



# DÍA de los MUERTOS

24th Annual Day of the Dead



September 6, 2011

Dear Friends of Lawndale,

We invite you to one of Houston's most anticipated events that takes place every year at one of the most exciting contemporary art space in town, one that focuses on presenting the works of local artists.

In 1988, Lawndale Art Center presented its first annual *Día de los Muertos* exhibition of retablos: small art works inspired by the traditional Latin American devotional art form of the same name. In the years since, this exhibition has grown into a multi-day *Día de los Muertos* 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 engages communities across the region.

*Día de los Muertos* is Lawndale's only open-call, non-juried exhibition. Lawndale encourages artists and the public to create contemporary interpretations of retablos on 8" x 10" pieces 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!

**The Retablo 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.**

*Enclosed please find a sponsor commitment form with more details.*

**Save the date: Friday, October 21, 2011, from 7 – 9 p.m., for the Gala/Silent Auction.**

Sponsors may attend a special Preview Party from 6 – 7 p.m.

Individual tickets are \$45 per person / \$35 for Lawndale members. The free *Family Day Fiesta* is Saturday, November 5, from 12 – 4 p.m. and the exhibition will be on view October 17 - November 5.

Your tax deductible contribution is much needed, deeply appreciated and makes all of Lawndale's programs and exhibits possible. We would not be here today without friends like you.

Sincerely,

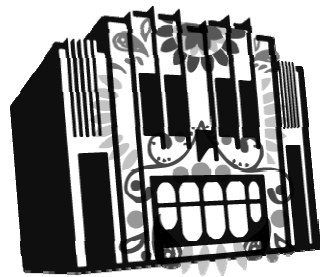
Jessica Phifer  
Co-chair, *Día de los Muertos*

James Glassman  
Co-chair, *Día de los Muertos*

## LAWNDALE ART CENTER

4912 Main Street · Houston, TX 77002

Programs at Lawndale are supported in part by The National Endowment for the Arts, The City of Houston through the Houston Museum District Association, 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 M. Hudson and Lee Kaplan, Anita and David Garten, Mary and Roy Cullen, Bruce Eames, Felvis Foundation/David R. Graham, Jenny and Mark Johnson, Andrew C. Schirmeister III, Scott Sparvero, Continental Airlines, Art Colony Association, other contributors, memberships, benefit events and many volunteers.



# DÍA de los MUERTOS

24th Annual Day of the Dead

## What is Día de los Muertos?

In Mexico, November 1<sup>st</sup> and 2<sup>nd</sup> 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 19<sup>th</sup> 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 19<sup>th</sup> and 20<sup>th</sup> 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.

## 2011 Día de los Muertos Events

### Celebration and Retablo Gala / Silent Auction

Friday, October 21, 7 – 9 PM;

Sponsor Preview 6 – 7 PM

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. Do not miss this opportunity! Music, food, Tequila Punch and fun are provided!



### Family Day Fiesta

Saturday, November 5, 12 – 4 PM

Lawndale encourages teachers to educate their students about this important celebration 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 offers schools the opportunity of displaying their work in our galleries. To honor these young aspiring artists, Lawndale hosts a Fiesta for teachers, students, their families and the general public. The fiesta features performances, such as Mixteco Ballet Folklorico, free art activities and refreshments of hot chocolate and pan de muerto and more!

**Community Ofrenda:** October 17 - November 5 - Guests are encouraged to bring a personal item of remembrance to add to our community altar honoring departed loved ones

**Musical Ofrenda:** Tuesday, October 25 - River Oaks Chamber Orchestra (ROCO) and Musiqa 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 27 - 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 3 - Stop in for a quick lesson, or stick around and help make skulls to be decorated at the Family Day Fiesta on Saturday, November 5. All participants may take home one sugar skull and a printed recipe.



*Admission is free to all of the above programs thanks to your underwriting!*

# ABOUT LAWNDALE



**Mission:** Lawndale Art Center develops local contemporary artists and the audience for their art.

Lawndale is one of the only institutions in Houston that dedicates its programs to the presentation of contemporary art with an emphasis on work by regional artists. Located at the edge of Downtown in the Museum District the organization utilizes its accessible location to present exhibitions, performances, lectures, film screenings and events, and offers an annual residency program to further the creative exchange of ideas among Houston's diverse communities. In all programming and activities, Lawndale strives to extend the center's outreach.

