

FOR IMMEDIATE RELEASE

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Celebrate México Now
September 5 – 16, 2007

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 fourth annual **Celebrate México Now** spotlights an undiscovered side of Mexico with a 12-day festival of more than 14 events at multiple venues throughout New York City. Showcasing the vanguard of contemporary Mexican art and culture, the festival highlights the extraordinary array of creative artists working in all disciplines throughout Mexico's diverse regions and states. From Mexico City's indie-rock scene to Michoacán's culinary delights, the 2007 festival presents some of Mexico's most intriguing and compelling voices in music, film, literature, performance and visual art, and cuisine.

Opening on September 5th with **Celso Duarte** and his outstanding group of Mexican musicians and jazz players at Joe's Pub at The Public Theater, Celebrate México Now 2007 offers an intense immersion in contemporary Mexican culture. Music events range from the rock and electronic punk sounds of **Seekers Who Are Lovers** at The GlassLands Gallery to **Chejere**'s mix of popular Mexican and world music at Barbés. The festival introduces gastronomes to the rich cuisine of Michoacán with a three-course dinner at Maya prepared by guest chef **Rubi Silva**, and cinema buffs to Mexico's lively film scene with a free screening at School of Visual Arts of award-winning shorts from the **2006 Morelia International Film Festival**, including the New York premiere of **Elisa Miller**'s 2007 Palm d'Or winning **Ver Llover**. Other highlights include *Plutón*, a bi-national, multi-disciplinary performance collaboration between New York's **3-Legged Dog** and Mexican artist collective **Antarctica** at 3LD Art & Technology Center, and a free performance-parade on West 24th Street created by **Laura Anderson Barbata** featuring the stilt-walking **Brooklyn Jumbies**. A complete list of festival events is attached.

Launched in Fall 2004, Celebrate México Now is New York City's first, and only, arts festival focused on contemporary Mexico. Dedicated to bringing a new awareness to artistic visions that are shaping Mexico's ever-evolving cultural landscape, the festival looks at contemporary Mexico and its dialogue with the rest of the world. In this spirit, the majority of the 2007 festival artists live and work in Mexico, while others are Mexican-American.

The question of 'who and what is Mexican?' has shaped many of the artists and projects presented as part of this year's festival. "There is currently a movement towards locating Mexican identity by reinterpreting cultural traditions in a contemporary context," says Claudia Norman, the Founder and Director of Celebrate México Now. "This intersection of the old and the new is yielding extremely innovative projects, and by devoting an annual festival to these artists and their ideas, we are simultaneously supporting a new generation of artists while encouraging a more nuanced understanding of Mexico and its people."

In New York, the festival has been recognized for its role in reshaping public perceptions of Mexico with official proclamations from Mayor Bloomberg and the City of New York, and also by institutional funders and sponsors. "American Express is happy to support Celebrate México Now, a festival that celebrates the rich cultural and artistic traditions of Mexico, as part of the Company's commitment to preserving culturally diverse art," said Timothy J. McClimon, president of the American Express Foundation. "American Express has been a long time supporter of culture and the arts because of the powerful role they play in inspiring creativity, celebrating diversity and supporting local communities."

Tickets for events are available through the individual venues participating in the 2007 festival.

Sponsors for Celebrate México Now 2007 include: American Express, Mexico Tourism Board, Latinvox, Mexicana, Consejo Nacional para la Cultura y las Artes de México (CONACULTA), Secretaría Relaciones Exteriores de México (SRE), Bloomberg, Secretaría de Turismo del Estado de Michoacán, Dos Equis, Razorhead Music, NYRemezcla.com, Papatzul, Zinco, Investiga Consultores, and Materials for the Arts/NYC Department of Cultural Affairs. (as of August 7, 2007)

Celebrate México 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.

Please visit www.mexiconowfestival.org for more information, including an updated calendar of events, artist biographies, ticket information and venue locations. Press kits and digital images are available on request.

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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. The festival was first produced in 2004 in conjunction with the non-profit Arts International, and since 2005, it has been under the fiscal sponsorship of The Field. During its first three years, Celebrate México Now has helped bring over 150 artists to more than 45 of New York's leading cultural institutions, proving that Mexico is overflowing with creativity in every discipline, and that New Yorkers from all backgrounds find these artists and their work invigorating, insightful and meaningful.

Celebrate México Now 2007 – Schedule of Events

Wednesday, September 5 at 7:30pm & 9:30pm

Music

Celso Duarte

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

Advance Sales: www.joespub.com or 212.967.7555 / Tickets: \$15

Celso Duarte, the internationally recognized harp virtuoso who plays with Lila Downs, opens Celebrate México Now 2007 with his outstanding group of traditional and classically trained Mexican musicians and jazz players. This ensemble moves seamlessly between exciting renditions of traditional Veracruz music and fusions of jarocho rhythms and jazz, lending the instruments an extraordinary versatility rarely heard.

