



**FOR IMMEDIATE RELEASE**

Contact: Jennifer Cuevas

213-375-8714

[jen@jeneratemedias.com](mailto:jen@jeneratemedias.com)

**SELF HELP GRAPHICS & ART PROUDLY PRESENTS ITS  
47TH ANNUAL DÍA DE LOS MUERTOS SEASON**

**DÍA DE LOS MUERTOS CELEBRATION TO AIR VIRTUALLY  
ON SELF HELP GRAPHICS' YOUTUBE CHANNEL NOVEMBER 1**

**DÍA DE LOS MUERTOS EXHIBITION 'OFRENDAS 2020' –  
CURATED BY 47TH ANNUAL COMMEMORATIVE PRINT ARTIST  
SANDY RODRIGUEZ– TO OPEN VIRTUALLY OCTOBER 8**

Los Angeles, Calif. (September 28, 2020) – Self Help Graphics & Art is proud to present its **47th Annual Dia de los Muertos season. This year's 47th Annual Celebration will be held virtually on Sunday, November 1 at 4:00 p.m. on SHG's [YouTube channel](#)**, with live performances curated by [The Paramount](#). Due to the pandemic, the Día de los Muertos Celebration is part of a month-long season of *virtual* programs and workshops, beginning with the opening of the **Ofrendas 2020** exhibition on Thursday, October 8, weekly art workshops in October on [YouTube](#), and **Noche de Ofrenda** in partnership with [Grand Park's](#) Downtown Día de los Muertos Celebration.

#SHGDOD

## P. 2 – Día de los Muertos Season

“We are pleased to present our 47th Annual Día de los Muertos season beginning October 8 with our beloved community. Although we are feeling the weight of this year and are sorry we can’t host our in-person experiences, we are honored to share in this long-standing tradition in new and innovative ways, that will allow us to stay connected to the public and transmit our story and our artists’ work from Boyle Heights to the world,” said Executive Director, Betty Avila.

### **47th Annual Commemorative Print Artist and Virtual Exhibition**

In the spirit and tradition of Self Help Graphics, this year’s Día de los Muertos exhibition, ***Ofrendas 2020***, is curated by its 47th Annual Commemorative Print Artist, **Sandy Rodriguez**. Rodriguez’s print, ***Guadalupe Rodriguez, Autorretrato en el Panteón, 2003***, is an homage to the artist's mother, Artist Guadalupe Rodriguez. For this limited-edition serigraph, Sandy recreated a self-portrait painting by her mother in 2003. “I am honored to have been invited to guest curate the Dia de los Muertos exhibition with Self Help Graphics for the 47th annual celebration in Los Angeles. We are thrilled to bring together this visionary group of Los Angeles artists spanning generations, perspectives, disciplines, and connections to one of the most important cultural arts organizations in the United States. Collectively, we will be creating ofrendas for our ancestors and loved ones to be reunited during these holiest of days to find strength and push forward in this heartbreaking year amidst a global pandemic ravaging our communities. With the support of our loved ones we will prevail as they have in generations past and solidify connections and personal commitments to social change for better years ahead. Artists are encouraged to meditate on the ritual and history of Dia de los Muertos in Los Angeles, experiment, and reinterpret the traditional symbols and elements for the dead as we have for generations in this place we call home, Los Angeles,” said Rodriguez.

## P. 3 – Día de los Muertos Season

The virtual exhibition opening on Thursday, October 8 will include artists **Sandy Rodriguez, Nao Bustamante, Barbara Carrasco, Carolyn Castaño, Enrique Castrejon, Yreina Cervantez, Audrey Chan, Christina Fernandez, Consuelo Flores, Isabelle Lutterodt, Rigo Maldonado, Guadalupe Rodriguez, Shizu Saldamando, Gabriella Sanchez, Devon Tsuno, Sandra de la Loza** and **Young Center for Immigrant Children's Rights**. To honor the season and exhibition, SHG will also host an **Artist Lab: In the Studio virtual panel discussion on Monday, November 2** with Commemorative Print Artist and Curator, Sandy Rodriguez, along with select artists from the exhibition.

