

# Arte y Cultura



Red Salmon Press



Arte

Danza

Literature

Musica

Teatro



## Lo que Significa el Arte y la Cultura

Algunas personas definen la cultura como las pautas compartidas de conductas e interacciones que afectan nuestra comprensión del uno al otro por procesos de socialización. Estas pautas compartidas son lo que identifica y se distingue a miembros de un grupo con éstos de otro. Algunos de estas pautas pueden ser encontradas en el idioma, comunicación sin palabras, la música, el baile y el arte.

Entre hispanos la pregunta de la cultura y su reproducción levanta varios asuntos importantes. Uno de estos asuntos tiene que ver con el idioma. Muchas personas asumen erróneamente que todos hispanos son bilingües en español e inglés. Esto no es cierto.

En el pasado, lo más lejos que se encontraban uno de Mexico junto con la cantidad de tiempo que uno había estado en Estados Unidos (generacionalmente) contribuyó a una disminución en el uso de español. No hace mucho tiempo cuando se podría encontrar Latinos que no sólo habían perdido su uso de español pero de que también trataban de completar el procesos de aculturación y assimilation, cambiando apellidos. En vez del **Sr. Jose Vidrio**, uno llegó a ser **Mr. Joe Glass**. En vez de **Maria Flores**, el cambio resulto en **Mary Flowers**. A través de los Estados Unidos Latinos por una variedad de razones, han cambiado, adaptó o reinterpreted su realidad.

En esta sección de **El 2009 Austin Almanaque Hispano** usted encontrará que un muestreo de las instituciones y esfuerzos de captar, recuperar y sostener el idenity Latina. De nota particular es la realización del **Centro Cultural Mexico Americano** en **Ausitn, Tejas**. Después de una lucha de 30 años para hacerlo una realidad, hispanos y otros residentes de **Austin** tienen un lugar donde se puede encontrar y presentar la cultura hispana.

También en esta sección son los esfuerzos en el teatro, la música y las artes de reproducir la cultura del Latina. De nota particular es el trabajo del **Museo de Mexi-Arte**. Desde que fue fundada en 1984 por artistas **Sylvia Orozco, Pio Pulido** y **Sam Coronado**, **Museo de Mexic-Arte** ha sido designado como el mexicano y Museo de Arte Oficial Fino, norteamericano y mexicano de Tejas por la Legislatura del Estado de Tejas.

## What Culture and the Arts Signify

Some people define culture as the shared patterns of behaviors and interactions that affect our understanding of one another through processes of socialization. These shared patterns are what identify and distinguish members of one group with those of another. Some of these patterns can be found in language, non-verbal communication, music, dance and art.

Among Hispanics the question of culture and its reproduction raises a number of important issues. One of these issues has to do with language. Many people mistakenly assume that all Hispanics are bilingual in Spanish and English. This is not true.

In the past, the further North one moved from the border and the longer period of time one had been in the United States (generational) contributed to a decrease in the use of Spanish. In the not too distant past it was not uncommon to find Latinos who had not only lost their use of Spanish but who also in an attempt to complete the acculturation and assimilation processes, even went as far as to change their last name. **Instead of Mr. Jose Vidrio, one became Mr. Joe Glass**. Instead of **Maria Flores**, the change was to **Mary Flowers**. All across the United States Latinos have for a variety of reasons, changed, adapted or reinterpreted their reality.

In this section of **The 2009 Austin Hispanic Almanac** you will find a sampling of the institutions and efforts to capture, recapture and sustain the Latino identity. Of particular note is the recent completion and use of the **Mexican American Cultural Center in Austin, Texas**. After a 30 year struggle to make it a reality, Hispanics and other residents of **Austin** have a place in which to meet and showcase the Hispanic culture.

Also in this section are the efforts in theatre, music and the arts to reproduce and highlight the culture of the Latino. Of particular note is the work of the Mexi-Arte Museum. Since its founding in 1984 by artists **Sylvia Orozco, Pio Pulido** and **Sam Coronado**, **Mexic-Arte Museum** has been designated as the Official Mexican and Mexican American Fine Art Museum of **Texas** by the 78th Legislature of the State of **Texas**.