Wednesday, September 5 at 11:30pm

Music

Sonido Changorama

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

Advance Sales: www.joespub.com or 212.967.7555 / Tickets: \$12

Sonido Changorama, an experimental cumbia-sonidero band, plumbs the depths of musical and literary cynicism to reduce current and historical world events to a biting mix of rhythmic beats, electric sounds, and profane verses.

Thursday, September 6 from 6:00 – 9:00pm

Visual Art

Absence – Presence (opening reception)

Casa Puebla - 2710 Broadway, 2nd Floor (between 103rd and 104th Streets) / www.antoniguerrero.com

Information: 212.531.0552 / Free Admission

Antonia Guerrero explores the Mexican immigrant experience in two simultaneous exhibitions that reframe the process of adapting to a different culture in terms of traditional and new media. *Drawings/video on view at Casa Puebla, September 6 - September 29, 2007. New media installations on view at Medianoche Gallery, September 12 - October 26, 2007 (1355 Park Ave, NYC).*

Thursday, September 6 at 7:00pm

Panel Discussion

Gems of Maya History: Four UNESCO World Heritage Sites

St. John's University Auditorium, Manhattan Campus - 101 Murray Street (between Greenwich and Washington Streets) / www.visitmexico.com

Information: 212.308.2110x103 / Free admission

Mexico contains 27 World Heritage Sites—the largest number in any country in the Americas. **Bryan Just** (Assistant Curator, Art of the Americas, Princeton University Art Museum) and **Lynne S. Lowe** (archeologist and researcher at Mexico's Center for Mayan Studies at the National University (UNAM)) will discuss four of the most important ancient Mayan cities - Calakmul, Palenque, Uxmal, and Chichen Itza. *Presented by Dr. Alina Camacho-Gingerich and St. John's University's Committee on Latin American and Caribbean Studies (CLACS), and the Mexico Tourism Board, New York Office.*

Friday September 7 at 7:00pm

Film

Winners of the 2006 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

Screening of selected shorts from the 2006 Morelia International Film Festival, followed by a Q & A with filmmakers **Elisa Miller** and **Gustavo Gamou**, moderated by director **Carlos Bolado**. All films in Spanish with English subtitles.

Ver Ilover, Dir. Elisa Miller (fiction, 14 minutes): The story of two teenagers, Jonás and Sofía, living in a small Mexican town; Sofía wants to leave, and Jonás must decide if he goes with her or stays with his mother.

**Winner of the 2007 Short Film Palm D'Or at Cannes Film Festival.*

En el cielo como en la tierra, Dir. Natalia López (experimental, 20 minutes): Abandoned by their mothers and facing a bewildering adult universe of hostile and fleeting encounters, Manuel and Octavio find each other.

La palomilla salvaje, Dir. Gustavo Gamou (documentary, 55 minutes): José Alfredo Jiménez, a cab driver, and his friend Reinaldo Cruz, a shoe shiner, decide to change their lives and follow their dream of forming a group of amateur rodeo cowboys to challenge the pros.

Saturday, September 8 at 10:00pm

Music

Chéjere

Barbés - 376 9th Street (between 6th and 7th Avenues, Park Slope, Brooklyn) / www.barbesbrooklyn.com
Information: 718.965.9177 / Admission: \$10 suggested donation

Chéjere takes audiences on a captivating adventure through world music, mixing traditional Veracruz sounds with Afro-Latin rhythms from the Caribbean and South America.

Monday, September 10 - Saturday, September 15 from 5:00 – 11:00pm

Cuisine

A Taste of Michoacán

Maya - 1191 First Avenue (between 64th and 65th Streets) / www.modernmexican.com
Reservations: 212.585.1818
Price: \$40 for 3-course menu, additional \$15 for wine pairing

Guest chef **Rubi Silva**, of Los Mirasoles restaurant in Morelia, collaborates with Maya's Executive Chef **Josefina Santacruz** to prepare a special dinner featuring traditional Purepecha cuisine, the food of the indigenous people of the state of Michoacán. A 3-course menu will be paired with undiscovered Mexican wines to provide an exciting culinary experience rarely tasted outside of Mexico. Book signing with Adalberto Ríos Szalay, author of *Paranguas*, on September 10.

Monday, September 10 and Tuesday, September 11 from 6:00-8:30pm

Dance

Limón! Classical + Contemporary

Dance Theater Workshop Studios - 219 West 19th Street (between 7th and 8th Avenues) / www.limon.org
Pre-registration is required; 212.777.3353x18
Technique + repertory: \$25/day (\$15 technique class only)

Mexican-American choreographer José Limón left an indelible mark on the course of modern dance. The Limón Institute offers two workshops for intermediate and advanced dancers that look at current Limón teaching and repertory. Mexican-born **Geraldine Cardiel** offers a distinctly contemporary take on Limón movement in her class and choreography (Sept 10); Limón Dance Company member **Pablo Ruvalcaba** teaches a traditional technique class followed by excerpts from Limón repertory (Sept 11). *Made possible with the assistance of Dancenow / NYC.*

Tuesday, September 11 at 9:00pm

Performance Art

Plutón

3LD Art & Technology Center - 80 Greenwich Street (Rector Street) / www.3leggeddog.org
Information: 212.645.0374 / Free Admission

Exploring the myth and magic surrounding the former planet Pluto, 3LD presents a preview of a multidisciplinary scenic installation created in collaboration between artists from **3-Legged Dog** and the Mexican collective **Antarctica**. Using sensors and specialized programs, both the live performers and audience members will be able to directly influence the image and sound sequences of this Live Act.

