincoln Center  
[www.lincolncenter.org](http://www.lincolncenter.org)  
Free

Lincoln Center Out of Doors presents a free evening of Mexican music, featuring four groups that span decades, traditions, and genres. Eugenia León, one of Mexico's most famous divas; Conjunto Hueyapan, an ensemble of family members from California renowned for their traditional performance of *son jarocho*, the music of Mexico's Veracruz region; La Barranca, a rock en español band led by ex-Jaguaires guitarist José Manuel Aguilera; and Los Chipis, representing the musical style of *sonideros*.

*LCOOD is sponsored by Dorothy and Lewis B. Cullman, corporate sponsor Pepsico, with additional sponsorship by generous individuals, agencies, foundations and corporations.*

### > **Opening Night Gala**

Thursday, September 1, 10:00 pm  
Café Frida  
368 Columbus Avenue (at 77<sup>th</sup> Street)  
[info@cnmanagement.com](mailto:info@cnmanagement.com)  
Reservations: 212.267.3016  
\$150 (\$120 tax-deductible)

Join Celebrate México Now for a post-performance reception launching the 2005 festival and honoring Eugenia León's 30 years as one of the premiere interpreters of Mexican music. This reception includes cocktails and hors d'oeuvres, and will immediately follow the free concert at Lincoln Center Out of Doors.

### > **Del Castillo**

Saturday, September 3, 7:00 pm  
Joe's Pub  
425 Lafayette Street (at Astor Place)  
[www.joespub.com](http://www.joespub.com)  
212.539.8777  
\$12

Offering a fusion of flamenco and rock, Del Castillo includes virtuoso guitarists Rick and Mark del Castillo, charismatic lead singer Alex Ruiz, and the dynamic rhythm of Albert Besteiro (bass), Mike Zeoli (drums) and Rick Holeman (percussion). Based in Austin, they have become one of the hottest attractions in Texas and have toured nationally with Ozomatli and Los Lobos, as well as performing at Willie Nelson's 4<sup>th</sup> of July Picnic two years running and at Eric Clapton's Crossroads Guitar Festival. They were named #1 Live Act this year in the Austin Music Pundits poll and have received 10 Austin Music Awards including "Band of the Year" and "Best Album" for *Vida*. Their music has been heard on the soundtracks of "Kill Bill, Vol. 2" and "Once Upon A Time In Mexico" as well as on a special appearance on The George Lopez Show on ABC-TV. [www.delcastillo.com](http://www.delcastillo.com)

> **La Barranca**

Sunday, September 4, 9:30 pm  
Joe's Pub  
425 Lafayette Street (at Astor Place)  
[www.joespub.com](http://www.joespub.com)  
212.539.8777  
\$15

This alternative rock band from Mexico City was formed in 1995 by ex-Jaguares guitarist José Manuel Aguilera. *Denzura*, their last album, was named "One of the best 10 Latin albums from 2003" by *Rolling Stone*, which also praised them as "the most elegant band in the Mexican rock scene." José Manuel Aguilera (voice and guitar), Alejandro Otaola (guitar and piano), Chema Arreola (drums and percussion) and Alonso Arreola (bass and acoustic guitar) combine some of the richest elements in Mexico's rock scene, blending rock and roll with overtones of popular Mexican music to create their own distinct style and sound.

[www.labarranca.com.mx](http://www.labarranca.com.mx)

> **Noche Jarocho**

Wednesday, September 7, 5 – 10:30 pm  
Pampano  
209 East 49<sup>th</sup> Street (at 3<sup>rd</sup> Avenue)  
[www.modernmexican.com](http://www.modernmexican.com)  
Reservations: 212.751.4545  
\$80 tasting menu and pairing (does not include tax or gratuity)

Pampano restaurant honors the vivid cultural heritage of the Veracruzanos, also known as 'Jarochos,' by preparing an authentic Jarocho feast. A special 5-course menu will be paired with traditional drinks and live Son Jarocho music to provide a taste of one of Mexico's most exciting culinary experiences.

> **Winners of the 2004 Morelia International Film Festival**

Friday, September 9, 7:00 pm  
School of Visual Arts  
209 East 23<sup>rd</sup> Street (between 2<sup>nd</sup> & 3<sup>rd</sup> Avenues)  
212.592.2000  
Free

Shorts by emerging filmmakers from the 2004 Morelia International Film Festival. Matías Meyer - *El Pasajero* (The Passenger), fiction, 14 minutes; Carlos Carrera - *De Raiz*, animation, 7 minutes; Eugenio Polgovsky - *Trópico de Cáncer* (Tropic of Cancer), documentary, 53 minutes. In Spanish with English subtitles. Screening will be followed by Q&A with the directors.