The idea of establishing a cultural facility for Latino artists and the community emerged in the early 1970s. Several Hispanic visionaries and artists approached the **City of Austin** to request support for the development of a Hispanic focused cultural arts facility.

Finally, in 1986, the City Council appointed a task force to determine the feasibility of building a **Mexican American Cultural Center**. It was the first of various advisory groups created to provide guidance in the development of the center. Later, the City contracted the services of a major consulting team to conduct a formal and comprehensive location, market, financial feasibility and operations study. The team's recommendations supported establishment of a center.

In 1992, the center was part of the citywide bond package put before the voters. The referendum did not pass. By 1998, the community had regrouped and with the leadership provided by Hispanic elected officials and other leaders of the community, the 1999 bond package was approved by the voters.

The following year, the City authorized a professional services agreement with **CasaBella + Del Campo** and **Maru and Teodoro Gonzalez de Leon** for architectural design and construction phase services. A Master Plan for the **Mexican American Cultural Center** was also developed with input from the community and from various Mexican American arts organizations.

The long awaited ground breaking ceremony took place in November of 2005. Construction of the **Mexican American Cultural Center** began in January of 2006, and the facility was completed in June of 2007. The reality of the long-time dream was finalized on September 15, 2007 with a ribbon cutting ceremony attended by thousands from the community. The MACC is located at 600 River Street in Austin, Texas 78701 Telephone: (512) 478-6222



## Coronado Studio, Inc. and the Serie Project

**Contact:** Sam Coronado

**Address:** 901 Vargas Rd.  
Austin, Texas 78741

**Telephone:** (512) 385-3591

**Fax:** (512) 385-3592

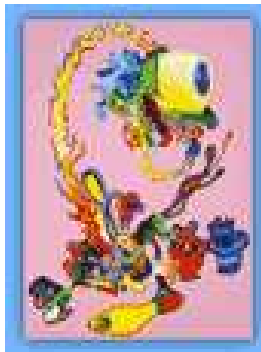
**Email:** [studio@coronadostudio.com](mailto:studio@coronadostudio.com)

**Website:** [www.coronadostudio.com](http://www.coronadostudio.com)

**Year founded:** 1991

**Purpose:** A fine art printing project administered by **Coronado Studio**. Provides facilities, materials and master prints for artists generally creating a new medium. **Coronado Studio** was born in 1991, when Sam Coronado rented his own personal painting space at 1504C E 5th Street. A trip in 1992 to Self-Help Graphics, a community art center in Los Angeles, inspired Coronado to create a printmaking studio.

There are very few printmaking studios in the United States, and he believed that converting his space to one devoted to serigraph (silk screen) printmaking would make the technique more readily available to artists. Hoping to attract more artists, and especially Latina/o artists, to the medium, Coronado founded the Serie Project, and began inviting artists to come to **Coronado Studio** to create editions of serigraph prints. In its ten-year history, over 150 artists have come through Coronado Studio to create original prints.



## About the Founder

**Sam Coronado** began his career as an artist in 1969, when he was hired as a technical illustrator at Texas Instruments, and has worked in the graphic arts field ever since. He has owned art studios in Dallas, Houston, and Austin, and has illustrated books and magazines



**Sam Coronado**

in the United States, Mexico, and France. He has created logos for companies such as the **Pedernales Electric Cooperative** and has illustrated magazine articles for **Hispanic Magazine**.

**Coronado** is a painter turned printmaker. He started painting in oils and acrylics and has experimented in various media including printmaking techniques, which eventually led to his latest endeavor, Serigraphy. His graphic art skills have always kept his Fine Art alive and well. His artwork has been exhibited in the United States, Mexico, Europe and Africa.

In Austin, Texas, he was a co-founder of Mexic-Arte Museum, the state's official Mexican and Mexican-American art museum. He also founded the Serie Project, a non-profit organization with a mission to create and promote serigraph prints created by Latino artists and others in a workshop environment. Artists from Texas, the United States, and abroad have participated in this project. In conjunction with Coronado Studio, a print shop that produces screen-prints exclusively, the Serie Project administers and produces fine art prints, which travel at exhibition venues around the world.

Since 1986, Coronado has taught art and lectured on Chicano art in numerous museums, art schools, and universities throughout the United States. He is currently an Associate Professor at **Austin Community College** in the Visual Communication department in **Austin, Texas**.

