

FOR IMMEDIATE RELEASE

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Celebrate México Now
September 1 – 17, 2006

A New York City-wide festival celebrating contemporary Mexican art and culture

**Featuring a variety of performances, exhibitions, screenings,
readings, discussions, culinary feasts and more**

The third annual **Celebrate México Now** offers audiences a rare opportunity to explore Mexico's vibrant, contemporary cultural scene and features over 15 events at multiple venues throughout New York City during its 17-day celebration. Showcasing the vanguard of contemporary art and culture, the festival provides a platform for a new generation of creative artists, presenting some of Mexico's most intriguing and compelling voices in visual art, music, architecture, dance, literature, film, theater and cuisine.

The festival events range from a special five-course menu inspired by the cuisine of Oaxaca at **Maya** to free screenings of short films by winners of the **2005 Morelia International Film Festival** at the **School of Visual Arts**; from the second U.S. solo exhibition by internationally acclaimed new media artist **Raphael Lozano-Hemmer** at **bitforms gallery** to the sultry vocals and deep house, bossa-influenced beats of **Sweet Electra** at **Joe's Pub**; from a dance performance by Mexican-born, New York-based choreographer **Ofelia Loret de Mola** at **Joyce SoHo** to a discussion on architectural collaborations with renowned designers **Ricardo Legoretta** and **Sheila Hicks** at the **Americas Society** and much, much more.

Launched in Fall 2004, Celebrate México Now brings a new awareness to artistic visions that are shaping Mexico's ever-evolving cultural landscape. "As one of the most important multidisciplinary festivals of contemporary Mexican art and culture in the United States, Celebrate México Now is becoming a key player in the global arts scene," says Carlos Enríquez-Verdura, Director of International Cultural Promotion at the National Council for Culture and the Arts of Mexico. "By introducing a still undiscovered side of Mexico to New York audiences, the festival has simultaneously helped reshape public perceptions of Mexico, contributed to the richness and diversity of Mexican contemporary art, and launched the careers of a younger generation of Mexican artists."

Celebrate México Now aims to reflect artistic ideas and forms of expression that reexamine and redefine Mexican identity within a global context. "The festival is now in its third year and it clearly strikes a chord in New Yorkers from all backgrounds," says Claudia Norman, Director of Celebrate México Now. "There is a strong interest here in discovering what is going on in every area of the Mexican arts scene, and as a festival, we can assist in making connections between the artists and New York presenters and audiences. The festival is particularly relevant during this challenging era between the United States and Mexico, and Celebrate México Now is committed to facilitating this kind of cultural dialogue."

A full schedule of festival events is attached. Tickets for events are available through the individual venues participating in the 2006 festival. See details attached.

Please visit the festival web site for more information, including an updated calendar of events, artist biographies, ticket information and venue locations at www.mexiconowfestival.org.

Sponsors for Celebrate México Now 2006 include: Corona, Latinvox, Mexicana, Modern Mexican Restaurants, Bloomberg, CONACULTA, Secretaría Relaciones Exteriores, Mexican Cultural Institute of New York, Razorhead Music, Café Ronda, Mexico Tourism Board, and Materials for the Arts, which is supported by NYC Department of Cultural Affairs/NYC Department of Sanitation/NYC Department of Education.

Celebrate Mexico Now is made possible, in part, by Lower Manhattan Cultural Council's Swing Space Program and Festival Access Fund, with the generous support of The September 11th Fund.

Celebrate México Now is a fiscally sponsored project of The Field.

Celebrate México Now is produced by CN Management, an arts consulting and management firm, under the direction of Claudia Norman. Celebrate México Now Festival Coordinator, Alyssa Alpine.

For press information, please contact Janet Stapleton at 212-633-0016. Press kits, artist biographies and digital images are available on request.

