

May 31, 2017

## **FOR IMMEDIATE RELEASE**

**2017 ARTELATAM KICKOFF ART EVENT, AN IMMERSIVE FUNDRAISING EXPERIENCE AND SILENT ART AUCTION FEATURING ARTWORKS BY FOUR CONTEMPORARY LATAM ARTISTS, TAKES PLACE JUNE 22 FROM 6 TO 9:30PM AT INDUSTRY COOPERATIVE SPACE IN MANHATTAN, NEW YORK.**

**Selected Artists for the exhibition/auction: Pablo Caviedes, Diego Anaya, Hermann Mejia, and Carlos Torres-Machado.** These contemporary visual artists each has a style of their own on the contemporary art market and will be on hand to share their work/stories with you that evening.

**Proceeds from the event will go towards two recognized non-profit organizations: LULAC New York 23055 and Ecuadorian International Center, Inc. to help fund grants and educational programs, art workshops, conferences and panel discussions between New York art curators and the Emerging Latin American Visual Artists Community.**

An immersive art experience and auction that gives residents of New York a rare opportunity to admire and purchase work by four well-known Latin American artists, in one of New York's striking yet intimate loft studio space in the heart of Midtown Manhattan: Industry Cooperative. Mirroring the strength and generosity of our artists community, the selected artists have graciously agreed to donate part of their artworks' sales in support of **ArteLatAm's Consulting Program**. This one-night silent auction fundraiser is an open invitation to act as a contributor of **the Emerging Latin American Visual Artist in the United States and abroad.**

The **ArteLatAm Kickoff Art Event** will take place **Thursday, June 22, 6- 9:30pm** at Industry Cooperative Space is located at **18W 38th Street, New York, NY 10018**. **Tickets are available at Eventbrite**, early bird tickets are \$30, regular tickets are \$35, and at the door \$50. Press will have access to the space at 5pm. **All tickets include admission to the art exhibition and silent auction, a talk and autographs with celebrated artists, wine tasting** thanks to *Doen Zhumir* and **the Latin American themed "hors d'oeuvres"** offered by renowned *Chef Eduardo Villa* and members of the Chef's Group *Taste Ecuador*. **Music** will be provide by *SET Artist Management* with *DJ Daniel Solano*. Event Services provided by *Nini Ventique*.

Tickets can be purchased [here](https://www.eventbrite.com/e/artelatam-kickoff-art-silent-auction-tickets-34310354193):

<https://www.eventbrite.com/e/artelatam-kickoff-art-silent-auction-tickets-34310354193>

## **About Us**

**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.

ArteLatAm's mission is to contribute to a better and deeper understanding of the Contemporary Latin American Art. We aim to empower Latin American visual artists by providing them professional advise,

portfolio reviews, networks, resources, funding and motivation to create and expose their creativity beyond their born countries. Our goal is to recognize major achievements of Latin American visual artists through art scholarships, art residencies and a bi-annual award.

**League of United Latin American Citizens (LULAC) Council 23055** LULAC.org founded in 1929, is the oldest and most widely respected Hispanic Civic League, Social Welfare Organization, devoted to advancing the economic condition, educational attainment, political influence, health, and civil rights of the Hispanic Americans through community-based programs. LULAC NY Council 23055 (former LULAC Queens 23047) has provided free educational services and scholarship opportunities that empower the Latino community in New York. The League of United Latin American Citizens invites you to participate in the 88<sup>th</sup> Annual LULAC National Convention & Exposition in San Antonio, TX from July 4<sup>th</sup> through July 8<sup>th</sup>, 2017. As the premier Hispanic convention, the LULAC National Convention draws over 15,000 participants from across the country each year including top leaders from the government, business, and the Latino community.

**Ecuadorian International Center, Inc.** Located in the most diverse community in the U.S., the EIC, Inc has been working to bring people together since 1999. The EIC's programs strive to help, educate, and inspire the Spanish speaking immigrant community from South and Central America, and the Caribbean, to learn how to adjust to life in the United States and reach their full potential.

As a 501(c)(3) non-profit organization, Ecuadorian International Center provide new immigrants with the tools to become self-sufficient and improve their lives, helping them to break down barriers that may limit their economic growth potential, as well as their contribution to their community. The EIC, Inc also provides them with guidance, support, and resources to promote the participation in cultural activities that enrich their lives.