# Teatro VIVO

## Mission Statement

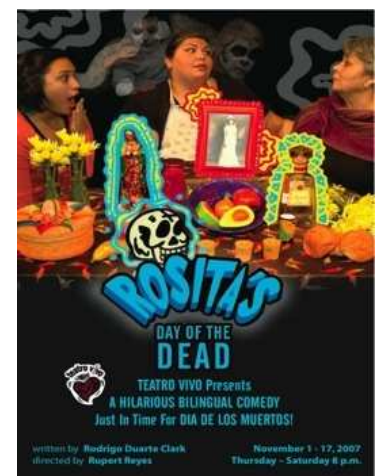
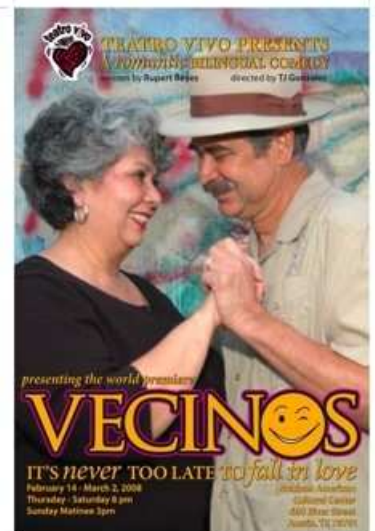
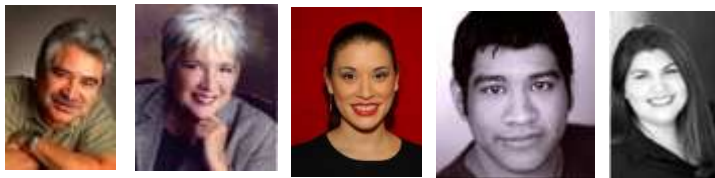
Teatro Vivo is dedicated to producing quality bilingual theater accessible to all theater audiences and artists. Teatro Vivo reflects the heart and soul of the Latino reality by opening a unique window for all to share in this experience.

## Teatro Vivo History

Jo Ann Carreon-Reyes and Rupert Reyes founded TEATRO VIVO, based in Austin, Texas, in January of 2000. Teatro Vivo's formation was sparked by the desire to see a "popular bilingual" theater flourish that reflects the Latino reality in our communities. The Spanish word vivo, which means "alive", is a nickname for an intelligent and creative child in Latino culture. Teatro Vivo is just that. Teatro Vivo's mission is to bring quality bilingual theater to all audiences and to open a unique window of understanding for all communities to share in the Latino experience.

TEATRO has produced 20 successful full-length bilingual plays, three 3-week beginning Acting Workshops, and multiple collaborations with community and other arts organizations.

Teatro Vivo continues to accomplish its mission and to be a professional, viable and culturally necessary Latino arts organization in the greater Texas arts community.



**Contact:** Rupert Reyes  
**Address:** P.O. Box 300028  
 Austin, Texas 78703  
**Telephone:** (512) 474-6379  
**Email:** rupertreyes@yahoo.com  
**Website:** No  
**Year founded:** 2000  
**Number of members:** 4-8  
**Purpose of organization:** Teatro Vivo is reflects the heart and soul of the Latino reality by opening a unique window for all to share in this experience. Teatro Vivo produces truly bilingual plays that are accessible to all of Austin's English or Spanish speaking audience members.

# Arte/Cultura

---

**Mexic-Arte Museum** is dedicated to enriching the community through outreach education programs and exhibitions focusing on traditional and contemporary Mexican, Latino, and Latin American art and culture. Since its founding in 1984 by artists **Sylvia Orozco**, **Pio Pulido** and **Sam Coronado**, **Mexic-Arte Museum** has been designated as the Official Mexican and Mexican American Fine Art Museum of Texas by the 78th Legislature of the State of **Texas**.

**Mexic-Arte Museum** was founded in 1983 to educate and enrich the lives of the youth and community throughout the state of **Texas**. The Museum began offering outstanding cultural programs and obtained its non-profit status during the 1984 season, and it has continued to present multimedia works by the finest established and emerging artists from the United States, Mexico and Latin America.