Celebrate México Now 2006 – Schedule of Events

Friday, September 1 at 7:30pm

Ernesto Villa-Lobos & Bamba-NY

Joe's Pub at the Public Theater - 425 Lafayette Street (at Astor Place) / www.joespub.com

Reservations: 212-239-6200 or www.telecharge.com

Tickets: \$15

After winning a Gold Medal at the National Violin Competition in Mexico, this virtuoso musician returns to New York with the music of his native Veracruz. Join **Ernesto Villa-Lobos** and **Bamba-NY** for a special evening of song, fast-chatting violin and traditional music including harp, jaranas and guitarrón.

Friday, September 1 at 9:30pm

Sweet Electra and Album

Joe's Pub at the Public Theater - 425 Lafayette Street (at Astor Place) / www.joespub.com

Reservations: 212-239-6200 or www.telecharge.com

Tickets: \$15

A double bill with two bands at the forefront of Mexico's new music scene. **Sweet Electra's** "acid cabaret" explores deep house and trip-hop beats, elements of jazz and bossa nova and "rescued" Mexican sounds from the 1950's, with lyrics in Portuguese, French, English, Japanese, and Spanish. Making their NY debut, Monterrey's alternative pop quartet **Album's** blend of electronic beats, rock riffs, synths, quirky sense of humor and warm vocal melodies has earned them comparisons to the Beta Band, Radiohead and Beck.

Tuesday, September 5 (5:00 – 11:00pm)

Noche Oaxaqueña

Maya - 1191 First Avenue (between 64th and 65th Streets) / www.modernmexican.com

Reservations: 212-585-1818

\$50 five-course menu and optional \$25 beverage pairing (does not include tax and gratuity)

Mexico's State of Oaxaca is famous worldwide for its inventive and diverse cuisine. **Maya** restaurant celebrates the vivid cultural heritage of the Oaxaqueños by preparing an authentic feast. A special 5-course menu will be paired with traditional drinks and live music to provide a taste of one of Mexico's most exciting culinary experiences.

Tuesday, September 5 at 7:00pm

The Siqueiros Files

Lower Manhattan Cultural Council, Conference Room and Redhead Gallery

125 Maiden Lane, 2nd Floor (between Pearl and Water Streets) / www.artingeneral.org

Information: 212-219-0473

Free admission

Presentation by **Itala Schmelz**, director of **Sala de Arte Publico Siqueiros** in Mexico City, about the eclectic archives of Mexican modernist David Alfaro Siqueiros, and new projects inspired by these files. With an introduction by art historian **Anna Indych-López**, screening by filmmaker **Mariana Rodríguez**, artist talk by **Mona Marzouk**, and special viewing of **Ruben Ortiz Torres'** new video installation. Organized by Art in General and hosted by the Lower Manhattan Cultural Council.

Wednesday, September 6 at 6:15pm

México Visto y Andado

The King Juan Carlos I of Spain Center at New York University

53 Washington Square South (between Thompson and Sullivan Streets) / www.nyu.edu/kjc

Information: 212-998-3650

Free Admission

Presentation of *México Visto y Andado*, **Adalberto Rios Szalay's** photographic travelogue of Mexico. Culled from Szalay's 35 years of traveling throughout his native country, this book of lush photographs reflects the biodiversity and cultural pluralism of contemporary Mexico. Slide presentation with Szalay followed by reception.

Thursday, September 7 (6:30 – 8:00pm)

Frank Lloyd Wright & Mexico

Solomon R. Guggenheim Museum - 1071 Fifth Avenue (at 89th Street) / www.guggenheim.org

Reservations: 212-423-3587

Tickets: \$10 general admission / \$7 Guggenheim members

Scholars **Luis Carranza**, **Miquel Adria** and **Monica R. Montagut** discuss the influence of Mexican Prehispanic culture in Frank Lloyd Wright's architecture and the impact of Frank Lloyd Wright on Mexican modern architecture.

Thursday, September 7 at 6:00pm

Contemporary Mexican Indigenous-Language Writers

Smithsonian National Museum of the American Indian - One Bowling Green / www.AmericanIndian.si.edu

Information: 212-514-3716

Free Admission

Multilingual poetry reading and discussion about creative writing with indigenous Mexican poets **Briceida Cuevas Cob** (Yucatec Mayan) and **Natalio Hernández** (Nahua), and scholar **Dr. Donald Frischmann**.

