

ArteLatAm

Colors
of
Latin America

Art Exhibition & Networking Event Series

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ArteLatAm
www.artelatam.org

Designed by Stephanie Medina

A special thank you to Elizabeth Nieto, Global Chief Diversity & Inclusion Officer at MetLife for working with ArteLatAm and making it possible for us to host our art event at MetLife.

This is ArteLatAm...

About

ArteLatAm is an arts organization based in New York and known for providing the resources that working Latin American visual artists living in the United States and abroad need to thrive. Our mission is to contribute to a better and deeper understanding of Contemporary Latin American Art. We empower Latin American artists by providing them professional advice, portfolio reviews, networks, resources, funding, and opportunities to create and expose their creativity beyond their native countries.





Why

Out of the 54.2 million Latinos in the U.S., a growing number consists of visual artists who have immigrated here looking for opportunities to expand their knowledge, visibility, and economic advancement. However, there are still thousands of Latin American visual artists in the U.S. and in the thirty-three countries that make up the region who don't fully understand how the global art market can be beneficial for them and how they can contribute to the industry's success. ArteLatAm's goal is to help the artists discover new possibilities that will allow them to have greater global reach and visibility.

By the Numbers

Latin American Art, A Market on the Rise

Thanks to a more global outlook by institutions, curators and galleries. Latin American art is taking its turn in the spotlight.

- The Latin American art market remains the second most attractive art market to invest in at the moment. (*Art and Finance Report 2016, Deloitte & ArtTactic*)
- Globally, art collectors have increased their interest for Latin American art up to **25%** since 2015- 2016 in relation to the other art markets. (*Mercado del Arte Contemporáneo 2016, Art Price*)
- Auction Sales: Sotheby's and Christie's recent Modern and Contemporary Latin American Art sales in New York achieved **\$16.2 million** and **\$17.6 million**, respectively. Phillips accomplished exceptional results for works by important and emerging Latin American artists. Since 2009 the department has seen a **305%** growth in auction sales totals. (*Art Market Report 2017, Tefaf*)
- Since 2005 the ultra-high-net-worth population in Latin America has increased by **80%**, accounting for an accumulated wealth of **\$997 billion**. By 2025, this population is expected to grow by an additional **41%**, making the region critical in the next phase of the global economy. Sparked by the shifting political climate within Latin America, the region has undergone cultural and economic transformations. These changes have laid the groundwork for a prosperous art market, as the new generation of High Net Worth Individuals search for alternative asset classes to store their wealth. (*The Art of Investing in Art, Latin Trade Report 2016*)

Programs



Online Advice Program

Through our program, ArteLatAm connects Latin American visual artists living in the U.S. and around the world with professional art curators, critics, college professors, galleries and institutions from New York. The program focuses on the development of their art careers through online, one-on-one 30-minute mentorships that grant them a deeper understanding of the contemporary art market.

Artist Membership

We have developed a membership program for Latin American artists that exhibit unique talent and potential but are underrepresented. Our program globally expands artist's visibility to galleries and art collectors. It also provides training and support on legal contracts and visas, artwork transportation/insurance, and online studio visits from recognized curators from New York. Our goal is to increase artist's sales which allows them to focus solely on their production and development of their career as a visual artist.



Art Mutual Fund

ArteLatAm's Mutual Fund aids established Latin American visual artists worldwide by increasing the sales and recognition of their artworks by attracting investors who seek to diversify their portfolios through art. Unlike other art funds, this fund provides a mutually beneficial relationship between artists and investors by focusing on today's fastest growing Art Market, Latin American Art.



Art Exhibition Series & Networking Events

We're kicking off our exciting networking and international events with an art exhibition series that will open the doors to Latin American artists. Many of these artists are in search of cultural identity, integration and visibility. Other artists seek to bridge education, economic empowerment and community development between the United States and Latin America.

May 9th

Organized by
ArteLatAm

Hosted by
 **MetLife**

Colors of Latin America Art Exhibition and Networking Event Series

MetLife Building
200 Park Avenue, New York, NY

May 31st

Organized by
ArteLatAm

Hosted by
 **Microsoft HOLA**

Link Art Exhibition and Networking Event Series

Microsoft Technology Center
11 Times Square, New York, NY

Nov. 2018

Organized by
ArteLatAm

Hosted by
 **BIENAL
DE CUENCA**

Art Exhibit & Symposium Event XIV Biennial Cuenca

Museo Municipal de Arte Moderno and Galeria Larrazabal
Cuenca, Ecuador

Leadership



Carlos Torres- Machado
Artist, CEO & Founder

Carlos is the leading mind of ArteLatAm. For him life is defined by the phrase, "...to achieve your goals, you have to help other people achieve their goals." ArteLatAm honors this phrase.



Sylvia R. Mata
Vice President & Founder

Sylvia has been involved with the Latin American community in NY for over 10 years and has a strong desire to assist them to grow, thrive, and improve their overall quality of life.



Hesiquia Landesbaum
Financial Advisor

Hesy is a bilingual and bicultural professional with 20+ years of domestic and international experience in sales and management across several industries.