As part of this years' experience, SHG has teamed up with Ofelia and Rosanna Esparza of [Tonalli Studio](#) and burgeoning VR tech company, [TecnoLatinx](#), to transform a past altar created by the Esparza's into an AR experience. People will be immersed into the virtual world and able to see select altar elements come to life!

### **Virtual Workshops**

One of the highlights of Self Help Graphics' Día de los Muertos season are the free art workshops that will stream on its SHG's [YouTube channel](#) weekly in October. These how-to art workshops, developed by SHG teaching artists, will be delivered as new virtual experiences. For the first time in SHG's history, individuals and families will be able to do these hands-on projects together from the comfort and safety of their own home. No experience is necessary and a supply list will be provided to the public to purchase on their own, prior to the stream date of each workshop.

Virtual workshops include **Paper Flowers with Dewey Tafoya on Tuesday, October 6** at 1:00 p.m.; **Papel Picado with Daniel Gonzalez on Tuesday, October 13** at 1:00 p.m.; **Shoebox Altar with Martha Carrillo on Tuesday, October 20** at 1:00 p.m.; **Bike Ofrenda with Sandra de la**

P. 4– Día de los Muertos Season

**Loza on Saturday, October 24** at 1:00 p.m., as part of Grand Park's Downtown Día de los Muertos Celebration, and **Día de los Muertos Face Painting with Gabby Claro on Tuesday, October 27** at 1:00 p.m., plus more to be announced!

### **Noche de Ofrenda in Partnership with Grand Park 's Downtown Día de los Muertos**

Self Help Graphics & Art will again collaborate with Grand Park in a series of programs this year to honor **Noche de Ofrenda** (NDO) or Night of Altars (offerings). In lieu of a special one-night event, Noche de Ofrenda will span from October 24–November 4 as part of *Grand Park's Downtown Día de los Muertos* with 11 large-scale altar installations produced by artists and community partners representing the losses and causes of this past year, papel picado at The Music Center Plaza steps, and digital ofrendas on The Music Center Plaza LED screens. **While Grand Park and The Music Center Plaza are open to the public, all park and Plaza-goers are strictly required to maintain social distancing, including not to cluster in groups, and to wear masks.** Signage and markers in the park will assist with reinforcing the critical need for park and Plaza-goers to comply with all prevailing Los Angeles County Department of Public Health requirements. In order to maintain minimal crowds and to help those who wish to engage with this vital ritual and tradition, ample images and video of the installations will be made available on the Self Help Graphics, Grand Park and The Music Center social media channels. Alongside the workshops, this public art installation will enable the public to be inspired by and empowered to bring Día de los Muertos into their homes and other spaces safely by making their own art and ofrendas.

As always, the cornerstone of Noche de Ofrenda is Maestra Ofelia Esparza, and she'll return with her family to create the Community Altar. **Although the public cannot gather in large groups, leave ofrendas on or touch the Community Altar this year, they are encouraged to submit photos of their loved ones through this [form](#) by Sunday, October 11,** to be displayed

## P. 5 – Día de los Muertos Season

on the community altar at Grand Park and digital ofrendas on The Music Center Plaza screens. Grand Park will also have a special Noche de Ofrenda segment during the Self Help Graphics' virtual Día de los Muertos Celebration on November 1st.

### **About Self Help Graphics & Art**

Since its incorporation in 1973, [Self Help Graphics & Art](http://www.selfhelpgraphics.com) has produced more than 2,000 serigraph editions, including 62 atelier projects and exhibitions all over the world. The organization remains dedicated to the production, interpretation, and distribution of prints and other art media by Chicana/o and Latinx artists; and its multidisciplinary, intergenerational programs promote artistic excellence and empower community by providing access to working space, tools, training and beyond. Now, nearly a half century later, SHG continues to foster emerging Chicana/o and Latinx artists through its world class printmaking practice and supports the role of artists as leaders, both within its organization and the community. For more information, visit our <http://www.selfhelpgraphics.com>. Follow SHG on [Facebook](#) @selfhelpgraphics and [Instagram](#) and [Twitter](#) @SHG1970.

