

22ND ANNUAL Día de los Muertos

September 14, 2009

Dear Friend of Lawndale,

In 1988 Lawndale Art Center presented its first annual *Día de los Muertos* exhibition of *retablos*: small art works inspired by the religious Mexican art form. In the years since, this exhibition has grown into a multi-day festival that includes a Gala/Silent Auction, the *Family Day Fiesta* and other educational events that celebrate the traditions of this vibrant Mexican holiday. It is now one of Lawndale's most popular programs that reaches out to communities across the region.

As part of the *Día de los Muertos*, Lawndale invites artists and the public to create a contemporary interpretation of a traditional *retablo* on an 8" x 10" piece of sheet metal. These *retablos* are then sold at the gala to benefit both Lawndale and the artists. Many well-known Houston and nationally known artists participate; the exhibition attracts a large audience and the gala is one of the most fun parties in Houston!

Lawndale Art Center is an advocate for contemporary art. Recognized as a leader in the alternative art space movement, Lawndale offers the region's emerging and established artists opportunities to exhibit experimental work outside of the commercial gallery system. Lawndale also presents lectures and workshops and supports artists through the Artist Studio residency program.

***Día de los Muertos* is Lawndale's only open-call, non-juried exhibition. The Silent Auction is our single largest fund raising event of the year and to assure its success, we are asking for your support as a sponsor. This year we have a number of sponsorship levels and each entitles donors to a variety of benefits. Enclosed please find a sponsor commitment form with more details.**

The Gala/Silent Auction Preview Party will be held on Friday, October 23rd at 6 p.m. Individual tickets to the gala are \$40 per person / \$30 for Lawndale members. The *Family Fiesta* is Saturday, November 7th from 12 – 4 p.m. and the exhibition will be on view at Lawndale October 19th through November 7th. Both are offered free to the public. Your contribution is tax deductible and Lawndale will provide you with a gift acknowledgement for your records.

This event has been going strong for 22 years and we would like to make this year truly special. Your support is deeply appreciated. If you have any questions, please feel free to call us at 713-528-5858.

Sincerely,

Michelle Aviña and Steven Hempel
Día de los Muertos Chairs



4912 Main Street Houston, Texas 77002

Programs at Lawndale are supported in part by The National Endowment for the Arts, The Houston Arts Alliance through the Houston Museum District Association and City Initiatives Program, The Texas Commission on the Arts, Houston Endowment, The Brown Foundation, Inc., Andy Warhol Foundation for the Visual Arts, The Cavnar Foundation, The Cullen Foundation, The Wortham Foundation, Inc., John M. O'Quinn, Cecily Horton, Ann W. Harithas, Jonathan and Barbara Day, Diana Hudson and Lee Kaplan, Anita and David Garten, Mary and Roy Cullen, Karen J. and David A. Sobotka, Daniel K. Dubrowski, Jenny and Mark Johnson, Samantha Schnee, H-E-B, Continental Airlines, Target, Art Colony Association, other contributors, memberships, benefit events and many volunteers.

22ND Annual Día de los Muertos

What is Día de los Muertos?

In Mexico, November 1st and 2nd are celebrated as *Día de los Muertos* (Day of the Dead), when the deceased are honored and their spirits welcomed for a visit to earthly friends and family. Rooted in pre-Colombian Indian beliefs, *Día de los Muertos* began after the Spanish conquerors introduced European Christianity to the indigenous people of Mexico. The holiday's theme that continues to this day is the inseparability of life and death and the continuity of the community despite the ephemeral nature of each life. The holiday is not a morbid

occasion, but rather a festive time to welcome the souls of the dead back to this world. In Mexico, the festival is an exuberant celebration with music, preparation of altars, figures of skeletons, incense, food, flowers and photographs.



The popular religious-artistic traditions from Mexico bring the worlds of the living, the dead and the saints into a single whole. *Retablos* are part of a more exclusively Catholic tradition. These devotional paintings depict Christ, the Virgin and saints and are used in home shrines. In the 19th century, untrained painters of *retablos* sought to produce images that were readily identifiable and lovingly decorated in order to stimulate devotion. *Ex-voto* paintings are offered to Jesus, the Virgin, or a saint, in thanks for an answered prayer and are typically displayed in churches. In the 19th and 20th centuries, these pictures were painted on tin and other materials. The *ex-voto* painting tradition survives to the present day. In *retablos* and *ex-votos*, we see individuals striving to relate to a reality that transcends yet embraces present life.

2009 *Día de los Muertos* Events

Celebration and remembrance Gala / Silent Auction

Friday, October 23rd, 7 – 9 p.m.

Sponsor Preview 6 – 7 p.m.