Graciela Kartofel
Art Historian & Curator

Graciela is an art historian, lecturer, and visiting professor at various universities. She also works as a critic and independent curator.



Kenneth Charbonneau
Board Advisor

Kenneth has established himself as one of the most experienced and recognized color consultants in the U.S. with more than 50 years in the field.



Sandra P. Plaza
International Law Advisor

Sandra has 11+ years of experience assisting corporate clients on nonimmigrant and immigrant procedures required to transfer or hire foreign talent in the United States.

Millenials on Board



Stephanie Medina
Graphic Designer

Stephanie studies design and media, culture, and communication at NYU. She enjoys being challenged and her attention to detail helps bring to life ArteLatAm's visions.



Mabel Acosta
Administrative Assistant

Mabel is studying at John Jay College of Criminal Justice with a major in Public Administration as well as a concentration in Political Science and Human Rights.



Bianca Dominguez
Project Manager

Bianca studied at the Fashion Institute of Design and Merchandising in Los Angeles. She started her career as an Educator at the Textile Art Center in Brooklyn, NY.



Abdoulaye S. Diallo
Web Developer

Abdoulaye is in his senior year at NYIT majoring in Computer Science and Networking Security. He has a background as a mentor/tutor in computer programming.



Laraib Ali
Photographer/Videographer

Laraib is a visual learner who is passionate about photography and mainly works with photos and digital art to promote the concepts she believes in.



Angelica Almeida
Marketing Manager

Angelica has a dual major in Marketing and International Business from Eafit University in Colombia. She is passionate about working with organizations that drive social impact.

Artists

Diego Anaya
Pablo Caviedes
Sandra Mack-Valencia
Hermann Mejía
Carlos Torres Machado

Invited Artists

Alejandro Corujeira
Pedro Friedeberg
Dionisio del Santo
Miguel Angel Vidal

Curator

Graciela Kartoffel

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Hosted by



Art is magic. The real artists protect their inner self which is where they guard their creative realm. That is why asking an artist why she/he did this or that has almost no sense. Let's just inhale the breeze coming out of their sculptures, the intensity of the colors that permeate our spirit, the contrast of textures and materials that awaken our memories, and the nontraditional approaches that nourish our senses of a present unlike any other.

Astonishment, smiling faces, nature in its splendorous variety, and all the colors of the spectrum are what tourists that travel to any of the many cities in Latin America encounter. Although this part of the continent has gone through tragic periods of crimes and destruction, people still care about color and smiles, remembrance of traditions, and being welcoming to those who arrive to their lands.

How is it possible that all their sufferings didn't break their will? They come back up, they stand-up, and withstand life. They see that example in the trees that resist the storms. They consider that hard work brings back the energy, and intense colors revive the desire to live.

Above all, the different indigenous cultures that inhabited a big part of Latin America survive generation after generation, mixed with European immigrants that never understood or respected them. But here they are, in a continuous survival attitude, dressing in embroidered clothes, and contrasting with the summer men white outfits, accompanied with brilliant paliacates, dancing, playing instruments, and painting to celebrate life.

Paisanos, they know how to suffer without complaining. They find ways to survive when they emigrate, learning from the toughest situations. Immigrants allow themselves to help newcomers as much as their families who stayed back. The earthen color of the seeded territories talk hand in hand with the brilliant variety of pigments people use to paint their houses.

It was Pablo Picasso who realized the strength of Spanish countryside women, and of African sculptural figures cut with machete like knife. He knew the interaction of white and black races, and of their encounter in the eternal heaven with more respect than they treat each other on earth nowadays.

Graciela Kartoffel

Diego Anaya

Born in Mexico, Diego Anaya was an apprentice at Guillermo Canseco's studio in Monterrey. Those first experiences with art were definitive. Diego Anaya continued learning the diverse disciplines: painting, drawing, sculpture, installation and performance. He was always very much into color and material. The relation of the color black as a field was to get deeper and deeper into a burnt material, or into various layers of paint and carbon to confront the viewer with sensual and mysterious artwork. The artist mainly uses cloth, wood canvases, and metal. Parallel to black, browns, and coffee colors that reveal the fire process he uses frequently, nowadays metal is offering him a challenge. Diego is doing sculpture, artists books, and asymmetrically flat art pieces that he presents as contemporary reliquaries.



Untitled, 2018

Ashes on Fabric with steel frame

27 x 35 x 4 in

69 x 89 x 10 cm



La Espera, 2018

Burnt blanket fabric, wooden & steel frame
24 x 32 x 2 in
61 x 81 x 5 cm



Temixco, 2018

Steel, wood, concrete, paint & pigments
15 x 19 x 2 in
38 x 48 x 5 cm

Pablo Caviedes

The subjects that nourish Pablo Caviedes's art, are natural but deep, like the coexistence of human beings with nature, or of non-domestic animals with appliances of everyday life. Born in Ecuador, he lived in Paris, Barcelona, and now in New York. Social circumstances concern him. He paints about them in low key colors, creating spaces for the viewer to reflect and to understand the world. Having studied in his native country, he then continued studying at l'Ecole Nationale Supérieure des Beaux-Arts in Paris. There, he got the Paris-Prize, and four years later, he was selected as one out of ten artists under 40 years old to be present in the Emergent Artists from Latin America and the Caribbean. Awards and exhibitions continued, and he also intertwined his periods as painter doing drawings, etchings, objects, installations, and incorporating 3D painting, animation video and other expressions of digital art.