Friday September 8 (7:00 – 8:30pm)

Talk by Ken Gonzales-Day and Bruce Yonemoto

CUE Art Foundation - 511 West 25th Street (between 10th and 11th Avenues) / www.cueartfoundation.org

Information: 212-206-3583 or info@cueartfoundation.org

Free Admission

An informal talk with artist Ken Gonzales-Day and exhibition curator Bruce Yonemoto on **Ken Gonzales-Day's** photography depicting historical lynching sites of Latinos, Asian Americans and Native Americans in the West. More Latinos were lynched in California than were persons of any other race or identity. **On view: September 7 – October 14, 2006.**

Opening Reception: Saturday, September 9 (5:00 – 7:00pm)

Momentum: Photographs by Julieta Cervantes

Dance Theater Workshop - 219 West 19th Street (between 7th and 8th Avenues) / www.dtw.org

Information: 212-691-6500

Free Admission

Julieta Cervantes' photographs turn us into voyeurs of dance companies. Trained in both architecture and dance, Cervantes brings an unerring eye to the relationships between space/body and stage/movement, capturing viewpoints unseen even by audience members. **On view: September 9 – 30, 2006.**

Saturday, September 9 at 8:30pm

Pistolera

Carlitos Café - 1701 Lexington Avenue (between 106th and 107th Streets) / www.carlitosny.com
Information/Reservations: 212-348-7044
Tickets: \$8

Indie rock meets ranchero in this Latin pop-folklorico band. Drawing on traditional styles of Mexican music, Brooklyn-based **Pistolera** delivers captivating melodies, driving accordion and an irresistible beat.

Sunday, September 10 at 6:00pm

Gala Dinner

Pampano - 209 East 49th Street (at 3rd Ave)
Information/Reservations: 212-267-3016
Tickets: \$250

Join Celebrate Mexico Now for a fundraising dinner honoring Mexican architect **Enrique Norten** and visual artist **Ray Smith**. The evening includes a live performance by singer-actress **Susana Zabaleta**.

Tuesday, September 12 (7:00 – 9:00pm)

Artist Talk and Exhibition Preview - Rafael Lozano-Hemmer

bitforms gallery - 529 West 20th Street (between 10th and 11th Avenues) / www.bitforms.com
Reservations required: 212-366-6939
Free Admission

At the crossroads of architecture and theater, **Raphael Lozano-Hemmer's** new media installations have been praised as redefining the meaning of interactivity. Lozano-Hemmer, internationally known for his large-scale public art "interventions," debuts new work, adapting surveillance technologies to blur boundaries between the observer and the observed. **On view: September 15 – October 21, 2006.**

Tuesday, September 12 at 7:00pm

Words of the True Peoples/Palabras de los seres verdaderos

Americas Society - 680 Park Avenue (at 68th Street) / www.americas-society.org
Reservations: 212-249-8950
Free Admission

Reading and book presentation celebrating the groundbreaking indigenous language poetry anthology *Words of the True Peoples / Palabras de los seres verdaderos*, with editors **Carlos Montemayor** and **Dr. Donald Frischmann** and Zapotec poet **Natalia Toledo**.

Wednesday, September 13 at 7:00pm

Winners of the 2005 Morelia International Film Festival

School of Visual Arts - 209 East 23rd Street (between 2nd and 3rd Avenues) / www.sva.edu
Information: 212-592-2180
Free Admission. All films in Spanish with English subtitles.