Lawndale kicks off the exhibition with a silent auction and sale of artwork created especially for this event. Lawndale invites all artists to create their own interpretation of the *retablo* devotional painting. This is your chance to bid at silent auction on *contemporary artworks* made by approximately 300 local and national artists. Past participants include The Art Guys, Larry Fuente, Ann Harithas, Joe Havel, Bert Long, Al Souza, Julie Speed, James Surls—and many more favorite Houston artists. Don't miss this opportunity! Music, food, Tequila Punch and fun are provided!



Family Day Fiesta

Saturday, November 7, 12 – 4 p.m.

Lawndale encourages teachers to educate their students about this important celebration and its related art traditions with an invitation to area schools to participate in our *Día de los Muertos* calendar of events. Lawndale staff assists teachers in coordinating activities for their students and offer schools the opportunity of displaying their work in our galleries. In past years, students have created displays of sugar skulls, *papel picado*, papier-mâché skeletons, *retablos*, *ofrendas* and large-scale installations. To honor these young aspiring artists, Lawndale hosts a *Fiesta* for teachers, students, their families and the general public. Traditional hot chocolate and pan de muerto are served while Mixteco Ballet Folklórico provides entertainment. Free art activities are offered throughout the day. Other fabulous performances and activities are currently being planned to make this a fun and educational day.

More Lawndale programs in conjunction with *Día de los Muertos*

Community Ofrenda: October 19 – November 7, 2009 - Guests are encouraged to bring a personal item of remembrance to add to our community altar honoring departed loved ones.

Musical Ofrenda: Tuesday, October 27, 2009 - River Oaks Chamber Orchestra (ROCO) and Musiqá will present short original contemporary, classic compositions as musical ofrendas/offerings. Inprint will also present original readings written in the tradition of making an offering during the *Día de los Muertos* celebrations.

Papel Picado Workshop: Thursday, October 29, 2009 - Houston art educator and Lawndale supporter, Jean King, will lead a papel picado workshop. Visitors will not only learn about the traditional art of Mexican paper cutting, but will also get to create and take home their own unique perforated paper creation.

Sugar Skull Workshop: Thursday, November 5, 2009 - Stop in for a quick lesson, or stick around and help make skulls to be decorated at the Family Day Fiesta on Saturday, November 7th. All participants may take home one sugar skull and a printed recipe.

Admission is free thanks to your underwriting!

ABOUT LAWNDALE



Lawndale Art Center
4912 Main Street
Houston, TX 77002

Lawndale began in 1979 in an old cable manufacturing warehouse owned by the University of Houston. The off-campus site on Lawndale Avenue provided studio spaces for graduate students in painting and sculpture. Sculptor James Surls, then Professor of Art, created an exhibition area within Lawndale's 15,000 square feet of space and the exhibitions there soon expanded to include shows by other artists in the community.

Since its founding, Lawndale's programs have exemplified its mission: Lawndale Art Center develops local contemporary artists and the audience for their art. Lawndale Art Center is dedicated to the presentation of contemporary art with an emphasis on work by regional artists. Lawndale presents exhibitions, lectures and events to further the creative exchange of ideas among the area's diverse, artistic, cultural and student communities. Lawndale has always reflected the ethnic diversity of the region and collaborated with other cultural, educational and civic groups.

In July 1987, due to major expansion plans, The University of Houston elected to dispose of the warehouse Lawndale occupied. With support from the University and the art community, Lawndale received its own non-profit status in 1989. Lawndale completed its schedule of events in the University building through 1990.

After a period of time exhibiting in spaces as varied as the Houston Public Library (downtown), the Glassell School of Art and various downtown office buildings, in May 1992, Lawndale moved to its present site a few blocks north of the Museum of Fine Arts, Houston. In February 1993, Lawndale purchased the building at 4912 Main with money raised from the art community, a loan from a trustee and financing by the building's owner, the Asa Weldon family. The new Lawndale home, built in 1931 by architect Joseph Finger for the Los Angeles-based Barker's Brothers Design Studio, was also the site for Massey Business College. In 2004, Lawndale completed a \$1.2 million renovation of the building; a complete upgrade that meets City Code with full ADA compliance. Local foundations, its patrons and short-term financing funded the renovation. Lawndale is committed to the site's historical preservation, and the Center's presence in the Houston's Museum District has facilitated revitalization in the diverse community it serves.

A volunteer Board of Directors comprised of artists and business and arts professionals committed to Lawndale's mission and programming governs Lawndale. With four exhibition spaces, Lawndale is an active presence in the Houston artistic community, presenting over twenty exhibitions, educational lectures and special events per season. Lawndale is recognized as a significant and thriving alternative to traditional museum and commercial gallery spaces with its unique focus on Houston and Texas emerging artists.