To expand its programs and exhibits, **Mexic-Arte Museum** moved into its current home at 419 Congress Avenue in 1988, as a result of major support from the **City of Austin**. This ideal location placed the Museum in the heart of Austin's vibrant downtown - Central Texas' epicenter of commerce, culture, arts and tourism. As one of the precious few Mexican

art museums in the United States, Mexic-Arte Museum contributes to cultural enrichment and works to improve the quality of life in Texas through innovative exhibitions and educational programming. A total of 75,000 visitors, ranging from enthusiastic children to art connoisseurs, tour the Museum each year.

**Mexic-Arte Museum's** main gallery is reserved for traveling and curated exhibitions of traditional and contemporary art from Mexico and other Latin American countries as well as for national, local and regional Chicano and Latino artists. **Mexic-Arte Museum** supports and presents new and experimental artwork by providing an open environment for the development of artists. In 1996, **Mexic-Arte Museum** developed the Young Latino Artists exhibition program as a forum

for young curators and artists from Texas to show new and experimental work. The program is open to artists whose work deals with historical, social, literary and/or personal experiences and interpretations of being a Latino/a in the United States.

**Mexic-Arte Museum's** impressive history has prepared it to become one of the foremost arts institutions in the region. In 2006, Austin citizens approved a \$5 million bond to build a new facility and expand the Museum's capacity to meet the growing educational, cultural, and artistic needs of Austin's diverse communities. The next few years will see the Museum dramatically expand its facility, its scope and its resources. Joining and supporting the Museum now will help ensure that Texas has the best in Latino arts and culture for years to come.



**Contact:** Sylvia Orozco  
**Mailing Address:** P.O. Box 2273  
Austin, Texas 78768  
**Physical Address:** 419 Congress Ave.  
Austin, Texas 78701  
**Telephone:** (512) 480-9373  
**Fax number:** (512) 480-8626  
**Email:** mexic-artemuseum.org  
**Website:** www.mexic-artemuseum.org

# GRUPO FLOR Y CANTO

**Grupo Flor y Canto** is a student organization dedicated to folklorico and flamenco dance. We perform on the UT campus and at local events in Austin. We also offer dance technique classes for beginners. Every semester we host an educational event. This spring, we're presenting FANDANGO 2009, which will focus on son jarocho and rumba gitana.

## CLASSES

During January and February, we are offering a six week dance series for beginners. The series will introduce fundamental dance technique for zapateado, posture and rhythm. The class is progressive, so each week students will learn, practice and refine basic combinations. This class is appropriate for students who have no previous dance training.

## PERFORMANCE TROUPE

Our performance troupe has closed repertory classes twice a week. If you are interested in auditioning for our performance troupe, you can audition during the Tuesday class for beginners. For more information about performance requirements, send an email to: [grupoflorycanto@yahoo.com](mailto:grupoflorycanto@yahoo.com)



<http://studentorgs.utexas.edu/florycanto>

## Other Ballet Folkloricos in Austin, Texas

In 2009, there were a total of nine ballet folkloricos in Austin, Texas. Several of them are located in the middle and high schools of the Austin Independent School District. (See the listing in the section on Community Organizations.)

**Roy Lozano's Ballet Folklorico de Texas**

**Paredes Middle School Ballet Folklorico**

**St. Edwards University Ballet Folklorico**

**Ballet Folklorico McCallum High School**

**Ballet Folklorico Mexikayotl**

**Ballet East Dance Company**

**Austin High's Ballet Folklorico**

**University of Texas Ballet Folklorico**



## Organizational Profile

**La Peña** is an interdisciplinary cultural and educational organization dedicated to the enhancement of art in all its forms. **La Peña's** mission is to support artistic development, to provide exposure to emerging local visual artists, musicians, poets and other performing artists, and to offer Austin residents the full spectrum of traditional and contemporary Latino art.

**La Peña** was founded in 1981. In its first years, **La Peña** was an informal group that organized Peñas (community gatherings) featuring music and art exhibits. **La Peña** was incorporated in 1983, received non-profit, tax-exempt status in 1985, and was granted arts umbrella status from the City of Austin in 1986. It has since become a cornerstone of the cultural life in central Texas.