Screening of selected shorts from the 2005 Morelia International Film Festival, followed by a Q & A with the filmmakers. Included in the series: *David*, **Dir. Roberto Fiesco**, (fiction, 15 minutes): An encounter between a young mute student and an unemployed man yields something neither could have ever imagined. *Esfera (Sphere)*, **Dir. Luis Felipe Hernández Alanís**, (animation, 13 minutes): While exploring the inside of a house, two children interact with the characters and objects that inhabit it. *L'instant avant*, **Dir. Álvaro Zendejas**, (experimental video, 3 minutes): The instant before is what counts. *Toro Negro (Black Bull)*, **Dir. Carlos Armella and Pedro González-Rubio**, (fiction, 87 minutes): The story of Fernando Pacheco, a bullfighter from the Mayan region in the southeast of Mexico. *Cheranasticotown*, **Dir. Dante Cerano and Eduviges Tomás**, (documentary, 22 minutes): A video diary documenting the migration of a Purépecha indigenous community.

Thursday, September 14 at 6:00pm

The Collaborative Spirit: Ricardo Legorreta and Sheila Hicks in Conversation
Americas Society - 680 Park Avenue (at 68th Street) / www.americas-society.org
Reservations: 212-249-8950 or arts@americas-society.org
Free Admission

A rare conversation between architect **Ricardo Legorreta** and American textile artist **Sheila Hicks** about their collaborations on significant public and private architectural projects in Mexico City. Presented in conjunction with the exhibition *Sheila Hicks: Weaving as Metaphor* at The Bard Graduate Center (July 12-Oct. 15, 2006).

Thursday, September 14 at 7:00pm

A Baroque treasure rediscovered: Ignacio Jerusalem's "Omnes moriemini"
Spanish Institute - 684 Park Avenue (at 68th Street) / www.americas-society.org
Reservations: 212-249-8950 or music@americas-society.org
Free Admission

Dr. Evguenia Roubina, cellist and professor at the National University of Mexico (UNAM), will share her recent research on **Ignacio Jerusalem y Stella's** *Omnes moriemini*. Jerusalem y Stella, Kapellmeister at the Mexico City Cathedral from 1749 - 1769, had an extraordinary impact on the development of music in New Spain. His composition, *Omnes moriemini*, has been newly discovered by Roubina, who will introduce the first performance of this masterpiece in over 200 years.

Thursday- Saturday, September 14 – 16 at 8:00pm

danscores by Ofelia Loret de Mola
Joyce SoHo - 155 Mercer Street (between Houston and Prince Streets) / www.danscores.com
Reservations: 212-334-7479
\$15 general admission / \$12 students

A multidisciplinary dance performance by choreographer **Ofelia Loret de Mola** featuring the New York premiere of *Aktun Spukil*. Created in collaboration with visual artists Teresa Loret de Mola and Marielena Jorge, *Aktun Spukil* is an imaginative journey into the caves where the Mayas sought shelter and freedom during the War of Castes.

Thursday and Saturday, September 14 and 16 at 8:00pm and Sunday, September 17 at 3:00pm

Mexico Now @ DNA
Dance New Amsterdam - 280 Broadway (entrance on Chambers Street) / www.dnadance.org
Reservations: www.ticketcentral.com
\$17 general admission / \$12 for DNA members

Dance New Amsterdam presents a showcase of three young, New York based choreographers: **Eun Jung Gonzalez**, in collaboration with **Pulso Compañía de Danza** from Mexico City, contributes *Tras Lados*; Mexican-born **Geraldine Cardiel** offers *Forest*, and **Miguel Amaya** performs his solo, *Miles from Home*.

Sunday, September 17 at 7:00pm

Dramaturgia Mexicana Now!
St. John's University Auditorium - 101 Murray Street (between Greenwich and Washington Streets) / www.itnewyork.org
Information: 718-990-1932 or itny@itnewyork.org
Free admission

St. John's University's Committee on Latin American and Caribbean Studies (CLACS) presents a dramatic reading of three new short plays by Mexican women writers: *Connecting People* (**Elena Guiochins**), *Lejos del corazón* (**Estela Leñero**) and *Julio Sin Agosto* (**Carmina Narro**). Performed in Spanish, and followed by a discussion with the playwrights moderated by Dr. Alina Camacho-Gingerich. Produced by International Theatre New York.

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