Lawndale also provides educational opportunities to area elementary, middle and high school-age children and to local college and university students through its teacher orientation program and through its internship program. Lawndale invites area educators to tour the exhibitions and encourages them to participate by working with students to create related art projects on site. At the high school and college level, Lawndale offers unpaid internships in partnership with local high schools and universities wherein the students receive hands-on training in all areas of art-space management, while receiving course credit. In late 2006, Lawndale initiated the annual Artist Studio Program, a new cross-disciplinary artist studio program in the studio spaces in its top floor. This program offers much needed financial assistance to area artists, as well as working studio space for a 9-month period.

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Sponsorship Benefits

Title Underwriter \$10,000

- Acknowledged as Title Underwriter on the exhibition's title wall
- Listed as Title Underwriter on the invitation mailed to 4000 of Lawndale's donors, members and friends
- Listed as Title Underwriter in the event program
- Admission to Private Preview Party for you and your guests
- 30 tickets to the Gala/Silent Auction
- Acknowledged as a Programming Sponsor on all Lawndale printed materials and exhibition title walls for one full year

Underwriter \$5,000

- Acknowledged as Underwriter on the exhibition's title wall
- Listed as Underwriter on the invitation mailed to 4000 of Lawndale's donors, members and friends
- Listed as Underwriter in the event program
- Admission to Private Preview Party for you and your guests
- 20 tickets to the Gala/Silent Auction
- Acknowledged as a Programming Sponsor on all Lawndale printed materials and exhibition title walls for one full year

Presenting Patron \$2,500

- Acknowledged as Presenting Patron on the exhibition's title wall
- Listed as Presenting Patron on the event invitation mailed to 4000 of Lawndale's donors, members and friends
- Listed as Presenting Patron in the event program
- Admission to Private Preview Party for you and your guests
- 12 tickets to the Gala/Silent Auction
- Acknowledged as a Programming Sponsor on all Lawndale printed materials for one full year

Patron \$1,000

- Acknowledged as Patron on the exhibition's title wall
- Listed as Patron on the event invitation mailed to 4000 of Lawndale's donors, members and friends
- Listed as Patron in the event program
- 10 tickets to the Gala/Silent Auction

Presenting Sponsor \$500

- Listed as Presenting Sponsor on the event invitation mailed to 4000 of Lawndale's donors, members and friends
- Listed as Presenting Sponsor in the event program
- 6 tickets to the Gala/Silent Auction

Sponsor \$250

- Listed as Sponsor in the event program
- 4 tickets to the Gala/Silent Auction

Lawndale is a 501(c)3 corporation and you may claim a donation deduction for the difference between your contribution and the value of benefits received. The estimated fair market value of the value of the Gala Silent Auction party is \$30.00 per admission



SPONSOR COMMITMENT FORM

Invitation print deadline is Monday, September 25th, at 5pm

Please return this form along with your payment

By fax: 713-528-4140

Or mail: Lawndale Art Center 4912 Main Street Houston TX 77002

Name of Donor (as you wish it to appear on all printed materials)		
Address		
City	State	Zip
Contact Name	Phone	Email
Charge Master Card / VISA / Discover / American Express		Expiration date
		or enclosed Check #
Date	Signature of Donor	

Please indicate your preferred Sponsorship Level

- | | |
|----------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="radio"/> Title Underwriter \$10,000 | <input type="radio"/> Presenting Sponsor \$ 500 |
| <input type="radio"/> Underwriter \$ 5,000 | <input type="radio"/> Sponsor \$ 250 |
| <input type="radio"/> Presenting Patron \$ 2,500 | <input type="radio"/> I wish to contribute \$ _____ |
| <input type="radio"/> Patron \$ 1,000 | |

THANK YOU! We sincerely appreciate your support!

Programs at Lawndale are supported in part by
 The National Endowment for the Arts, The Houston Arts Alliance through the Houston Museum District Association and City Initiatives Program, The Texas Commission on the Arts, Houston Endowment, The Brown Foundation, Inc., Andy Warhol Foundation for the Visual Arts, The Cavnar Foundation, The Cullen Foundation, The Wortham Foundation, Inc., John M. O'Quinn, Cecily Horton, Ann W. Harithas, Jonathan and Barbara Day, Diana Hudson and Lee Kaplan, Anita and David Garten, Mary and Roy Cullen, Karen J. and David A. Sobotka, Daniel K. Dubrowski, Jenny and Mark Johnson, Samantha Schnee, H-E-B, Continental Airlines, Target, Art Colony Association, other contributors, memberships, benefit events and many volunteers.