



Artist Robert Arenivar is seen here creating the second panel in an unprecedented series of 18 murals designed especially for the First Street store in Los Angeles. The

building's facade was completely remodeled to accommodate these magnificent murals.

Photo by Angel Esparza



"The Birth of Our Art", the first exterior Chicano mural in Los Angeles to receive national acclaim, illustrates the birth of a new art form whose origins are rooted in pre-Columbian and Spanish art history. This new genre is just beginning to be felt throughout the art world.



Goetz is a "vibrantly exciting place, imbued with the same spirit which must have lived in the art studios of the Renaissance, where Botticelli, Michaelangelo and Raphael created their masterpieces". Ava Gutierrez-O'Neill, *California Living*, Los Angeles Herald Examiner (April 28, 1974).

A SHORT HISTORY OF GOEZ

In November, 1969, three dedicated Chicano artists, Joe Gonzalez, John Gonzalez, and David Botello began to see a lifelong dream transformed into reality. That was the beginning of the conversion of an old abandoned meat market in East Los Angeles, into one of the most distinctive Fine Art Galleries in Southern California.

Each visitor to Goetz Gallery is immediately captured by the classical atmosphere, warmth, and hand wrought beauty.

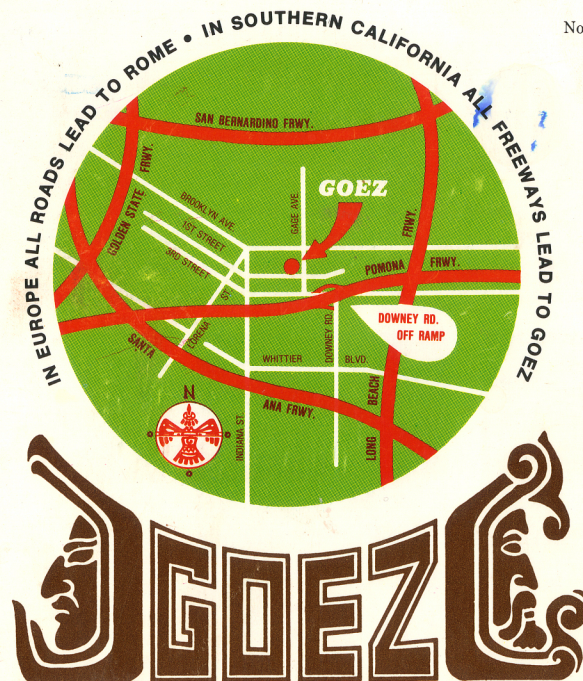
Since its opening, Goetz has been much more than just a community cultural attraction; not only does it serve as a forum for Chicano artists, but it also serves both the private and business communities with its custom graphic, design, and artistic capabilities.

Goetz Gallery has been the subject of a documentary film shown on the Public Broadcasting System, extensive coverage on all the major television stations, radio programs, and news articles in the Los Angeles media.

This brochure is dedicated with sincere appreciation to the Lupe Maldonado family, whose generosity and faith in Goetz has allowed it to become an actuality. Appreciation is also extended to "Justicia" (Justice For Chicanos in Television and Motion Pictures).

Brochure Credits: Designed by John Gonzalez, David Lopez, David Botello and Ignacio Gomez. Front cover designed by Robert Arenivar and painted by David Lopez.

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GOEZ ART STUDIOS & GALLERY
3757 E. FIRST STREET • LOS ANGELES, CALIFORNIA 90063
OPEN DAILY, 12 NOON TO 4 P.M. AND BY APPOINTMENT
(CLOSED MON.) • (213) 264-7265

GOEZ

ART STUDIOS & GALLERY





A before and after view of the remodeled gallery interior. The challenge of transforming a dilapidated meat market into a distinctive art gallery was the mutual goal of the gallery's artist-owners. The main showroom exhibits a panorama of objets d'art, including nail reliefs; metal and wood sculptures; and impressionist, classical, abstract paintings and etchings.

Goez also provides artists that can create art works according to your own particular taste and preference.



Goez represents many top artists, including Rudolpho Vargas, world renowned wood sculptor.



These huge distinctive sidewalk planters are available from Goez in three different pre-Columbian designs. Constructed of concrete or fiberglass, these decorative planters add an esthetic touch to any building.



Goez provides museum quality restorations for all types of sculpture. At left is a restored wood sculpture (from the Ming Dynasty) of intricate floral patterns. Restoration services are also provided for oil paintings, water colors, books and ancient manuscripts. Fine arts appraisal service by a certified member of the Appraisers Association of America is available through Goez.



The gallery's founders (L to R) John Gonzalez, Joe Gonzalez and David Botello, are seated in what was once a meat locker but has since been transformed into an office resembling the Captain's quarters aboard an old Spanish galleon. In addition to the gallery, Goez provides interior and exterior decorating services, architectural renderings, and hand-carved custom furniture.



The mayors of Los Angeles and Mexico City are standing in front of nine gigantic banners that were created by the Goez studios for the Cinco de Mayo celebration at the Los Angeles Music Center. These banners were the

cover story in *California Living*, L.A. *Herald Examiner* (above left).



A sample of just a few of the many graphic designs that Goez has created.