



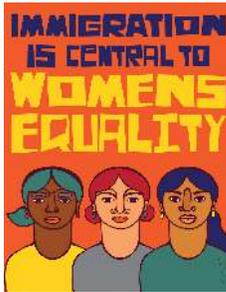
## FOR IMMEDIATE RELEASE

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## MACLA's Community Supported Art (CSA) Program launches April 7, 2014



### Calendar Listing:

Community Supported Art (CSA) Program  
MACLA, 510 South 1<sup>st</sup> Street, San José, CA 95113  
CSA Shares Sales: April 7—August 1, 2014  
Shares Pick-up Party: August 1, 2014  
Shares are \$350.00 at [eventbrite.com](http://eventbrite.com).

April 7, 2014 (San José, CA)—MACLA/Movimiento de Arte y Cultura Latino Americana is proud to launch its first Community-Sponsored Art (CSA) program on April 7, 2014.

MACLA's CSA program supports Latino artists by helping them to create and distribute their artwork through new channels. Concurrently, this program gives first-time and experienced art collectors the opportunity to own regionally made, limited-edition art.

Through an open call and a juried selection process artists were chosen to create "shares." A typical "share" consists of a work of art, usually a multiple or limited edition. **This year's artists are Melanie Cervantes, Jamil Hellu, Juan Luna-Avin, Favianna Rodriguez, Cristina Velazquez, and Rio Yañez.** The selected artists receive a stipend, connections to local collectors, and promotional support. Collectors purchase a CSA "box" (similar to a membership subscription) for \$350 that includes six regionally produced artworks. The boxes will be made available at a "pick-up party" on August 1, 2014, featuring food and entertainment.

CSA artists participate in an exciting new model of creation and distribution, avail of MACLA's connections to collectors, art patrons and other artists, and benefit from MACLA's promotional and distribution capacity. CSA member collectors receive multiple works from local emerging and mid-career artists at a fantastic value, develop relationships with local artists and art community, discover new artists and disciplines, and support local artists' careers.

The CSA program is modeled on the Community Supported Art project created by Springboard for the Arts and [mnartists.org](http://mnartists.org) in Minnesota.



## Related Event: CSA Box Pick-up Party

August 1, 2014, 6:30 – 8:30 p.m.

Collectors can pick up their CSA box at South First Fridays, where they can meet other collectors and artists, view MACLA's current exhibition, and enjoy food and music.

## CSA 2014 Artists



**Melanie Cervantes** is a Xicana graphic artist who creates images that reflect the hopes and dreams of social movements and catalyze people to action. Melanie's work includes black and white illustrations, paintings, installations and paper stencils, but she is best known for her political screen prints and posters. Employing vibrant colors and hand-drawn illustrations, her work moves those viewed as marginal to the center -- featuring powerful youth, elders, women, and queer and indigenous peoples. Her most revered mentor is her partner and fellow printmaker Jesus Barraza, with whom she formed Dignidad Rebelde, a collaborative graphic arts project that translates stories of struggle and resistance into artwork that can be put back into the hands of the communities who inspire it.

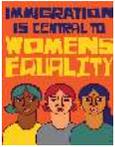
Melanie has exhibited at Galería de la Raza (San Francisco); Woman Made Gallery and National Museum of Mexican Art (Chicago); Mexic-Arte and Guadalupe Cultural Arts Center (Austin, TX); and Crewest (Los Angeles). Internationally her art has reached Mexico, Thailand, Slovenia, Palestine, Venezuela, Switzerland, Colombia, Africa, India and Guatemala. Her work is in public collections of the Center for the Study of Political Graphics, the Latin American Collection of the Green Library at Stanford, and the Hispanic Research Center at the Arizona State University as well as various private collections throughout the U.S. Melanie is also a Program Officer at the Akonadi Foundation, which supports movement-building organizations that tackle social inequity in the United States. She holds a BA in Ethnic Studies from the University of California, Berkeley. **For more information visit: [dignidadrebelde.com](http://dignidadrebelde.com).**