### Our ongoing services include:

- sponsorship of musical performances by both local and national Latino artists
- co-sponsorship of film festivals and community celebrations
- liaison between the city and community projects
- instructional lectures and workshops
- a bi-monthly newsletter
- technical assistance to artists
- an artist referral file
- a visual art space
- sponsorship of the **Floricanto Literary Festival**

### Gallery Hours:

**Monday thru Friday: 9 am - 5 pm**

**Saturday & Sunday: 9 am - 3 pm**

**La Peña** is funded by public entities such as the City of Austin under the auspices of the Arts Commission, the Texas Commission on the Arts, and the National Endowment for the Arts; by private foundations; and through individual and corporate donations. With this financial support and with the invaluable, vital help of many skillful and dedicated volunteers, **La Peña** has been able to expand its projects. **La Peña** is proud of its achievements; any success it enjoys, however, is merely a reflection of its support by the community.

**Address:** 227 Congress Ave.

Austin, Texas 78701

**Telephone:** (512) 477-6007

**Fax number:** (512) 477-0758

**Email:** [lapeña@igc.apa.org](mailto:lapeña@igc.apa.org)

**Website:** [lapena-austin.org](http://lapena-austin.org)

**Year founded:** 1981

**Tax exempt:** Yes

## Literary

### Resistencia Book Store

**Contact:** Rene Valdez

**Address:** 1801-A South First St.  
Austin, Texas 78704

**Telephone:** (512) 416-8885

**E-mail address:** revolu@swbell.net

**Website:** www.resistenciabooks.com

**Year founded:** 1983

**Purpose:** Resistencia Bookstore, is a neighborhood center for aspiring writers, providing quality literature to Austin communities since 1983. Specializing in Native, Chicano-Mexicano, Latino, African-American, gay and lesbian, feminist and children's bilingual literature, the bookstore also provides a meeting space for community organizations and hosts a variety of cultural and literary events including the regular Cafe Libro open mic series.



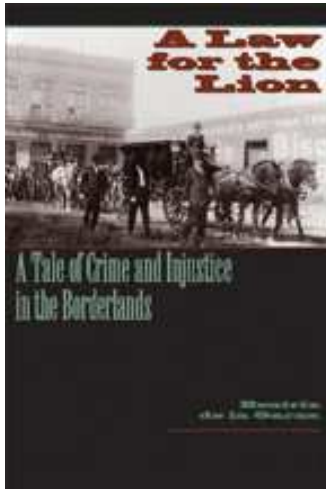
### Red Salmon Arts

Housed in Resistencia Bookstore, **Red Salmon Arts** is a grassroots Native American/Chicano based cultural arts organization with a history of working within the indigenous communities of Austin since 1983. Currently, **Red Salmon Arts** boasts the longest running literary venue in the city and has had the honor of hosting events with critically acclaimed writers such as **Rudolfo Anaya**, **Ana Castillo** and **Sharon Bridgforth**, among a number of talented writers ranging in age from 9 to 90. Located in the heart of the south-side, **Red Salmon Arts** plays a unique role in bringing quality writers, artists and events to the underserved south and east Austin neighborhood communities.

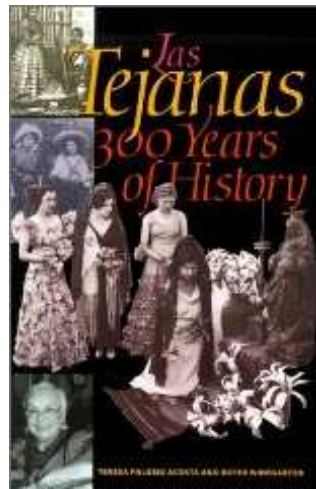
### Red Salmon Press

**Red Salmon Press** is an editorial collective founded in 1983 that publishes and distributes community newsletters & informational leaflets such as *Notas de la Resistencia* and *Native Voice*. **Red Salmon** has also published several literary collections including *From the Heart* by **Linda Reyes**, *East of the Freeway: Reflections de Mi Pueblo* by **raúlsalinas**, *Nile & Other Poems* by **Teresa Palomo Acosta**, *Los Many Mundos* of **raúlsalinas**: *Un Poetic Jazz Viaje con Friends* (produced jointly with San Diego publisher Calaca Press), and the most recent CD *Beyond the BEATen Path* by **raúlsalinas**. **Red Salmon Press** is dedicated to the retrieval of a people's literary heritage and the development of emerging young writers/readers.