### **About our Event's location**

**Industry Cooperative Space** is a creative loft studio space in a 1900's maisonette building. It's mixed raw industrial elements create a modern, sophisticated, SoHo feel **in the heart of Manhattan's Midtown**. The 1400 sq. ft. loft is steps from 5th Ave. and 2 blocks from Bryant Park, couldn't be in a better location coming from any part of the city or even out of town. Central to Grand Central Station and Penn Station. All Designer Vintage furniture adorns the area, a chesterfield couch in a lounge area and iconic vintage Herman Miller chairs paired with simple minimalist tables, all moveable around this inspirational space.

### **Selected Latin American Artists**

**Pablo Caviedes** Born in 1971 in Ecuador. He lives and works in New York. He is universally recognized as a preeminent force within the emerging 21st Century US-Latino transcultural art-scene. He has been exhibiting his work for more than twenty-five years. In fact, since 1990, his amazing images have graced several prominent venues in Ecuador; in addition to prestigious exhibits in France, Spain, Poland, Italy, Puerto Rico and United States of America. Like so many first-rate Ecuadorian artists, he received his artistic training at the esteemed College of Visual Arts in Ecuador. Afterward, he studied Fine Arts in Paris, France. In 1994, he received the Paris Prize. Consequently, in 1998 in Paris, he was one of ten artists, under 40

years-of-age, selected for the *Emergent Artists from Latin America and the Caribbean*, identifying a new generation of important up-and-coming Latino artists. Then, in 2002, while living in Spain, he had a solo show at the Museu Molí Paperer de Capellades. During that time, he was awarded an honorable-mention in Vilassar de Mar, at the Second Biennial International of Painting in Barcelona.

**Hermann Mejía** Born in 1973 in Venezuela. He lives and works in New York. He was recently featured by the Huffington Post, in a piece published to coincide with the date of Simon Bolivar's birthday, as one of 15 famous Venezuelan artists its readers "should know about". His first involvement as an art creator was during adolescence, through the street art movement, which led to distinctive tags and murals of his decorating street corners and main thoroughfares in Caracas for many years.

He subsequently received formal training and a graphic design and illustration degree at the prestigious Instituto de Diseño de Caracas (Caracas Design Institute, 1991-1995) Starting in 1995, he began exploring fine arts as a vehicle for more personal artistic expression, which resulted in artworks that have been shown in many art exhibitions, both collective ones and solo shows, initially in Venezuela and later in several other countries. At the same time, he has worked as an on-demand illustrator for written media and for many publishers.

**Diego Anaya** Born in 1986 in Mexico. He lives and works in New York and Mexico. He studied at "Academia de Arte Contemporaneo," Mexico in 2008, and at "The Art Students League of New York," in United States in 2010. Diego was introduced to the art world through an apprenticeship in Monterrey, Mexico. His rolodex of work includes a wide and diverse range in painting, sculpture, drawing and installations. Regardless the genre, all his different body of artworks has a same common goal: to explore the intricate relationship between identity, origin and belonging, from a personal and a social perspective. After finishing his studies, Diego quickly gained recognition in the artistic field of New York and Mexico. His artistic work has been presented in several individual and group exhibitions in Mexico, Taipei-Taiwan, Chile, Ghana, Miami and New York.

**Carlos Torres-Machado** Born in 1981 in Ecuador. His sensitivity to color and the bright variations of light found in individual colors was nurtured in his everyday life growing up in Ecuador. All his artworks series demonstrates a unique and keen sense of tonality pairing. This paired with his extreme attention to detail is what makes his multiple bodies of artworks stand out as extremely pleasing and harmonious while being though-provoking. He studied contemporary arts, communication, photography and psychology in Argentina and his natal country Ecuador. He received a BFA in 2009. He lives and works in New York.

Torres-Machado's work has been shown in galleries and institutions throughout the world. He earned renowned for his Murals, such as the monumental *Data Center#1* made of 23 canvases and measuring 17x10 feet. He has received numerous art residencies, awards and honors in recognition of his cultural achievements.

### **For more information and ticket reservations:**

website: [artelatam.org](http://artelatam.org) email: [info@artelatam.org](mailto:info@artelatam.org) phone: 347.744.4020

Specialized press RSVP: [artelatam.sm@gmail.com](mailto:artelatam.sm@gmail.com)