**History:** Artist, James Surls, founded Lawndale Art Center in 1979. Located in an abandoned 100,000 square foot warehouse the center initially served as studio and exhibition space for the University of Houston graduate students in painting and sculpture. Surls, then Professor of Art, created an exhibition program at Lawndale that soon expanded to include shows by other artists in the community. Lawndale Art Center became independent and received its own non-profit status in 1989, and since 1993 has been located in a 1930's Art Deco building located in Houston's Museum District. In 2005, Lawndale completed a \$1.2 million renovation of the building; a complete upgrade that meets City Code with full ADA compliance. The Greater Houston Preservation Alliance recognized the renovation of the building with a 2006 Good Brick Award.

From the beginning, all programming has been artist driven. Lawndale Art Center has become the premiere center for artists in Houston and the region to show work, experiment, perform and meet other artists.

**Today:** Lawndale Art Center now has four museum-quality galleries, an outdoor sculpture garden and three artist studios that facilitate its role as a vital cultural resource for Houston. Lawndale hosts more than 25 exhibitions, lectures and events annually, and offers an annual residency program. Lawndale's Programming Committee made up of area artists and arts administrators meet twice annually to review proposals and select artists and exhibitions for presentation at Lawndale. A balance is sought among emerging, mid-career and established artists, as well as a wide range of two and three dimensional media and content. The committee also considers works from around the region that inform area artists and audiences about the most current themes and concepts in contemporary art, while remaining focused on Houston area artists.

Over 500 artists have their work presented at Lawndale annually. Along with individual and group shows, Lawndale hosts an area-wide open call juried survey show, called **The Big Show**, and an annual festival celebrating, **Día de Los Muertos**, featuring an open-call exhibition of over 250 contemporary interpretations of the Mexican folk art tradition, the retablo, created by area artists and enthusiasts. During **Día de Los Muertos**, Lawndale also works closely with area schools to educate students about the Mexican tradition using contemporary art as a context. **Design Fair** is a much-anticipated fundraiser that celebrates vintage modern objects of the 20<sup>th</sup> century as well as innovative contemporary design.

In addition, 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, internship program and guided tours and activities.

**LAWNDALE ART CENTER**  
4912 Main Street  
Houston, TX 77002  
Ph. 713.528.5858  
lawndaleartcenter.org

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# Sponsor Commitment Form

Please return by September 23, 2011 to be included in the printed catalogue and other collateral

## DÍA de los MUERTOS 24th Annual Day of the Dead

Please return this form to:

Lawndale Art Center  
4912 Main St.  
Houston TX 77002

T 713.528.5858  
F 713.528.4140

Name of Donor (as you wish it to appear on all printed materials)

Address

City

State

Zip Code

Contact Name

Phone

Email

Charge MC/VIS/DISC/AMEX

Expiration Date

Check #

Date

Signature of Donor

## Sponsorship Level

(Circle one)



Title Underwriter ----- \$10,000



Underwriter ----- \$ 5,000



Presenting Patron ----- \$ 2,500



Patron ----- \$ 1,000



Presenting Sponsor ----- \$ 500



Sponsor ----- \$ 250



I wish to contribute ----- \$ \_\_\_\_\_

**LAWNDALE ART CENTER**

[www.lawndaleartcenter.org](http://www.lawndaleartcenter.org)

# 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 exhibition catalogue
- ☼ 30 Admissions to the Private Preview Party and Gala/Silent Auction for you and your guests
- ☼ Acknowledged as a Programming Sponsor on all Lawndale printed materials, including letterhead, 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 exhibition catalogue
- ☼ 20 Admissions to the Private Preview Party and Gala/Silent Auction for you and your guests
- ☼ Acknowledged as a Programming Sponsor on all Lawndale printed materials, including letterhead, for one full year

## Presenting Patron \$2,500

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

## Patron \$1,000

- ☼ Acknowledged as Patron on the exhibition's title wall
- ☼ Listed as Patron on the invitation mailed to 4000 of Lawndale's donors, members and friends
- ☼ Listed as Patron in the exhibition catalogue
- ☼ 10 Admissions to the Private Preview Party and Gala/Silent Auction for you and your guests

## Presenting Sponsor \$500

- ☼ Listed as Presenting Sponsor on the invitation mailed to 4000 of Lawndale's donors, members and friends
- ☼ Listed as Presenting Sponsor in the exhibition catalogue
- ☼ 6 Admissions to the Private Preview Party and Gala/Silent Auction for you and your guests

## Sponsor \$250

- ☼ Listed as Sponsor in the exhibition catalogue
- ☼ 4 Admissions to the Private Preview Party and Gala/Silent Auction for you and your guests

*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 \$35.00 per admission*