Chinc and Cool, 2010

Acrylic on canvas

48 × 48 in

122 × 122 cm



After the Show, 2010
Acrylic on canvas
48 × 48 in
122 × 122 cm



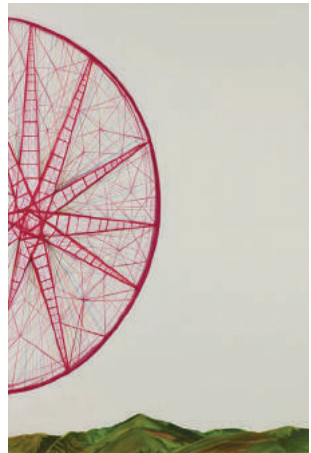
Love Can Hurt, 2010
Art object mix media
15 × 9 × 11 in
38 × 23 × 28 cm



From The Red Carpet, 2010
Art object mix media
12 × 9 × 14 in
30 × 23 × 36 cm

Sandra Mack-Valencia

I am a painter that loves stories. It all began with the fairy tales and urban legends that I grew up listening to in Medellín where I was born. The childhood memories, and García Márquez's magical realism helped me to overcome the devastating violence that took place in Colombia. Sandra Mack-Valencia graduated in her homeland, and then got a degree at Hunter College in New York. This multicultural metropolis is where she lives, paints, does collage, photography, drawing, and whatever comes to her mind. Having exhibited in many countries and received various awards, she has had experiences that push her forward in new directions in her artwork.



Wonderlandia (Diptych), 2016

Acrylic on wood panels

48 x 60 in

122 x 153 cm



Insomnia, 2016

Mixed media on wood panel

24 x 18 in

61 x 46 cm



The American Dream, 2015

Mixed media on wood panel

16 x 16 in

41 x 41 cm



The Dog House, 2015

Mixed media on wood panel

16 x 16 in

41 x 41 cm

Hermann Mejía

Art is the medium for Hermann Mejía to communicate his feelings.

Laughter, fear, solitude, and imaginary spaces converge in his paintings. There is always a result of tension, of intensity through colors and shapes, volumes and dynamics. Rhythm is evident in the big paper paintings, as much as in the small artwork. He was born and studied in Caracas, Venezuela, becoming a U.S. citizen, and a Brooklynite. His paintings have a clean organic gesture occasionally interrupted by flat geometric forms. He does intense prints, in elegant personal expressions. Hermann also creates objects in resin. These three-dimensional figures refer to life in various directions -children's toys, clowns, and masks. He had solo shows in Venezuela, Europe, Australia, and USA.



Yellow Mask, 2018

Urethane resin and acrylic
15 x 15 x 19 in
38 x 38 x 48 cm



Bimbolandia I, 2017

Oil on paper
60 x 50 in
150 X 130 cm



Bimbolandia II, 2017

Oil on paper
60 x 50 in
150 x 130 cm

Carlos Torres Machado

Two different art education institutions -University of San Francisco, Ecuador, and IUNA -National Arts University, Argentina, prepared this artist for his intense interest in incorporating the global economic changes into the visual arts in a personal synthesis. Money value and color value go hand in hand in his Data Center series, one of his most coveted paintings, recently awarded and exhibited at Scope Miami Beach. Born in Ecuador, Carlos Torres-Machado lives now in New York and continues to indulge the huge variety of colors and tones experienced since his childhood.

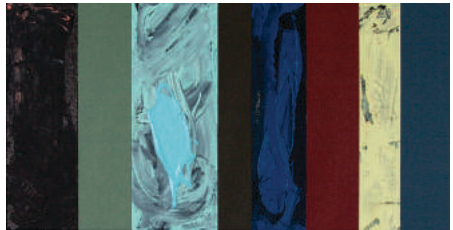
Distinctive use of flat painting permeates his artworks with saturated colors, but also with occasional translucent ones bridging both extremes of the visual arts that also include subtle doodlery, landscape, geometry, and money intertwined.



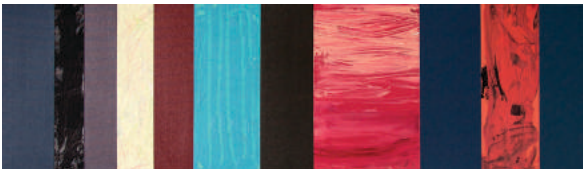
Abstract Desire #3, 2016
Oil and enamel on canvas
48 x 36 in
122 x 91 cm



Half and half #1, 2015- 2018
Oil and enamel on canvas
99 x 24 in
251 x 61 cm



Half and half #3, 2015- 2018
Oil and enamel on canvas
16 x 23 in
41 x 58 cm



Half and half #5, 2015- 2018
Oil and enamel on canvas
13 x 45 in
33 x 114 cm

Thank you to all our partners and sponsors for their continued and brilliant support.



ArteLatAm

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