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**SELF HELP GRAPHICS & ART PROUDLY PRESENTS  
*DÍA DE LOS MUERTOS: A CULTURAL LEGACY, PAST, PRESENT & FUTURE* —  
GALLERY EXHIBITION OPEN TO PUBLIC SEPTEMBER 17<sup>TH</sup>**



*DÍA DE LOS MUERTOS EXHIBITION SLATED AS PART OF GETTY'S  
PACIFIC STANDARD TIME: LA/LA INITIATIVE, EXPLORING LATIN AMERICAN AND LATINO ART  
IN DIALOGUE WITH LOS ANGELES*

**LOS ANGELES, Calif.** (July 19, 2017): **Self Help Graphics & Art (SHG)** is proud to present “*Día de los Muertos: A Cultural Legacy, Past, Present & Future*,” a thought-provoking Day of the Dead exhibition on view from September 17, 2017 through February 24, 2018, curated by Self Help Graphics legacy Artist, [Linda Vallejo](#) and Dr. Betty Brown. *Día de los Muertos: A Cultural Legacy, Past, Present & Future*, will open to the public on **Sunday, September 17, 2017 from 12 p.m. to 5 p.m.** at SHG, located steps from the Metro Gold Line Pico/Aliso station at 1300 E. 1st St. in Boyle Heights.

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This exhibition is part of Getty Foundation's [Pacific Standard Time: LA/LA](#) initiative and will feature three Día de los Muertos *ofrendas* (offerings) from the past, present and the future by Master *Altarista*, [Ofelia Esparza](#) (past), Tijuana-based artist *Altarista* **Gerardo "Acamonchi" Yepiz** (present) and *Altarista* **Marcus Kuiland-Nazario** (future); as well as a select number of Día de los Muertos prints, photographs and ephemera from across the four-decade history of SHG's Día de los Muertos celebrations, broken down into a chronological evolution. Additionally, the 44<sup>th</sup> Annual Día de los Muertos Celebration fine art limited edition serigraph, produced by Artist Printmaker [Rosalie Lopez](#), will officially be unveiled at the opening reception.

"This exhibition brings forth a history that is near and dear to my heart and re-establishes Self Help Graphics as a center of creative and spiritual grounding for the Chicano/Latino community. Dia de los Muertos is a quintessential Southern California celebration that we can't take for granted. It's the perfect time to acknowledge the Self Help artists who have been innovators in creating a vibrant cultural event that is now celebrated across the country," says Vallejo.

The Self Help Graphics & Art ***Día de los Muertos: A Cultural Legacy, Past, Present & Future*** curatorial team includes Lead-Curator and Artist [Linda Vallejo](#); Co-Curator and Emeritus Professor of Art History, California State University Northridge, **Dr. Betty Brown**; Professor of Chicano and Latino Studies, University of Minnesota Twin Cities and SHG Board Chair, **Dr. Karen Mary Davalos**; SHG Director of Programs, **Joel Garcia**; and SHG Associate Director, **Betty Avila**. Catalog contributors include Dr. Betty Brown, Dr. Karen Mary Davalos, **Marietta Bernstorff** and **Rose Salseda**.

As an official Getty Foundation Pacific Standard Time: LA/LA exhibition site, SHG will present ***Día de los Muertos: A Cultural Legacy, Past, Present & Future*** to explore the evolution of the celebration in Los Angeles and the foundational transnational dialogue between the Chicano/Latino community and Mexico that continues to shape the tradition celebrated on both sides of the border. SHG will step away from the cultural appropriation that has repackaged this tradition to examine its Mexican and Central American roots, presenting a future-focused exhibition supported by educational programming, including historically researched essay and lectures, artist panel discussion, family-friendly tours, and a catalog to encourage discourse between Los Angeles and border cities such as Tijuana and Mexicali/Calexico.

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## About Pacific Standard Time: LA/LA

*Pacific Standard Time: LA/LA* is a far-reaching and ambitious exploration of Latin American and Latino art in dialogue with Los Angeles. Through a series of thematically linked exhibitions, *Pacific Standard Time: LA/LA* will present a wide variety of important works of art, much of them new to Southern California audiences. While the majority of exhibitions will have an emphasis on modern and contemporary art, there also will be crucial exhibitions about the ancient world and the pre-modern era. With topics such as luxury objects in the pre-Columbian Americas, 20th-century Afro-Brazilian art, alternative spaces in Mexico City, and boundary-crossing practices of Latino artists, exhibitions will range from monographic studies of individual artists to broad surveys that cut across numerous countries. Using the collaborative approach that characterized the original *Pacific Standard Time*, this new initiative will involve dozens of organizations in Southern California as well as partnerships with institutions, curators, and scholars in Latin America. While the exhibitions and publications will focus on the visual arts, *Pacific Standard Time: LA/LA* programs will ultimately expand to touch on music, performance, literature, and even cuisine. *Pacific Standard Time: LA/LA* will be a multifaceted event that will transform Los Angeles and Southern California for four months, and our understanding of modern and contemporary art forever. As it did for the first Pacific Standard Time initiative, *Pacific Standard Time: LA/LA* will be accompanied by a robust, multi-platformed communications and marketing campaign targeted at local, national and international audiences.

## About Self Help Graphics & Art

Founded in 1970 in the heart of East Los Angeles, [Self Help Graphics and Art](#) is dedicated to the production, interpretation and distribution of prints and other art media by Chicana/o and Latina/o artists. Its multi-disciplinary, inter-generational programs promote artistic excellence and empower community by providing access to working space, tools, training and capital. Follow Self Help Graphics & Art on social media: [Facebook](#), [Instagram](#) and [Twitter](#). For further information about upcoming events and workshops, including Día de los Muertos programming, visit SHG's [Facebook events page](#) or [Eventbrite](#).

## Sponsors

Pacific Standard Time is an initiative of the Getty. The presenting sponsor is Bank of America. ***Día de los Muertos: A Cultural Legacy, Past, Present and Future*** is possible with the help from our sponsors, including the Vera Campbell Foundation, National Association of Latino Art and Cultures, and Velasco Atelier Press.

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\*\*\*To request media interviews with Self Help Graphics' PST: LA/LA curatorial team, or media credentials to attend the *Día de los Muertos: A Cultural Legacy, Past, Present and Future* exhibition fundraising VIP Opening Reception Saturday, September 16<sup>th</sup> or the Public Opening Reception Sunday, September 17<sup>th</sup>, contact Jennifer Cuevas at 213-375-8714 or [jeneratemedi@gmail.com](mailto:jeneratemedi@gmail.com).\*\*\*