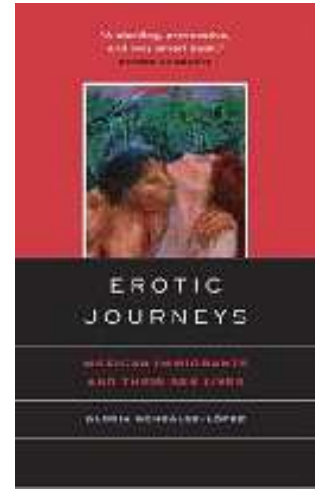
## Sampling of Latino Authors in Austin, Texas



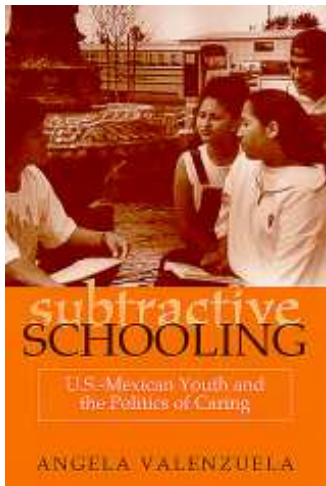
Beatriz de la Garza



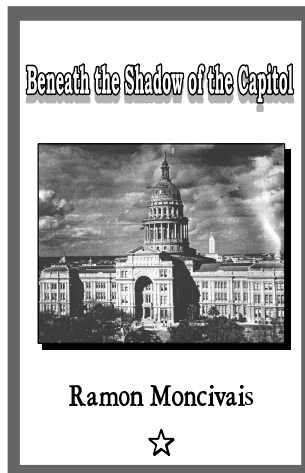
Teresa Palomo Acosta



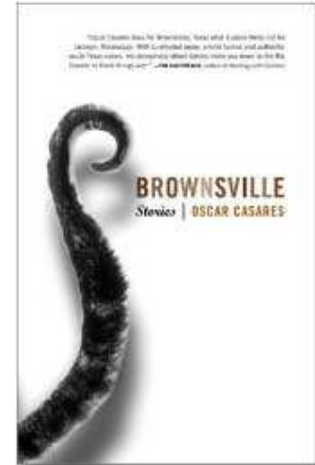
Gloria Gonz ales-L pez



Angela Valenzuela



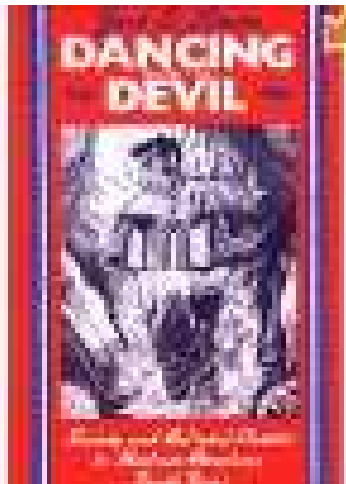
Ramon Moncivais



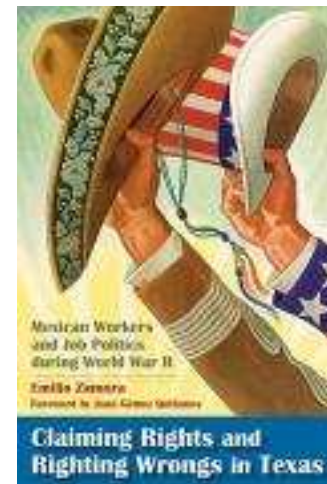
Oscar Casares



Leticia Garza Falcon

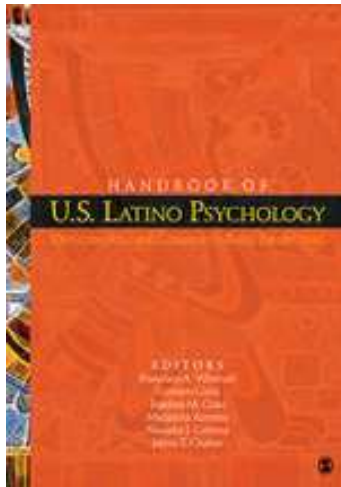


Jos  Lim n



Emilio Zamora