**Jamil Hellu** was born in Brazil, received his MFA from Stanford University and a BFA from the San Francisco Art Institute. He was selected for a six-month residence at the Cité Internationale des Arts in Paris and was granted the Markowski-Leach Scholarship in 2008. He has received the Graduate Fellowship Award at Headlands Center for the Arts for 2010-2011. Hellu has taught photography at Stanford University, San Francisco Art Institute, Diablo Valley College, and UC Berkeley Art Studio. He lives in San Francisco. **For more information visit: [jamilhellu.net](http://jamilhellu.net).**



**Juan Luna-Avin** was born in Mexico City. He is a multi-disciplinary artist whose work examines individual and collective identities through the lens of youth cultures and rock n' roll music and reflects his interest in mythology, music history, memory, low-fi technology, and informal economies. His work has been shown at the Thomas Welton Art Gallery (Stanford University), San Francisco Museum of Modern Art, Yerba Buena Center for the Arts, Queen's Nails Projects, Casa del Lago (Mexico City), and Ceroinspiracion (Quito, Ecuador). In 2007, he collaborated with Julio Cesar Morales on a public art project commissioned by the City of San Jose. Since 2004, he has been a member of Club Unicornio, a San Francisco-based collective of artists-DJs who play underground, kitschy, and experimental music from Latin America. He holds an MFA in Art Practice from Stanford University and a BFA in Painting from the San Francisco Art Institute, where he was an Osher Scholar. Recent awards include a Suzanne Baruch Lewis MFA Grant (2010) and a McNamara Family Creative Arts Grant from the Hispanic Scholarship Fund (2009). He is currently a Lecturer in the Visual and Public Art department at California State University, Monterey Bay.



**Favianna Rodriguez** is a transnational interdisciplinary artist and cultural organizer on a mission to create profound and lasting social change in the world. Her art and collaborative projects address migration, global politics, economic injustice, patriarchy, and interdependence. Favianna's practice is grounded in the desire to humanize and empower communities who are impacted by inequality and racism.

She submerges herself fully in the issues she addresses in order to produce work that is informed by the social and political conditions of the time. She spends time on the front lines with affected communities, researches policies, and supports fellow artists of color and migrants through resources, mentorship, and collaborative opportunities. Born in Oakland, Favianna's strongest influence are her migrant parents, who raised her to be an unapologetic feminist and outspoken advocate for her family and community. Her earliest mentors were artists and movement leaders in the Chicano and Black Arts Movement. When Favianna is not making art, she is directing CultureStrike, a national arts organization that engages artists, writers and performers in migrant rights. Favianna showcased artwork at MACLA's exhibition, *De Esperanza y de Locura/Of Hope and Madness* in 2013. **For more information, visit [favianna.com](http://favianna.com).**



**Cristina Velázquez** is known for repurposing discarded materials such as cardboard, clothing catalogs, and plastic bags to educate the public about the hazards of landfill trash. Velázquez was born in Michoacán, Mexico and moved to California in 1987. She earned a BFA from San José State University. Her latest exhibitions include the exhibition Women's History Month at De Anza Foothill College; the 2012 Chicana/o

Biennial at MACLA; the Cubberley Artists Studios group exhibition at the Meridian Gallery in San Francisco; and a show at the Euphrat Museum at De Anza College. Her work is part of private collections in Palo Alto, Mountain View, and San José. Velázquez currently works at the Cubberley Artist Studios in Palo Alto. **For more information, visit: [cristinavelazquez.com](http://cristinavelazquez.com).**