Wednesday, September 12 at 6:00pm

Literature

MEXICO: A Traveler's Literary Companion

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

Reading and discussion of *MEXICO: A Traveler's Literary Companion*, a travel anthology of Mexican short stories in translation by some of Mexico's best-known authors. With editor **CM Mayo**, writers **Dr. Pedro Angel Palou** and **Monica Lavin**, and translators **Harry Morales** and **Daniel Shapiro**. *Co-presented by the Mexican Cultural Institute of NY.*

Thursday, September 13 at 8:00pm

Visual Art & Panel Discussion

Perros Negros

Art in General - 79 Walker Street (between Broadway and Church Streets) / www.artingeneral.org

Information: 212.219.0473 / Free Admission

A public program with Mexico City-based art production office **Perros Negros** about their current projects. Led by artists/curators Agustina Ferreira, Adriana Lara and Fernando Mesta, **Perros Negros** thrives on generating new contexts for artistic practices and diverse modes of presentation, organizing exhibitions in both Mexico and abroad.

Thursday, September 13 at 6:30pm

Music

Pulque, Tamales y el Gran Fandango Del Barrio con Semilla (6:30 – 8:30pm)

"Mexican Mix" with DJ Nativo (10:00pm)

Carlitos Café y Galeria - 1701 Lexington Avenue (106th Street) / www.carlitosny.com

Information: 212.876.1242 / Tickets: \$7 for each event

A Mexican evening uptown at Carlitos Cafe! From 6:30 - 8:30pm, **Semilla**, a community-based Son Jarocho group, offers a fandango of music, dance, sweet Mexican *pulque* and delicious *tamales*. At 10:00pm, **DJ Nativo** takes the turntables, tapping the extraordinary diversity of traditional Mexican music—from Quebradita to Mariachi to Son Jarocho—to fuse Mexican rhythms with the sounds of Cuba, Colombia and the Dominican Republic. *The presentation of Semilla is a collaboration between the Association of Hispanic Arts and Carlitos Cafe.*

Saturday, September 15 at 2:00pm

Theater & Discussion

Mayan Women Playwrights

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

Information: 212.514.3716 / Free Admission

Isabel Juárez Espinosa, an outstanding Mayan dramatist, takes center stage and presents a brief Spanish-language play that revolves around Indigenous women's struggles in Highland Chiapas. Multilingual event (English / Spanish / Tzotzil / Tzeltal), with moderator and translator **Dr. Donald Frischmann**.

Saturday, September 15 at 3:00pm

Visual & Performance Art

Jumbie Camp

West 24th Street (between 10th and 11th Avenues) / www.ramisbarquet.com

Information: 212.675.3421 / Free admission

A street parade-performance created by **Laura Anderson Barbata** featuring the stilt-walking **Brooklyn Jumbies** in fantastical costumes designed by Barbata. *This performance is held in conjunction with Barbata's exhibition at Galeria Ramis Barquet (August 21 – September 29; 532 West 24th Street, NYC).*

Saturday, September 15 at 8:00pm

Music & Visual Art

Mexican Indie-Rock

The GlassLands Gallery - 289 Kent Street (Williamsburg, Brooklyn) / www.fingeredmedia.com

Information: info@fingeredmedia.com

Advance Sales: www.brownpaperticket.com / Tickets: \$10

Showcase of indie-rock bands and visual artists featured in Fingered Dvdzine's upcoming issue focusing on Mexico. Including the rock and electronic punk sounds of **Seekers Who Are Lovers** and other groups, with projections of artwork by **Gustavo Abascal**, **Balam Bartolome**, **Nacho Chincoya**, **Amor Munoz**, and others.

Sunday, September 16 from 2:00 – 11:00pm

Cuisine

Domingo Alegre Fiesta Mexicana

Papatzul! – 55 Grand Street (between West Broadway and Wooster Streets) / www.papatzul.com

Reservations: www.Opentable.com or 212.274.8225

Carnitas or Pozole special: \$18

For the closing of Celebrate México Now 2007, Chef/Owner **Thierry Amezcua** of Papatzul prepares a Sunday feast of two traditional Mexican dishes: *carnitas*—slow cooked, seasoned pork, served with tortillas, salsas, guacamole, beans and rice; and *pozole*—a hearty soup of pork and hominy with chiles and fresh garnishes. Special tequila cocktails will also be available.

End