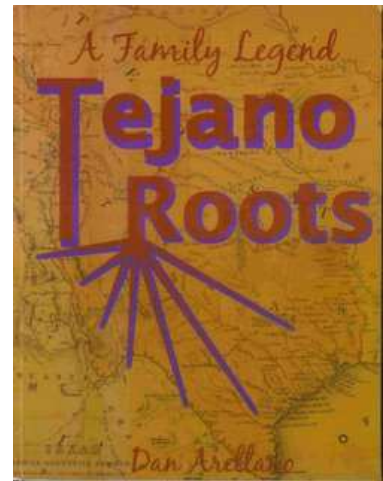
Sampling of Latino Authors in Austin, Texas



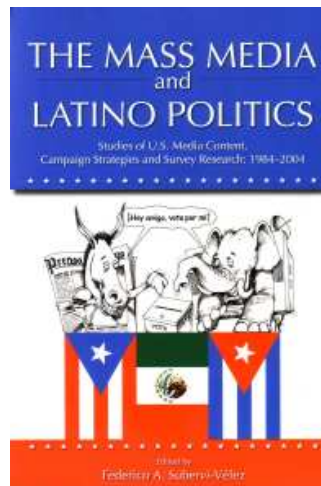
Jaime Chahin



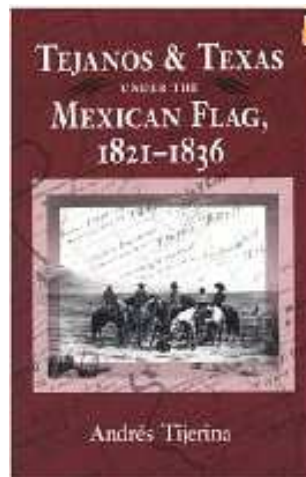
Rolando Hinojosa-Smith



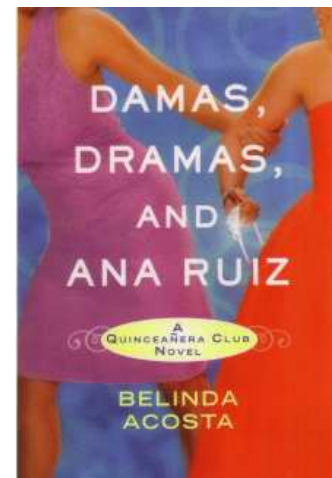
Dan Arellano



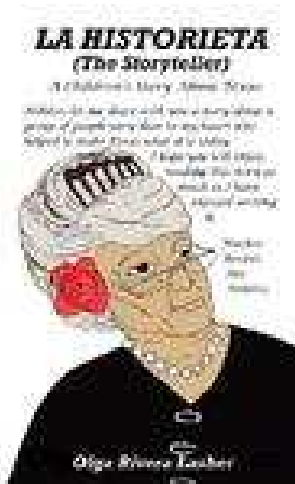
Federico Subervi



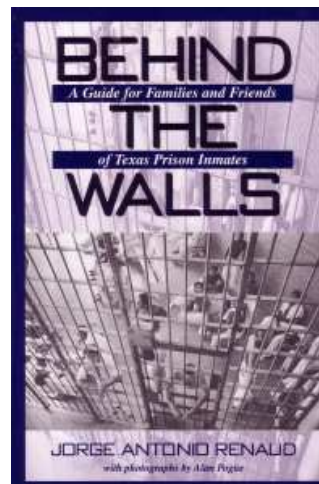
Andres Tijerina



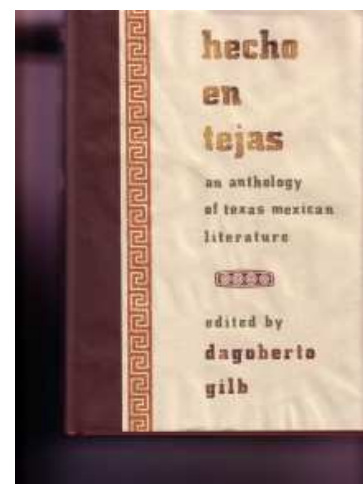
Belinda Acosta



Olga Rivera Lasher



Jorge Antonio Renaud



Dagoberto Glib