[www.moreliafilmfest.com](http://www.moreliafilmfest.com)

> **Retrospective of Lourdes Grobet**

Opening Reception  
Saturday, September 10, 5:00 – 7:00 pm  
Bruce Silverstein Gallery  
535 West 24<sup>th</sup> Street (at 10<sup>th</sup> Avenue)  
[www.brucesilverstein.com](http://www.brucesilverstein.com)  
Free

Renowned for her photo documentaries of Mexican wrestling, Ms. Grobet's images are as rich and varied as her subjects. This exhibition of over 30 years of her work illuminates the many facets of Mexican life, intermingling the political with the social, cultural and personal.

> **Celebrating México Now**

Saturday, September 10, 9:00 pm  
Pier 63 at Chelsea Pier  
[info@cnmanagement.com](mailto:info@cnmanagement.com)  
General Admission: \$20 (cash only)

A party with two underground performance collectives offers a glimpse of Mexico's young urban scene.

**Caballito** is an interdisciplinary cross-cultural gang from Chicago concerned with activism via production, representation, and contraband. DJ Gabriel Feijoo will be spinning.

**Nuevos Ricos**, an aspiring cult label project based in Mexico City, has a catalogue of highly catatonic sounds by DJ's Silverio and Maria Daniela y su Sonido Lasser, and strong visual graphics, courtesy of Carlos Amoraes. [www.nuevosricos.com](http://www.nuevosricos.com)

> **Conversation with Architect Enrique Norten**

Monday, September 12, 6:00 pm  
Museum of the City of New York  
1220 Fifth Avenue (at 103<sup>rd</sup> Street)  
[www.mcny.org](http://www.mcny.org)  
212.534.1672  
\$7 general admission/\$5 for students, seniors, MCNY or AIA members

In conjunction with the exhibition, *New York Fast Forward: Buildings by Enrique Norten/TEN Arquitectos*, Enrique Norten, principal and founder of TEN Arquitectos will discuss his recent work with Rick Bell, Executive Director of the American Institute of Architects New York Chapter. In addition to his work in New York, Mr. Norten will discuss his international projects, including the Guggenheim Guadalajara. A reception and informal tours of the exhibition with curators Donald Albrecht and Thomas Mellins will follow the program.

> **La Panadería Book Launch**

Wednesday, September 14, 8:00 -10:00 pm  
Art in General  
79 Walker Street (at Canal Street)  
[www.artingeneral.org](http://www.artingeneral.org)  
212.219.0473  
Free

The ultimate reception launching a 1000-page book documenting *La Panadería*, Mexico City's famous alternative art space. Founded in 1994 by visual artist Yoshua Okon in collaboration with Miguel Calderon, *La Panadería* was a high-energy, unconventional gallery space in a renovated bakery shop that presented experimental work by hundreds of emerging artists and created a new audience for contemporary art in Mexico.

> **Regina Orozco**

Thursday, September 15, 10:30 pm  
Bowery Poetry Club  
308 Bowery (at Bleecker Street)  
[www.bowerypoetry.com](http://www.bowerypoetry.com)  
212.267.3016  
General Admission: \$20 (cash only)

Regina presents her latest hilarious and schizophrenic improvisation. This cabaret is structured by the audience, randomly matching 41 well-known international songs with 41 emotionally upsetting situations and 41 different rhythms. The possibilities are endlessly entertaining, and Regina's spectacular voice shines in every one.

> **Should I stay or should I go!**

Wednesday – Friday, September 14 – 16, 8:00 pm  
Teatro La Tea  
Clemente Soto Velez Cultural Center  
107 Suffolk Street, 2<sup>nd</sup> Floor (at Rivington Street)  
General Admission: \$12 (cash only)

For Celebrate Mexico Now, choreographer Geraldine Cardiel premieres *Should I stay or should I go!* with original music by Juan Sosa, which dramatizes an internal debate about leaving or staying in a foreign country. The program also includes *Dramamine*, a wry take on differences in language and culture that was a finalist in the 2005 Masdanza Choreographic Competition in the Canary Islands, Spain. *Co-produced by Teatro La Tea.*