**Rio Yañez** was born and raised in San Francisco's Mission District and currently works as a curator, photographer, and graphic artist. His primary interest is in combining icons and mythologies. His images bring together heroes, friends, and childhood fantasies with Chicano aesthetics, traditional images, and politics, as a

response to the lack of Chicano art and iconography in cultural staples such as comic books, pro-wrestling, music, and Godzilla movies. As a curator he is a frequent collaborator with his father, Rene Yañez, and the pair have been developing exhibits together since 2005. He has exhibited in cities ranging from San Francisco to Tokyo. His re-imaginings of Frida Kahlo have included the *Ghetto Frida Project*, a series of prints, writings, and performance pieces featuring a thugged-out Kahlo. Yañez is also a founding member of The Great Tortilla Conspiracy, the world's most dangerous tortilla art collective. Yañez currently works at San Francisco's SOMArts as a curator and manager. **For more information visit: [www.rioyanez.com](http://www.rioyanez.com).**

### CSA 2014 Jurors

**Kevin B. Chen** has been involved in the Bay Area arts community for 20 years as a curator, visual artist, and writer. He has curated exhibitions and public programs at Intersection for the Arts since 1998, and previously was Programs Manager at Kala Art Institute. He has been a funding and residency panelist (Arts Council Silicon Valley, Creative Work Fund, Zellerbach Family Foundation, SF Arts Commission, Djerassi Resident Artists Program); an exhibition juror (CCA, SFAI); and, author of catalog essays for Paper Museum Press, Yerba Buena Center for the Arts, Light Work, and The Third Line – Art Gallery in Dubai. His work in collage and drawing has been exhibited locally and nationally, and he is represented by Jack Fischer Gallery in San Francisco, CA.



**Daniel Garcia** is a native of San Jose. His entrepreneurial journey began as a fashion photographer in the 1980's. After a decade of running his own photo business, he launched Content Magazine, which displays the beauty of life and diversity in his hometown, as well as the impact of San Jose's citizens in society. Since Content's print launch in 2012 Garcia also formed Content Media Collective to provide quality creative services to local business.

**Amina Yee** is the Curatorial Assistant at the Oakland Museum of California, where she works on interdisciplinary projects and helps develop exhibitions in art, history, and the natural sciences. In her three years at OMCA she has worked as a Museum Teacher and Educational Programs Assistant for the school programs Those Fabulous 49ers and ASH! Art, Science, and History. Before joining OMCA, Yee earned a BA in art history at U.C. Berkeley, and graduated with honors with a thesis paper on participatory art practice at Burning Man. At Berkeley she took a personal interest in the movement to increase public access to art through the creation of digital collections, and helped to design and develop the first complete and publicly accessible online catalogue raisonné.

### CSA Organization

The Community Sponsored Art program was organized by MACLA. This program is made possible by Arts Council Silicon Valley, in partnership with the County of Santa Clara, a Cultural Affairs grant from the City of San José, the David & Lucile Packard Foundation, the Castellano Family Foundation, the Institute of Museum and Library Services, Silicon Valley Community Foundation, the James Irvine Foundation, the William and Flora Hewlett Foundation, the Andy Warhol Foundation for the Visual Arts, and MACLA donors. MACLA is a participant in the grantee network of Leveraging Investments in Creativity, funded by the Ford Foundation.

**The John S. and James L. Knight Foundation supported the launch of this program in San José.**

### Gallery Information

Wednesday & Thursday, 12—7pm, Friday & Saturday, 12—5pm, and by special appointment  
Free Admission

510 South First Street, San José, CA 95113

(408) 998-ARTE | [info@maclaarte.org](mailto:info@maclaarte.org) | [www.maclaarte.org](http://www.maclaarte.org)

### About MACLA/Movimiento de Arte y Cultura Latino Americana

MACLA is an inclusive contemporary arts space grounded in the Chicana/o experience that incubates new visual, literary and performance art in order to engage people in civic dialogue and community transformation. MACLA is located at 510 South First Street, San José, CA 95113. For more information about MACLA call (408) 998-ARTE or see [www.maclaarte.org](http://www.maclaarte.org)

**Image:** *Favianna Rodriguez, Immigration is Central to Women's Equality*

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