

"Veredas Argentinas-Argentine Pathways"

September 17 – October 24, 1999

Opening related information

PREPARATION:

1. Consul VIP Invitations

- | | |
|------------------------|-------|
| • Consulate | 400 |
| • Argentine Foundation | 100 |
| • TLM | 2 500 |

Total VIP Invitations 3000 expect 500-800 guests (includes membership)

2. Press Relations

- Press Pkg.
- Poster
- Slides
- Press Release
- Ads in as many Art Publications as possible

3. Catalogue Content:

1. Director's forward-Denise (Chief Curator)
2. Argentina Guest Essay Writer-Director of Bellas Artes, Buenos Aires?
Selection of this Art Historian writer in-conjunction with Maria Ines Sanders of Sicardi-Sanders Gallery, Houston Texas 713 529-0443
3. Essay "Contemporary Southern Californian Argentina Art", Margarita (Curator)

4. Banners:

- only if we have Sponsorship

5. Reception Planning

- Press Preview
- Evening Reception for 600

6. Shipping and Receiving of Art

- Implementation of Exhibition Fine Arts Insurance Rider to and from Texas
Los Angeles Art, brought in by Artists
- Restretching of Buenos Aires Canvas
- Conditioning of Art work

7. Exhibition Design

- Jordan and Denise

8. Installation Prep.

Creation of Didactic Panels and Translation:

Exhibition Scheduled Opening Date

September 17th:

1. Press Preview: 10 to 12 Noon

Opening Remarks and Introduction

Denise Lugo

Director

Latino Museum of History, Art and Culture

The Honorable Chuck Calderon

President of Board of Trustees

Latino Museum of History, Art and Culture

Introductions

Denise Lugo

Speakers

Luis Maria Kreckler

Consul General of Argentina Republic

Curator:

Margarita Medina

Artists Representatives:

Sponsor Acknowledgment

Argentine Foundation LA:

Sicardi-Sanders Gallery, Houston Texas:

2. Reception: 6:30 PM to 10 PM

- Semi Formal Dress
- Consulate will provide Wine and Empanadas and Performance:
 - Tango Presentation
 - Children's Folk Dancing
 - Chelec/Violin Music

Domingo Familiar:

- Portion of Director's Forward-Essay
- Portion of Guest Art Historian-Essay
- Portion of Margaritas' Essay
- Donation Wall
- Board Information

9. Installation of exhibition

"Veredas Argentinas-Argentine Pathways"

This is an Argentine-California exhibition that provides Los Angeles to view for the first time view the Argentine aesthetic foundations within both Contemporary traditions art works.

This exhibition provides the public for the first time in Los Angeles to view .

Complementing the exhibition is a screening of Jorge Preloran's famous documentary films. (Dates and location of film screening to be announced.)

Buenos Aires, Argentina Artist Represented:

- 1. Silvia Brewda** **Buenos Aires, Argentina, 1947**
 - "Cien-Cien" Acrylic on Canvas 39 3/8 x 13 3/4"
 - "Sabor a Menta" " " 71" x 63"
 - "Biblioteca en Archilla" " 68 3/4" X 76 3/4"
 - "Tempestad" " " ?
 - "Anfora" " " ?
- 2. Ana Eckel** **Buenos Aires, Argentina, 1947**
 - Oil transferred drawings to canvas
 - Selection still in process-need more recent work, to come from Buenos Aires
- 3. Edward Medici** **Buenos Aires, Argentina, 1945**
 - Negative Photography Selection in progress
- 4. Vivana I. Zargon** **Buenos Aires, Argentina, 1958**
 - "12m 13m 15 Houston" 1997 Acrylic on Canvas 41" x 16 1/2"
 - "750, 751" Houston 1997 " " " 63" X 9 1/2"
 - Serie de Gravedad- 1997 (series of 6 painting) 120 x 20 cm per unit

Californian Representatives only

1.