### **About Sandy Rodriguez, Commemorative Print Artist and Exhibition Curator**

[Sandy Rodriguez](#) is a Los Angeles-based painter. Her work investigates the methods and materials of painting across cultures and histories. Her *Codex Rodriguez-Mondragón* is made up of a collection of maps and paintings about the intersections of history, social memory, contemporary politics, and cultural production. She was raised in San Diego, Tijuana, and Los Angeles. Rodriguez earned her BFA from California Institute of Arts and has exhibited at a number of regional institutions, including the Museum of Contemporary Art, San Diego; Art + Practice, Los Angeles; Riverside Art Museum and Charlie James Gallery, Los Angeles. Rodriguez and her work have been featured in Hyperallergic, LA Weekly, *Los Angeles Times*,

## P. 6 – Día de los Muertos Season

on KCET.org, Spectrum News 1, and on several radio programs, including KCRW's *Press Play*, CBC's Radio-Canada *Hour le Monde*, KQED's *Statewide Report*, and KPCC's *Off Ramp*. For more information, visit [www.studiosandyrodriguez.com](http://www.studiosandyrodriguez.com). Follow Sandy on [Facebook](#) and [Instagram](#) @StudioSandyRodriguez.

### **About TecnoLatinx**

[TecnoLatinx](#) fosters economic empowerment through early exposure to new technology, hands-on educational workshops, and mentorship. Their goal is to give people in under resourced communities the skills and knowledge for high paying jobs in the technology industry. They also collaborate with individuals and groups from across the USA and Latin America to create mission-driven projects. Learn more at <https://tecnolatinx.com/>.

### **About The Paramount**

Located in the historic Boyle Heights community of Los Angeles, [The Paramount](#) has been humming along as the last surviving ballroom venue featuring mid-sized concerts for close to 100 years. The room's 400 person capacity allows it to host a wide variety of acts, from internationally touring bands, to fast-rising indie rock bands to popular local artists. Offstage, the Paramount offers a top-flight experience, from its restored architecture and spacious main floor to the full bar and a chef-driven food menu and cocktails. The Paramount has a wide range of events during the regular week and weekend and features a diverse calendar of musical and arts performances. The Paramount was designed and restored for the music and arts lover and pays respect to the hundreds of performers that have played on our stage. Follow The Paramount on [Facebook](#), [Instagram](#) @TheParamountLA and [Twitter](#) @TheParamount\_LA.

### **About Grand Park**

A vibrant gathering place, [Grand Park](#) is a beautiful public park for the entire community in Los Angeles County. With expansive green space for gatherings large and small, Grand Park celebrates the County's cultural vitality and is host to community events, cultural experiences, holiday celebrations, and many other activities that engage and attract visitors from all communities. The 12-acre Grand Park stretches from the Music Center on the west to City Hall on the east and is easily accessible by Metro via the Red/Purple line to the Civic Center/Grand Park station. The park was named of American Planning Association's 10 "Great Public Spaces" in the U.S. for 2013. Working closely with the County of LA, The Music Center is responsible for all operations and programming for the park. For more information, visit <http://grandparkla.org>. Follow Grand Park on Instagram (@grandpark\_la) as well as Twitter, Twitch, YouTube (@grandparkLosAngeles), and Facebook.

###

For all press requests such as backgrounders, assets, and interviews with Self Help Graphics' team or exhibition curator and artists, contact Jennifer Cuevas at 213-375-8714 or [jen@jeneratemedias.com](mailto:jen@jeneratemedias.com).